

Media Market Summary, Competitive Analysis and Forecast, 2017-2027

<https://marketpublishers.com/r/M9356C158466EN.html>

Date: May 2023

Pages: 442

Price: US\$ 1,495.00 (Single User License)

ID: M9356C158466EN

Abstracts

Media Market @Summary, Competitive Analysis and Forecast, 2017-2027

SUMMARY

Global Media industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2018-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

KEY HIGHLIGHTS

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

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services.

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.

The market is valued as the revenues generated by broadcasters through subscriptions, or public funds (either through TV licenses, general taxation, or donations), but does not include revenues generated through advertising.

The publishing market consists of books, newspapers and magazines

segments.

The book publishing segment includes publishers of academic, professional, general and other (fictions, non-fiction etc.) books. The market value of this segment refers to the domestic B2C sales of books only at the retail sales price (RSP).

The newspaper segment is valued as the sum of all revenues gained from the sale of newspapers including those gained through circulation, subscription (inc. online subscription), but excluding advertising revenues.

The magazine segment value is calculated as the revenues generated by publishers from B2C sales of copies of their products and does not include advertising revenues.

The movies & entertainment market consists of revenues from both: producers and distributors of entertainment formats, such as movies and music.

The movie box office segment is valued as the revenues received by box offices from total annual admissions.

The music & video segment covers retail sales of pre-recorded music singles, CDs, VCDs, DVDs and Blue-Ray disks, and paid downloadable music and video.

All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The global media industry had total revenues of \$1,214.3 billion in 2021, representing a compound annual growth rate (CAGR) of 1.2% between 2016 and 2021.

The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$695.7 billion, equivalent to 57.3% of the industry's overall value.

Social media continues to grow, with 53.3% of all people globally and 93% of

internet users using social media every month.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global media industry

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

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

REASONS TO BUY

What was the size of the global media industry by value in 2022?

What will be the size of the global media industry in 2027?

What factors are affecting the strength of competition in the global media industry?

How has the industry performed over the last five years?

What are the main segments that make up the global media industry?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Competitive landscape

2 INTRODUCTION

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

3 GLOBAL MEDIA

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 MEDIA IN ASIA-PACIFIC

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 MEDIA IN EUROPE

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

7 MACROECONOMIC INDICATORS

- 7.1. Country data

8 MEDIA IN FRANCE

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 MEDIA IN GERMANY

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

11 MACROECONOMIC INDICATORS

- 11.1. Country data

12 MEDIA IN ITALY

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation

12.4. Market outlook

12.5. Five forces analysis

13 MACROECONOMIC INDICATORS

13.1. Country data

14 MEDIA IN JAPAN

14.1. Market Overview

14.2. Market Data

14.3. Market Segmentation

14.4. Market outlook

14.5. Five forces analysis

15 MACROECONOMIC INDICATORS

15.1. Country data

16 MEDIA IN AUSTRALIA

16.1. Market Overview

16.2. Market Data

16.3. Market Segmentation

16.4. Market outlook

16.5. Five forces analysis

17 MACROECONOMIC INDICATORS

17.1. Country data

18 MEDIA IN CANADA

18.1. Market Overview

18.2. Market Data

18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

19 MACROECONOMIC INDICATORS

19.1. Country data

20 MEDIA IN CHINA

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

21 MACROECONOMIC INDICATORS

21.1. Country data

22 MEDIA IN THE NETHERLANDS

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

23 MACROECONOMIC INDICATORS

23.1. Country data

24 MEDIA IN SPAIN

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

25 MACROECONOMIC INDICATORS

25.1. Country data

26 MEDIA IN THE UNITED KINGDOM

- 26.1. Market Overview
- 26.2. Market Data
- 26.3. Market Segmentation
- 26.4. Market outlook
- 26.5. Five forces analysis

