

Italy Digital Media Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Digital Media in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, 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 digital media market consists of revenues generated by legal downloads or streaming of media content, including music, video, and books.

The Italian digital media market had total revenues of \$1,115.4 million in 2021, representing a compound annual growth rate (CAGR) of 29% between 2016 and 2021.

The digital video segment generated the most revenue in 2021, with total revenues of \$799.2 million, equivalent to 71.6% of the market's overall value.

Growth in this market over the last couple of years has largely been driven by the digital video segment. This segment of the market saw growth of 51.8% in 2020 and 2.8% in 2021. Digital music has also seen strong growth, surging by 22.6% in 2020 and 38.3% in 2021.

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Italy digital media market by value in 2021?

What will be the size of the Italy digital media market in 2026?

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

How has the market performed over the last five years?

Who are the top competitors in Italy's digital media market?

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