

Media in Scandinavia

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Abstracts

Media in Scandinavia

SUMMARY

Media in Scandinavia 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 Scandinavian media industry had total revenues of \$24.2bn in 2018, representing a compound annual growth rate (CAGR) of 2.3% between 2014 and 2018.

The advertising segment was the industry's most lucrative in 2018, with total revenues of \$9.1bn, equivalent to 37.5% of the industry's overall value.

Considerable attention in the industry will be on Norway in the coming year, taking guest of honor position at the Frankfurt Book Fair and reaping the rewards of a thriving film industry.

SCOPE

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

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

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 Scandinavia media market with five year forecasts

REASONS TO BUY

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

What will be the size of the Scandinavia media market in 2023?

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

How has the market performed over the last five years?

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

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. How is technology being used in the leading players' strategies?
- 7.3. Which companies offer substitutes to the main industry?

8 COMPANY PROFILES

- 8.1. Omnicom Group, Inc.
- 8.2. Modern Times Group MTG AB
- 8.3. Bonnier AB
- 8.4. Publicis Groupe SA
- 8.5. The Walt Disney Company
- 8.6. Schibsted ASA
- 8.7. Comcast Corporation

9 APPENDIX

- 9.1. Methodology
- 9.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Scandinavia media industry value: \$ billion, 2014-18
- Table 2: Scandinavia media industry category segmentation: \$ billion, 2018
- Table 3: Scandinavia media industry geography segmentation: \$ billion, 2018
- Table 4: Scandinavia media industry value forecast: \$ billion, 2018-23
- Table 5: Omnicom Group, Inc.: key facts
- Table 6: Omnicom Group, Inc.: Annual Financial Ratios
- Table 7: Omnicom Group, Inc.: Key Employees
- Table 8: Omnicom Group, Inc.: Key Employees Continued
- Table 9: Modern Times Group MTG AB: key facts
- Table 10: Modern Times Group MTG AB: Annual Financial Ratios
- Table 11: Modern Times Group MTG AB: Key Employees
- Table 12: Modern Times Group MTG AB: Key Employees Continued
- Table 13: Bonnier AB: key facts
- Table 14: Bonnier AB: Key Employees
- Table 15: Publicis Groupe SA: key facts
- Table 16: Publicis Groupe SA: Annual Financial Ratios
- Table 17: Publicis Groupe SA: Key Employees
- Table 18: Publicis Groupe SA: Key Employees Continued
- Table 19: Publicis Groupe SA: Key Employees Continued
- Table 20: Publicis Groupe SA: Key Employees Continued
- Table 21: The Walt Disney Company: key facts
- Table 22: The Walt Disney Company: Annual Financial Ratios
- Table 23: The Walt Disney Company: Key Employees
- Table 24: The Walt Disney Company: Key Employees Continued
- Table 25: Schibsted ASA: key facts
- Table 26: Schibsted ASA: Annual Financial Ratios
- Table 27: Schibsted ASA: Key Employees
- Table 28: Comcast Corporation: key facts
- Table 29: Comcast Corporation: Annual Financial Ratios
- Table 30: Comcast Corporation: Key Employees
- Table 31: Comcast Corporation: Key Employees Continued

List Of Figures

LIST OF FIGURES

Figure 1: Scandinavia media industry value: \$ billion, 2014-18

Figure 2: Scandinavia media industry category segmentation: % share, by value, 2018

Figure 3: Scandinavia media industry geography segmentation: % share, by value, 2018

Figure 4: Scandinavia media industry value forecast: \$ billion, 2018-23

Figure 5: Forces driving competition in the media industry in Scandinavia, 2018

Figure 6: Drivers of buyer power in the media industry in Scandinavia, 2018

Figure 7: Drivers of supplier power in the media industry in Scandinavia, 2018

Figure 8: Factors influencing the likelihood of new entrants in the media industry in Scandinavia, 2018

Figure 9: Factors influencing the threat of substitutes in the media industry in Scandinavia, 2018

Figure 10: Drivers of degree of rivalry in the media industry in Scandinavia, 2018

COMPANIES MENTIONED

Omnicom Group, Inc.

Modern Times Group MTG AB

Bonnier AB

Publicis Groupe SA

The Walt Disney Company

Schibsted ASA

Comcast Corporation

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