

Media Global Industry Almanac 2015-2024

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Abstracts

Media Global Industry Almanac 2015-2024

SUMMARY

Global 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

The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services.

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming. The market is valued as the revenues generated by broadcasters through subscriptions, or public funds (either through TV licenses, general taxation, or donations).

The publishing market consists of books, newspaper and magazines segments.

The book publishing segment includes publishers of academic, professional, general and other (fictions, non-fiction etc) books. The market value of this segment refers to the domestic B2C sales of books only at the retail sales price

(RSP).

The newspaper segment is valued as the sum total of all revenues gained from the sale of newspapers including those gained through circulation, subscription (inc. online subscription), but excluding advertising revenue.

The magazine segment value is calculated as the revenues generated by publishers from B2C sales of copies of their products, and does not include advertising revenues.

The movies & entertainment market consists of both producers and distributors of entertainment formats, such as movies and music. The market value consists of the revenues received by movie box offices from total annual admissions, retail sales of prerecorded music singles, CDs, VCDs, DVDs and Blue-Ray disks, and paid downloadable music and video.

Any currency conversions used in the creation of this report have been calculated using constant 2019 annual average exchange rates.

Figures presented in this report are calculated applying the 'middle path' scenario - this is based on the current situation in countries where the epidemic burst first, like China as a model countries and the announcements made by governments, stating that the abnormal situation may last up to six months.

The assumption has been made that after this time the economy will gradually go back to the levels recorded before the pandemics by the end of the year. It is also assumed that there is no widespread economic crisis as seen back in 2008 due to announced pay-outs across countries.

At the moment of preparation of this report in September 2020 the economic implications of the lock downs of many economics are still very difficult to predict as there is no indication how long the pandemics could last, the number of sectors forced to stay closed and the scale of the government aid involved. At the same time the weight of the pandemic seriousness is applied on the individual countries in this report based on death to population ratio recorded in countries.

Majority of the industries will see the decline in volume of the goods and services offered by companies. Usually the lower demand would cause the

decrease the prices level. However, amid many governments' ordered for many industries to lock down and so the supply chain is distorted that in great pictures mitigate the results of lower demand.

Applied scenarios differ depending on the individual sector, however generally sectors which involves intensive manual labor and face to face interaction seem to be hit the most by present situation. On the other hand the internet based businesses as well as the producers of the vital, subsisted products and services seems to take advantages of the current events.

The global media industry had total revenues of \$1,132.6bn in 2019, representing a compound annual growth rate (CAGR) of 2.4% between 2015 and 2019.

The advertising segment was the industry's most lucrative in 2019, with total revenues of \$596.5bn, equivalent to 52.7% of the industry's overall value.

The worst impact of digital disruption in the media industry has been felt in the global publishing segment, which has been gutted by persistent declines in newspaper circulations.

SCOPE

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

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

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

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

REASONS TO BUY

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

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

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

How has the industry performed over the last five years?

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

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