

# Media in South Africa

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## Abstracts

Media in South Africa

### Summary

Media in South Africa 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 South African media industry had total revenues of \$5.3bn in 2019, representing a compound annual growth rate (CAGR) of 1.8% between 2015 and 2019.

The advertising segment was the industry's most lucrative in 2019, with total revenues of \$3.3bn, equivalent to 62.2% of the industry's overall value.

Advertising has benefitted in recent years from increasingly pervasive digital media, which have conversely posed a serious threat to the broadcasting segment.

### Scope

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

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

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 South Africa media market with five year forecasts

## **Reasons to Buy**

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

What will be the size of the South Africa media market in 2024?

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

How has the market performed over the last five years?

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WPP plc

MultiChoice Africa (Pty) Limited

AT&T Inc

South African Broadcasting Corp SOC Ltd

Tiso Blackstar Group SE

Omnicom Group, Inc.

The Walt Disney Company

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