

Media in Indonesia

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Abstracts

Media in Indonesia

Summary

Media in Indonesia industry profile provides top-line qualitative and quantitative summary information including: market 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 market.

Key Highlights

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

The Indonesian media industry had total revenues of \$22.0bn in 2019, representing a compound annual growth rate (CAGR) of 8.5% between 2015 and 2019.

The advertising segment was the industry's most lucrative in 2019, with total revenues of \$18.5bn, equivalent to 84.2% of the industry's overall value.

With advertising making up the majority of revenue for the broadcasting segment as well as the advertising segment itself, the influx of streaming services which forgo advertising altogether poses a serious threat.

Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the media market in Indonesia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Indonesia

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

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

Reasons to Buy

What was the size of the Indonesia media market by value in 2019?

What will be the size of the Indonesia media market in 2024?

What factors are affecting the strength of competition in the Indonesia media market?

How has the market performed over the last five years?

How large is Indonesia's media market in relation to its regional counterparts?

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COMPANIES MENTIONED

WPP plc

Kompas Gramedia Group

PT Media Nusantara Citra Tbk

The Walt Disney Company

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