27 MACROECONOMIC INDICATORS

- 27.1. Country data

28 MEDIA IN THE UNITED STATES

- 28.1. Market Overview
- 28.2. Market Data
- 28.3. Market Segmentation
- 28.4. Market outlook
- 28.5. Five forces analysis

29 MACROECONOMIC INDICATORS

- 29.1. Country data

30 COMPANY PROFILES

- 30.1. Omnicom Group, Inc.
- 30.2. Pearson plc
- 30.3. Zee Entertainment Enterprises Limited
- 30.4. Bouygues SA
- 30.5. France Televisions SA
- 30.6. Dassault Systemes SA
- 30.7. Lagardere SCA
- 30.8. Vivendi S.A.
- 30.9. Axel Springer SE
- 30.10. Zweites Deutsches Fernsehen
- 30.11. Radiotelevisione italiana SpA
- 30.12. Arnoldo Mondadori Editore S.p.A.

- 30.13. GEDI Gruppo Editoriale SpA
- 30.14. NHK Spring Co Ltd
- 30.15. Nippon Television Holdings Inc
- 30.16. Hakuhodo DY Holdings Inc
- 30.17. Fuji Media Holdings Inc
- 30.18. Banco ABC Brasil SA
- 30.19. Nine Entertainment Co Holdings Ltd
- 30.20. BCE Inc.
- 30.21. Shaw Communications Inc
- 30.22. Postmedia Network Canada Corp.
- 30.23. Torstar Corporation
- 30.24. Xinhua Winshare Publishing and Media Co., Ltd
- 30.25. Publicis Groupe SA
- 30.26. Tribune Media Company (Inactive)
- 30.27. Koninklijke KPN N.V.
- 30.28. RTL Group SA
- 30.29. Mediahuis NV
- 30.30. de Persgroep Nederland BV
- 30.31. VodafoneZiggo Group BV
- 30.32. Dentsu Group Inc.
- 30.33. Atresmedia Corporacion de Medios de Comunicacion SA
- 30.34. Promotora de Informaciones SA
- 30.35. Havas Media
- 30.36. MFE-MediaForEurope N.V.
- 30.37. Vocento SA
- 30.38. Sky Limited
- 30.39. Daily Mail and General Trust Plc.
- 30.40. British Broadcasting Corporation
- 30.41. Comcast Corporation
- 30.42. The Walt Disney Company
- 30.43. Sing Tao News Corp Ltd
- 30.44. WPP plc
- 30.45. AT&T Inc
- 30.46. Bertelsmann SE & Co. KGaA

31 APPENDIX

- 31.1. Methodology
- 31.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global media industry value: \$ billion, 2017-22
- Table 2: Global media industry category segmentation: % share, by value, 2017–2022
- Table 3: Global media industry category segmentation: \$ billion, 2017-2022
- Table 4: Global media industry geography segmentation: \$ billion, 2022
- Table 5: Global media industry value forecast: \$ billion, 2022–27
- Table 6: Global size of population (million), 2018–22
- Table 7: Global gdp (constant 2005 prices, \$ billion), 2018–22
- Table 8: Global gdp (current prices, \$ billion), 2018–22
- Table 9: Global inflation, 2018–22
- Table 10: Global consumer price index (absolute), 2018–22
- Table 11: Global exchange rate, 2018–22
- Table 12: Asia-Pacific media industry value: \$ billion, 2017-22
- Table 13: Asia–Pacific media industry category segmentation: % share, by value, 2017–2022
- Table 14: Asia-Pacific media industry category segmentation: \$ billion, 2017-2022
- Table 15: Asia–Pacific media industry geography segmentation: \$ billion, 2022
- Table 16: Asia-Pacific media industry value forecast: \$ billion, 2022–27
- Table 17: Europe media industry value: \$ billion, 2017-22
- Table 18: Europe media industry category segmentation: % share, by value, 2017–2022
- Table 19: Europe media industry category segmentation: \$ billion, 2017-2022
- Table 20: Europe media industry geography segmentation: \$ billion, 2022
- Table 21: Europe media industry value forecast: \$ billion, 2022–27
- Table 22: Europe size of population (million), 2018–22
- Table 23: Europe gdp (constant 2005 prices, \$ billion), 2018–22
- Table 24: Europe gdp (current prices, \$ billion), 2018–22
- Table 25: Europe inflation, 2018–22
- Table 26: Europe consumer price index (absolute), 2018–22
- Table 27: Europe exchange rate, 2018–22
- Table 28: France media industry value: \$ billion, 2017-22
- Table 29: France media industry category segmentation: % share, by value, 2017–2022
- Table 30: France media industry category segmentation: \$ billion, 2017-2022
- Table 31: France media industry geography segmentation: \$ billion, 2022
- Table 32: France media industry value forecast: \$ billion, 2022–27
- Table 33: France size of population (million), 2018–22
- Table 34: France gdp (constant 2005 prices, \$ billion), 2018–22

