

Italy 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 Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 Italian broadcasting and cable TV market had total revenues of \$8.9 billion in 2021, representing a compound annual growth rate (CAGR) of -1% between 2016 and 2021.

The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$4.2 billion, equivalent to 47.7% of the market's overall value.

Younger age groups are using substitutes, such as gaming or streaming shows, and mediums such as Netflix and Amazon Prime, more than older citizens, and this has caused the decline in the market.

SCOPE

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

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

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 Italy broadcasting & cable tv market with five year forecasts by both value and volume

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

How large is Italy's broadcasting & cable tv market in relation to its regional counterparts?

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. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

- 8.1. MFE-MediaForEurope N.V.
- 8.2. Cairo Communication S.p.A.
- 8.3. Sky Limited

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: Italy broadcasting & cable tv market value: \$ billion, 2016-21

Table 2: Italy broadcasting & cable tv market category segmentation: % share, by value, 2016-2021

Table 3: Italy broadcasting & cable tv market category segmentation: \$ billion, 2016-2021

Table 4: Italy broadcasting & cable tv market geography segmentation: \$ billion, 2021

Table 5: Italy broadcasting & cable tv market value forecast: \$ billion, 2021-26

Table 6: MFE-MediaForEurope N.V.: key facts

Table 7: MFE-MediaForEurope N.V.: Annual Financial Ratios

Table 8: MFE-MediaForEurope N.V.: Key Employees

Table 9: Cairo Communication S.p.A.: key facts

Table 10: Cairo Communication S.p.A.: Annual Financial Ratios

Table 11: Cairo Communication S.p.A.: Key Employees

Table 12: Sky Limited: key facts

Table 13: Sky Limited: Key Employees

Table 14: Italy size of population (million), 2017-21

Table 15: Italy gdp (constant 2005 prices, \$ billion), 2017-21

Table 16: Italy gdp (current prices, \$ billion), 2017-21

Table 17: Italy inflation, 2017-21

Table 18: Italy consumer price index (absolute), 2017-21

Table 19: Italy exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: Italy broadcasting & cable tv market value: \$ billion, 2016-21

Figure 2: Italy broadcasting & cable tv market category segmentation: \$ billion, 2016-2021

Figure 3: Italy broadcasting & cable tv market geography segmentation: % share, by value, 2021

Figure 4: Italy broadcasting & cable tv market value forecast: \$ billion, 2021-26

Figure 5: Forces driving competition in the broadcasting & cable tv market in Italy, 2021

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Italy, 2021

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Italy, 2021

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Italy, 2021

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Italy, 2021

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Italy, 2021

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