

# Media in North America

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## Abstracts

Media in North America

### SUMMARY

Media in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). 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 North American media industry had total revenues of \$432.0bn in 2018, representing a compound annual growth rate (CAGR) of 3% between 2014 and 2018.

The advertising segment was the industry's most lucrative in 2018, with total revenues of \$240.1bn, equivalent to 55.6% of the industry's overall value.

Digital advertising channels are causing varying levels of disruption across the region, as advertising spend moves away from traditional channels, leaving the broadcasting and newspaper segments in uncertainty.

### SCOPE

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

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

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 North America media market with five year forecasts

## **REASONS TO BUY**

What was the size of the North America media market by value in 2018?

What will be the size of the North America media market in 2023?

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

How has the market performed over the last five years?

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

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Omnicom Group, Inc.

The Walt Disney Company

Grupo Televisa S.A.B.

Sing Tao News Corporation Limited

The Walt Disney Company

WPP plc

Bertelsmann SE & Co. KGaA

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