Table 35: France gdp (current prices, \$ billion), 2018–22

Table 36: France inflation, 2018–22

Table 37: France consumer price index (absolute), 2018–22

Table 38: France exchange rate, 2018–22

Table 39: Germany media industry value: \$ billion, 2017-22

Table 40: Germany media industry category segmentation: % share, by value, 2017–2022

Table 41: Germany media industry category segmentation: \$ billion, 2017-2022

Table 42: Germany media industry geography segmentation: \$ billion, 2022

Table 43: Germany media industry value forecast: \$ billion, 2022–27

Table 44: Germany size of population (million), 2018–22

Table 45: Germany gdp (constant 2005 prices, \$ billion), 2018–22

Table 46: Germany gdp (current prices, \$ billion), 2018–22

Table 47: Germany inflation, 2018–22

Table 48: Germany consumer price index (absolute), 2018–22

Table 49: Germany exchange rate, 2018–22

Table 50: Italy media industry value: \$ billion, 2017-22

Table 51: Italy media industry category segmentation: % share, by value, 2017–2022

Table 52: Italy media industry category segmentation: \$ billion, 2017-2022

Table 53: Italy media industry geography segmentation: \$ billion, 2022

Table 54: Italy media industry value forecast: \$ billion, 2022–27

Table 55: Italy size of population (million), 2018–22

Table 56: Italy gdp (constant 2005 prices, \$ billion), 2018–22

Table 57: Italy gdp (current prices, \$ billion), 2018–22

Table 58: Italy inflation, 2018–22

Table 59: Italy consumer price index (absolute), 2018–22

Table 60: Italy exchange rate, 2018–22

Table 61: Japan media industry value: \$ billion, 2017-22

Table 62: Japan media industry category segmentation: % share, by value, 2017–2022

Table 63: Japan media industry category segmentation: \$ billion, 2017-2022

Table 64: Japan media industry geography segmentation: \$ billion, 2022

Table 65: Japan media industry value forecast: \$ billion, 2022–27

Table 66: Japan size of population (million), 2018–22

Table 67: Japan gdp (constant 2005 prices, \$ billion), 2018–22

Table 68: Japan gdp (current prices, \$ billion), 2018–22

Table 69: Japan inflation, 2018–22

Table 70: Japan consumer price index (absolute), 2018–22

Table 71: Japan exchange rate, 2018–22

Table 72: Australia media industry value: \$ billion, 2017-22

Table 73: Australia media industry category segmentation: % share, by value, 2017–2022

Table 74: Australia media industry category segmentation: \$ billion, 2017-2022

Table 75: Australia media industry geography segmentation: \$ billion, 2022

Table 76: Australia media industry value forecast: \$ billion, 2022–27

Table 77: Australia size of population (million), 2018–22

Table 78: Australia gdp (constant 2005 prices, \$ billion), 2018–22

Table 79: Australia gdp (current prices, \$ billion), 2018–22

Table 80: Australia inflation, 2018–22

Table 81: Australia consumer price index (absolute), 2018–22

Table 82: Australia exchange rate, 2018–22

Table 83: Canada media industry value: \$ billion, 2017-22

Table 84: Canada media industry category segmentation: % share, by value, 2017–2022

