

Japan Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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Summary

Broadcasting & Cable TV in Japan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.

The Japanese broadcasting & cable TV market had total revenues of \$29.6 billion in 2022, representing a negative compound annual growth rate (CAGR) of 2.1% between 2017 and 2022.

The TV advertising segment accounted for the market's largest proportion in 2022, with total revenues of \$18.5 billion, equivalent to 62.3% of the market's overall value.

Japan accounted for a significant share of 19.8% in the Asia-Pacific broadcasting & cable TV market in 2022.

Scope

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

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

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

Reasons to Buy

What was the size of the Japan broadcasting & cable tv market by value in 2022?

What will be the size of the Japan broadcasting & cable tv market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in Japan's broadcasting & cable tv 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. What are the recent M&A deals in the market?

8 COMPANY PROFILES

- 8.1. Asahi Broadcasting Group Holdings Corporation
- 8.2. TBS Holdings Inc
- 8.3. Fuji Media Holdings Inc
- 8.4. Nippon Television Holdings 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: Japan broadcasting & cable tv market value: \$ billion, 2017–22

Table 2: Japan broadcasting & cable tv market category segmentation: % share, by value, 2017–2022

Table 3: Japan broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 4: Japan broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 5: Japan broadcasting & cable tv market value forecast: \$ billion, 2022–27

Table 6: Asahi Broadcasting Group Holdings Corporation: key facts

Table 7: Asahi Broadcasting Group Holdings Corporation: Annual Financial Ratios

Table 8: Asahi Broadcasting Group Holdings Corporation: Key Employees

Table 9: TBS Holdings Inc: key facts

Table 10: TBS Holdings Inc: Annual Financial Ratios

Table 11: TBS Holdings Inc: Key Employees

Table 12: TBS Holdings Inc: Key Employees Continued

Table 13: Fuji Media Holdings Inc: key facts

Table 14: Fuji Media Holdings Inc: Annual Financial Ratios

Table 15: Fuji Media Holdings Inc: Key Employees

Table 16: Nippon Television Holdings Inc: key facts

Table 17: Nippon Television Holdings Inc: Annual Financial Ratios

Table 18: Nippon Television Holdings Inc: Key Employees

Table 19: Japan size of population (million), 2018–22

Table 20: Japan gdp (constant 2005 prices, \$ billion), 2018–22

Table 21: Japan gdp (current prices, \$ billion), 2018–22

Table 22: Japan inflation, 2018–22

Table 23: Japan consumer price index (absolute), 2018–22

Table 24: Japan exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Japan broadcasting & cable tv market value: \$ billion, 2017–22

Figure 2: Japan broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 3: Japan broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 4: Japan broadcasting & cable tv market value forecast: \$ billion, 2022–27

Figure 5: Forces driving competition in the broadcasting & cable tv market in Japan, 2022

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Japan, 2022

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Japan, 2022

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Japan, 2022

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Japan, 2022

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Japan, 2022

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