

Global Media

<https://marketpublishers.com/r/G442EAAF61CEN.html>

Date: December 2019

Pages: 65

Price: US\$ 350.00 (Single User License)

ID: G442EAAF61CEN

Abstracts

Global Media

SUMMARY

Global Media industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The global media industry had total revenues of \$1,153.4bn in 2018, representing a compound annual growth rate (CAGR) of 3.1% between 2014 and 2018.

The advertising segment was the industry's most lucrative in 2018, with total revenues of \$600.4bn, equivalent to 52.1% of the industry's overall value.

Notable trends in the movies and entertainment segment have been state subsidization of domestic productions and cinema construction, and the disruptive force of music streaming services such as Spotify.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the media market in the global

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the globalmedia market

Leading company profiles reveal details of key media market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Global media market with five year forecasts

REASONS TO BUY

What was the size of the Global media market by value in 2018?

What will be the size of the Global media market in 2023?

What factors are affecting the strength of competition in the Global media market?

How has the market performed over the last five years?

What are the main segments that make up the global's media market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. How is technology being used in the leading players' strategies?
- 7.3. Which companies offer substitutes to the main industry?

8 COMPANY PROFILES

- 8.1. WPP plc
- 8.2. Comcast Corporation
- 8.3. Bertelsmann SE & Co. KGaA
- 8.4. Omnicom Group, Inc.
- 8.5. Pearson plc
- 8.6. The Walt Disney Company
- 8.7. AT&T Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global media industry value: \$ billion, 2014-18
- Table 2: Global media industry category segmentation: \$ billion, 2018
- Table 3: Global media industry geography segmentation: \$ billion, 2018
- Table 4: Global media industry value forecast: \$ billion, 2018-23
- Table 5: WPP plc: key facts
- Table 6: WPP plc: Annual Financial Ratios
- Table 7: WPP plc: Key Employees
- Table 8: WPP plc: Key Employees Continued
- Table 9: WPP plc: Key Employees Continued
- Table 10: WPP plc: Key Employees Continued
- Table 11: Comcast Corporation: key facts
- Table 12: Comcast Corporation: Annual Financial Ratios
- Table 13: Comcast Corporation: Key Employees
- Table 14: Comcast Corporation: Key Employees Continued
- Table 15: Bertelsmann SE & Co. KGaA: key facts
- Table 16: Bertelsmann SE & Co. KGaA: Annual Financial Ratios
- Table 17: Bertelsmann SE & Co. KGaA: Key Employees
- Table 18: Omnicom Group, Inc.: key facts
- Table 19: Omnicom Group, Inc.: Annual Financial Ratios
- Table 20: Omnicom Group, Inc.: Key Employees
- Table 21: Omnicom Group, Inc.: Key Employees Continued
- Table 22: Pearson plc: key facts
- Table 23: Pearson plc: Annual Financial Ratios
- Table 24: Pearson plc: Key Employees
- Table 25: The Walt Disney Company: key facts
- Table 26: The Walt Disney Company: Annual Financial Ratios
- Table 27: The Walt Disney Company: Key Employees
- Table 28: The Walt Disney Company: Key Employees Continued
- Table 29: AT&T Inc: key facts
- Table 30: AT&T Inc: Annual Financial Ratios
- Table 31: AT&T Inc: Key Employees
- Table 32: AT&T Inc: Key Employees Continued
- Table 33: Global exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Global media industry value: \$ billion, 2014-18

Figure 2: Global media industry category segmentation: % share, by value, 2018

Figure 3: Global media industry geography segmentation: % share, by value, 2018

Figure 4: Global media industry value forecast: \$ billion, 2018-23

Figure 5: Forces driving competition in the global media industry, 2018

Figure 6: Drivers of buyer power in the global media industry, 2018

Figure 7: Drivers of supplier power in the global media industry, 2018

Figure 8: Factors influencing the likelihood of new entrants in the global media industry, 2018

Figure 9: Factors influencing the threat of substitutes in the global media industry, 2018

Figure 10: Drivers of degree of rivalry in the global media industry, 2018

COMPANIES MENTIONED

WPP plc

Comcast Corporation

Bertelsmann SE & Co. KGaA

Omnicom Group, Inc.

Pearson plc

The Walt Disney Company

AT&T Inc

I would like to order

Product name: Global Media

Product link: <https://marketpublishers.com/r/G442EAAF61CEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G442EAAF61CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970