Table 85: Canada media industry category segmentation: \$ billion, 2017-2022

Table 86: Canada media industry geography segmentation: \$ billion, 2022

Table 87: Canada media industry value forecast: \$ billion, 2022–27

Table 88: Canada size of population (million), 2018–22

Table 89: Canada gdp (constant 2005 prices, \$ billion), 2018–22

Table 90: Canada gdp (current prices, \$ billion), 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Global media industry value: \$ billion, 2017-22

Figure 2: Global media industry category segmentation: \$ billion, 2017-2022

Figure 3: Global media industry geography segmentation: % share, by value, 2022

Figure 4: Global media industry value forecast: \$ billion, 2022–27

Figure 5: Forces driving competition in the global media industry, 2022

Figure 6: Drivers of buyer power in the global media industry, 2022

Figure 7: Drivers of supplier power in the global media industry, 2022

Figure 8: Factors influencing the likelihood of new entrants in the global media industry, 2022

Figure 9: Factors influencing the threat of substitutes in the global media industry, 2022

Figure 10: Drivers of degree of rivalry in the global media industry, 2022

Figure 11: Asia-Pacific media industry value: \$ billion, 2017-22

Figure 12: Asia-Pacific media industry category segmentation: \$ billion, 2017-2022

Figure 13: Asia-Pacific media industry geography segmentation: % share, by value, 2022

Figure 14: Asia-Pacific media industry value forecast: \$ billion, 2022–27

Figure 15: Forces driving competition in the media industry in Asia-Pacific, 2022

Figure 16: Drivers of buyer power in the media industry in Asia-Pacific, 2022

Figure 17: Drivers of supplier power in the media industry in Asia-Pacific, 2022

Figure 18: Factors influencing the likelihood of new entrants in the media industry in Asia-Pacific, 2022

Figure 19: Factors influencing the threat of substitutes in the media industry in Asia-Pacific, 2022

Figure 20: Drivers of degree of rivalry in the media industry in Asia-Pacific, 2022

Figure 21: Europe media industry value: \$ billion, 2017-22

Figure 22: Europe media industry category segmentation: \$ billion, 2017-2022

Figure 23: Europe media industry geography segmentation: % share, by value, 2022

Figure 24: Europe media industry value forecast: \$ billion, 2022–27

Figure 25: Forces driving competition in the media industry in Europe, 2022

Figure 26: Drivers of buyer power in the media industry in Europe, 2022

Figure 27: Drivers of supplier power in the media industry in Europe, 2022

Figure 28: Factors influencing the likelihood of new entrants in the media industry in Europe, 2022

Figure 29: Factors influencing the threat of substitutes in the media industry in Europe, 2022

