

Media Global Industry Guide 2018-2027

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Abstracts

Media Global Industry Guide 2018-2027

Summary

Global Media industry profile provides top-line qualitative and quantitative summary information including: industry size (value , and forecast to 2027). 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 is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The advertising segment includes revenues gained by any advertising activities or agencies providing advertising services, including display advertising services.

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

The publishing market includes books, newspapers, and magazines. The books segment includes both physical and e-books. The newspaper segment includes revenues generated from the selling of newspapers including those gained through circulation, subscription (including online subscription), and advertising revenue. The magazine segment value is calculated as the revenues generated

by publishers from the sales of hard copies and online subscriptions.

The movie & entertainment segment covers producers and distributors of entertainment formats, such as movies and music. The movie box office segment is valued as the revenues received by box offices from total annual admissions. The music & video segment covers retail sales of pre-recorded music singles and albums and pre-recorded films and television programs in any format (including vinyl, CDs, VCDs, DVDs, Blue Ray disks, and paid downloads).

All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2022 annual average exchange rates.

The global media industry had total revenues of \$1,460.7 billion in 2022, representing a compound annual growth rate (CAGR) of 0.1% between 2017 and 2022.

The advertising segment accounted for the industry's largest proportion in 2022, with total revenues of \$711.1 billion, equivalent to 48.7% of the industry's overall value.

In the global media industry, North America and Asia-Pacific are the largest regions, accounting for a share of 38.4% and 35.1%, respectively, followed by Europe (22.6%) in 2022.

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 2022?

What will be the size of the global media industry in 2027?

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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