

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

<https://marketpublishers.com/r/M052A876302EN.html>

Date: December 2020

Pages: 135

Price: US\$ 995.00 (Single User License)

ID: M052A876302EN

## 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?

## Contents

### **1 INTRODUCTION**

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

### **2 BRIC MEDIA**

- 2.1. Industry Outlook

### **3 MEDIA IN BRAZIL**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

### **4 MACROECONOMIC INDICATORS**

- 4.1. Country data

### **5 MEDIA IN CHINA**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

### **6 MACROECONOMIC INDICATORS**

- 6.1. Country data

### **7 MEDIA IN INDIA**

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

## **8 MACROECONOMIC INDICATORS**

- 8.1. Country data

## **9 MEDIA IN RUSSIA**

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation
- 9.4. Market outlook
- 9.5. Five forces analysis

## **10 MACROECONOMIC INDICATORS**

- 10.1. Country data

## **11 COMPANY PROFILES**

- 11.1. Globo Comunicacao e Participacoes S.A.
- 11.2. AT&T Inc
- 11.3. WPP plc
- 11.4. Xinhua Winshare Publishing and Media Co., Ltd
- 11.5. Tribune Media Company
- 11.6. Omnicom Group, Inc.
- 11.7. Zee Entertainment Enterprises Limited
- 11.8. Dainik Bhaskar Group
- 11.9. Publicis Groupe SA
- 11.10. Sun TV Network Ltd
- 11.11. Jagran Prakashan Ltd
- 11.12. Eros International plc
- 11.13. Dentsu, Inc.
- 11.14. The Walt Disney Company
- 11.15. The Interpublic Group of Companies, Inc.

11.16. Gazprombank

11.17. Sony Corporation of America

## **12 APPENDIX**

12.1. Methodology

12.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: BRIC media industry, revenue(\$bn), 2015-24
Table 2: BRIC media industry, revenue(\$bn), 2015-19
Table 3: BRIC media industry, revenue(\$bn), 2019-24
Table 4: Brazil media industry value: \$ billion, 2015-19
Table 5: Brazil media industry category segmentation: \$ billion, 2019
Table 6: Brazil media industry geography segmentation: \$ billion, 2019
Table 7: Brazil media industry value forecast: \$ billion, 2019-24
Table 8: Brazil size of population (million), 2015-19
Table 9: Brazil gdp (constant 2005 prices, \$ billion), 2015-19
Table 10: Brazil gdp (current prices, \$ billion), 2015-19
Table 11: Brazil inflation, 2015-19
Table 12: Brazil consumer price index (absolute), 2015-19
Table 13: Brazil exchange rate, 2015-19
Table 14: China media industry value: \$ billion, 2015-19
Table 15: China media industry category segmentation: \$ billion, 2019
Table 16: China media industry geography segmentation: \$ billion, 2019
Table 17: China media industry value forecast: \$ billion, 2019-24
Table 18: China size of population (million), 2015-19
Table 19: China gdp (constant 2005 prices, \$ billion), 2015-19
Table 20: China gdp (current prices, \$ billion), 2015-19
Table 21: China inflation, 2015-19
Table 22: China consumer price index (absolute), 2015-19
Table 23: China exchange rate, 2015-19
Table 24: India media industry value: \$ billion, 2015-19
Table 25: India media industry category segmentation: \$ billion, 2019
Table 26: India media industry geography segmentation: \$ billion, 2019
Table 27: India media industry value forecast: \$ billion, 2019-24
Table 28: India size of population (million), 2015-19
Table 29: India gdp (constant 2005 prices, \$ billion), 2015-19
Table 30: India gdp (current prices, \$ billion), 2015-19
Table 31: India inflation, 2015-19
Table 32: India consumer price index (absolute), 2015-19
Table 33: India exchange rate, 2015-19
Table 34: Russia media industry value: \$ billion, 2015-19
Table 35: Russia media industry category segmentation: \$ billion, 2019

