

# Media BRIC (Brazil, Russia, India, China) Industry Guide 2015-2024

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## Abstracts

Media BRIC (Brazil, Russia, India, China) Industry Guide 2015-2024

### SUMMARY

The BRIC Media industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

### KEY HIGHLIGHTS

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the media industry and had a total market value of \$218.5 billion in 2019. India was the fastest growing country with a CAGR of 9.4% over the 2015-19 period.

Within the media industry, China is the leading country among the BRIC nations with market revenues of \$158.7 billion in 2019. This was followed by Brazil, India and Russia with a value of \$23.9, \$23.5, and \$12.4 billion, respectively.

China is expected to lead the media industry in the BRIC nations with a value of \$187.8 billion in 2024, followed by India, Brazil, Russia with expected values of \$35.0, \$28.4 and \$16.9 billion, respectively.

### SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the BRIC media industry

Leading company profiles reveal details of key media industry players' BRIC operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the BRIC media industry with five year forecasts

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

## **REASONS TO BUY**

What was the size of the BRIC media industry by value in 2019?

What will be the size of the BRIC media industry in 2024?

What factors are affecting the strength of competition in the BRIC media industry?

How has the industry performed over the last five years?

What are the main segments that make up the BRIC media industry?

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