

India Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Broadcasting & Cable TV in India industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.

The Indian broadcasting and cable TV market had total revenues of \$9.5 billion in 2021, representing a compound annual growth rate (CAGR) of 1.4% between 2016 and 2021.

The TV subscriptions segment was the market's most lucrative in 2021, with total revenues of \$4.9 billion, equivalent to 51.6% of the market's overall value.

TV penetration has grown in India over the past decade, enabling commercial broadcasters to increase revenue from advertisements and subscriptions.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the broadcasting & cable tv market in India

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv market in India

Leading company profiles reveal details of key broadcasting & cable tv market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the India broadcasting & cable tv market with five year forecasts

REASONS TO BUY

What was the size of the India broadcasting & cable tv market by value in 2021?

What will be the size of the India broadcasting & cable tv market in 2026?

What factors are affecting the strength of competition in the India broadcasting & cable tv market?

How has the market performed over the last five years?

What are the main segments that make up India's broadcasting & cable tv market?

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