Table 36: Russia media industry geography segmentation: \$ billion, 2019

Table 37: Russia media industry value forecast: \$ billion, 2019-24

Table 38: Russia size of population (million), 2015-19

Table 39: Russia gdp (constant 2005 prices, \$ billion), 2015-19

Table 40: Russia gdp (current prices, \$ billion), 2015-19

Table 41: Russia inflation, 2015-19

Table 42: Russia consumer price index (absolute), 2015-19

Table 43: Russia exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

- Figure 1: BRIC media industry, revenue(\$bn), 2015-24
- Figure 2: BRIC media industry, revenue(\$bn), 2015-19
- Figure 3: BRIC media industry, revenue(\$bn), 2019-24
- Figure 4: Brazil media industry value: \$ billion, 2015-19
- Figure 5: Brazil media industry category segmentation: % share, by value, 2019
- Figure 6: Brazil media industry geography segmentation: % share, by value, 2019
- Figure 7: Brazil media industry value forecast: \$ billion, 2019-24
- Figure 8: Forces driving competition in the media industry in Brazil, 2019
- Figure 9: Drivers of buyer power in the media industry in Brazil, 2019
- Figure 10: Drivers of supplier power in the media industry in Brazil, 2019
- Figure 11: Factors influencing the likelihood of new entrants in the media industry in Brazil, 2019
- Figure 12: Factors influencing the threat of substitutes in the media industry in Brazil, 2019
- Figure 13: Drivers of degree of rivalry in the media industry in Brazil, 2019
- Figure 14: China media industry value: \$ billion, 2015-19
- Figure 15: China media industry category segmentation: % share, by value, 2019
- Figure 16: China media industry geography segmentation: % share, by value, 2019
- Figure 17: China media industry value forecast: \$ billion, 2019-24
- Figure 18: Forces driving competition in the media industry in China, 2019
- Figure 19: Drivers of buyer power in the media industry in China, 2019
- Figure 20: Drivers of supplier power in the media industry in China, 2019
- Figure 21: Factors influencing the likelihood of new entrants in the media industry in China, 2019
- Figure 22: Factors influencing the threat of substitutes in the media industry in China, 2019
- Figure 23: Drivers of degree of rivalry in the media industry in China, 2019
- Figure 24: India media industry value: \$ billion, 2015-19
- Figure 25: India media industry category segmentation: % share, by value, 2019
- Figure 26: India media industry geography segmentation: % share, by value, 2019
- Figure 27: India media industry value forecast: \$ billion, 2019-24
- Figure 28: Forces driving competition in the media industry in India, 2019
- Figure 29: Drivers of buyer power in the media industry in India, 2019
- Figure 30: Drivers of supplier power in the media industry in India, 2019
- Figure 31: Factors influencing the likelihood of new entrants in the media industry in



India, 2019

Figure 32: Factors influencing the threat of substitutes in the media industry in India, 2019

Figure 33: Drivers of degree of rivalry in the media industry in India, 2019

Figure 34: Russia media industry value: \$ billion, 2015-19

Figure 35: Russia media industry category segmentation: % share, by value, 2019

Figure 36: Russia media industry geography segmentation: % share, by value, 2019

Figure 37: Russia media industry value forecast: \$ billion, 2019-24

Figure 38: Forces driving competition in the media industry in Russia, 2019

Figure 39: Drivers of buyer power in the media industry in Russia, 2019

Figure 40: Drivers of supplier power in the media industry in Russia, 2019

Figure 41: Factors influencing the likelihood of new entrants in the media industry in Russia, 2019

Figure 42: Factors influencing the threat of substitutes in the media industry in Russia, 2019

Figure 43: Drivers of degree of rivalry in the media industry in Russia, 2019

## I would like to order

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

Product link: <https://marketpublishers.com/r/M052A876302EN.html>

Price: US\$ 995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M052A876302EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970