- Figure 30: Drivers of degree of rivalry in the media industry in Europe, 2022
- Figure 31: France media industry value: \$ billion, 2017-22
- Figure 32: France media industry category segmentation: \$ billion, 2017-2022
- Figure 33: France media industry geography segmentation: % share, by value, 2022
- Figure 34: France media industry value forecast: \$ billion, 2022–27
- Figure 35: Forces driving competition in the media industry in France, 2022
- Figure 36: Drivers of buyer power in the media industry in France, 2022
- Figure 37: Drivers of supplier power in the media industry in France, 2022
- Figure 38: Factors influencing the likelihood of new entrants in the media industry in France, 2022
- Figure 39: Factors influencing the threat of substitutes in the media industry in France, 2022
- Figure 40: Drivers of degree of rivalry in the media industry in France, 2022
- Figure 41: Germany media industry value: \$ billion, 2017-22
- Figure 42: Germany media industry category segmentation: \$ billion, 2017-2022
- Figure 43: Germany media industry geography segmentation: % share, by value, 2022
- Figure 44: Germany media industry value forecast: \$ billion, 2022–27
- Figure 45: Forces driving competition in the media industry in Germany, 2022
- Figure 46: Drivers of buyer power in the media industry in Germany, 2022
- Figure 47: Drivers of supplier power in the media industry in Germany, 2022
- Figure 48: Factors influencing the likelihood of new entrants in the media industry in Germany, 2022
- Figure 49: Factors influencing the threat of substitutes in the media industry in Germany, 2022
- Figure 50: Drivers of degree of rivalry in the media industry in Germany, 2022
- Figure 51: Italy media industry value: \$ billion, 2017-22
- Figure 52: Italy media industry category segmentation: \$ billion, 2017-2022
- Figure 53: Italy media industry geography segmentation: % share, by value, 2022
- Figure 54: Italy media industry value forecast: \$ billion, 2022–27
- Figure 55: Forces driving competition in the media industry in Italy, 2022
- Figure 56: Drivers of buyer power in the media industry in Italy, 2022
- Figure 57: Drivers of supplier power in the media industry in Italy, 2022
- Figure 58: Factors influencing the likelihood of new entrants in the media industry in Italy, 2022
- Figure 59: Factors influencing the threat of substitutes in the media industry in Italy, 2022
- Figure 60: Drivers of degree of rivalry in the media industry in Italy, 2022
- Figure 61: Japan media industry value: \$ billion, 2017-22
- Figure 62: Japan media industry category segmentation: \$ billion, 2017-2022

Figure 63: Japan media industry geography segmentation: % share, by value, 2022

Figure 64: Japan media industry value forecast: \$ billion, 2022–27

Figure 65: Forces driving competition in the media industry in Japan, 2022

Figure 66: Drivers of buyer power in the media industry in Japan, 2022

Figure 67: Drivers of supplier power in the media industry in Japan, 2022

Figure 68: Factors influencing the likelihood of new entrants in the media industry in Japan, 2022

Figure 69: Factors influencing the threat of substitutes in the media industry in Japan, 2022

Figure 70: Drivers of degree of rivalry in the media industry in Japan, 2022

Figure 71: Australia media industry value: \$ billion, 2017-22

Figure 72: Australia media industry category segmentation: \$ billion, 2017-2022

Figure 73: Australia media industry geography segmentation: % share, by value, 2022

Figure 74: Australia media industry value forecast: \$ billion, 2022–27

Figure 75: Forces driving competition in the media industry in Australia, 2022

Figure 76: Drivers of buyer power in the media industry in Australia, 2022

Figure 77: Drivers of supplier power in the media industry in Australia, 2022

Figure 78: Factors influencing the likelihood of new entrants in the media industry in Australia, 2022

Figure 79: Factors influencing the threat of substitutes in the media industry in Australia, 2022

Figure 80: Drivers of degree of rivalry in the media industry in Australia, 2022

Figure 81: Canada media industry value: \$ billion, 2017-22

Figure 82: Canada media industry category segmentation: \$ billion, 2017-2022

Figure 83: Canada media industry geography segmentation: % share, by value, 2022

Figure 84: Canada media industry value forecast: \$ billion, 2022–27

Figure 85: Forces driving competition in the media industry in Canada, 2022

Figure 86: Drivers of buyer power in the media industry in Canada, 2022

Figure 87: Drivers of supplier power in the media industry in Canada, 2022

Figure 88: Factors influencing the likelihood of new entrants in the media industry in Canada, 2022

Figure 89: Factors influencing the threat of substitutes in the media industry in Canada, 2022

Figure 90: Drivers of degree of rivalry in the media industry in Canada, 2022

I would like to order

Product name: Media Market Summary, Competitive Analysis and Forecast, 2017-2027

Product link: <https://marketpublishers.com/r/M9356C158466EN.html>

Price: US\$ 1,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M9356C158466EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970