

# Media in Italy - Market Summary, Competitive Analysis and Forecast, 2016-2025

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## Abstracts

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### SUMMARY

Media in the Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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 Italian media industry had total revenues of \$15.3bn in 2020, representing a compound annual rate of change (CARC) of -3.7% between 2016 and 2020.

The publishing segment accounted for the industry's highest value share in 2020, with total revenues of \$5.2bn, equivalent to 34.2% of the industry's overall value.

Consumer confidence was low globally as incomes remained squeezed due to the COVID-19 pandemic, which had a negative impact on the advertising segment.

## SCOPE

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

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

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 Italy media market with five year forecasts

## REASONS TO BUY

What was the size of the Italy media market by value in 2020?

What will be the size of the Italy media market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up Italy's media market?

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