

India Media Market Summary and Forecast

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Abstracts

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Summary

Media in India industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The Indian media industry had total revenues of \$42.4 billion in 2022, representing a compound annual growth rate (CAGR) of 4.6% between 2017 and 2022.

The publishing segment accounted for the industry's largest proportion in 2022, with total revenues of \$21.7 billion, equivalent to 51.3% of the industry's overall value.

India accounted for a share of 8.3% in the Asia-Pacific media industry in 2022.

Scope

Save time carrying out entry-level research by identifying the size, growth, major

segments, and leading players in the media market in India

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in India

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 India media market with five year forecasts

Reasons to Buy

What was the size of the India media market by value in 2022?

What will be the size of the India media market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up India'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. What strategies do the leading players follow?
- 7.3. Which companies offer substitutes for the main industry?

8 COMPANY PROFILES

- 8.1. WPP plc
- 8.2. Zee Entertainment Enterprises Limited
- 8.3. D. B. Corp Limited
- 8.4. The Walt Disney Company

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: India media industry value: \$ billion, 2017–22
- Table 2: India media industry category segmentation: % share, by value, 2017–2022
- Table 3: India media industry category segmentation: \$ billion, 2017-2022
- Table 4: India media industry geography segmentation: \$ billion, 2022
- Table 5: India media industry value forecast: \$ billion, 2022–27
- Table 6: WPP plc: key facts
- Table 7: WPP plc: Annual Financial Ratios
- Table 8: WPP plc: Key Employees
- Table 9: WPP plc: Key Employees Continued
- Table 10: Zee Entertainment Enterprises Limited: key facts
- Table 11: Zee Entertainment Enterprises Limited: Annual Financial Ratios
- Table 12: Zee Entertainment Enterprises Limited: Key Employees
- Table 13: D. B. Corp Limited: key facts
- Table 14: D. B. Corp Limited: Annual Financial Ratios
- Table 15: D. B. Corp Limited: Key Employees
- Table 16: The Walt Disney Company: key facts
- Table 17: The Walt Disney Company: Annual Financial Ratios
- Table 18: The Walt Disney Company: Key Employees
- Table 19: The Walt Disney Company: Key Employees Continued
- Table 20: The Walt Disney Company: Key Employees Continued
- Table 21: India size of population (million), 2018–22
- Table 22: India gdp (constant 2005 prices, \$ billion), 2018–22
- Table 23: India gdp (current prices, \$ billion), 2018–22
- Table 24: India inflation, 2018–22
- Table 25: India consumer price index (absolute), 2018–22
- Table 26: India exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: India media industry value: \$ billion, 2017–22

Figure 2: India media industry category segmentation: \$ billion, 2017-2022

Figure 3: India media industry geography segmentation: % share, by value, 2022

Figure 4: India media industry value forecast: \$ billion, 2022–27

Figure 5: Forces driving competition in the media industry in India, 2022

Figure 6: Drivers of buyer power in the media industry in India, 2022

Figure 7: Drivers of supplier power in the media industry in India, 2022

Figure 8: Factors influencing the likelihood of new entrants in the media industry in India, 2022

Figure 9: Factors influencing the threat of substitutes in the media industry in India, 2022

Figure 10: Drivers of degree of rivalry in the media industry in India, 2022

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