

# Media North America (NAFTA) Industry Guide 2018-2027

<https://marketpublishers.com/r/M9D63A0C911FEN.html>

Date: January 2024

Pages: 212

Price: US\$ 795.00 (Single User License)

ID: M9D63A0C911FEN

## Abstracts

Media North America (NAFTA) Industry Guide 2018-2027

### Summary

The NAFTA Media industry profile provides top-line qualitative and quantitative summary information including: industry size (value , 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 North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The media industry within the NAFTA countries had a total market value of \$560.9 billion in 2022. The Canada was the fastest growing country, with a CAGR of 0.2% over the 2018-22 period.

Within the media industry, the US is the leading country among the NAFTA bloc, with market revenues of \$520.0 billion in 2022. This was followed by Canada and Mexico, with a value of \$27.6 and \$13.3 billion, respectively.

The US is expected to lead the media industry in the NAFTA bloc, with a value of \$561.5 billion in 2027, followed by Canada and Mexico with expected values of \$30.5 and \$16.0 billion, respectively.

## Scope

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

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

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

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

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

## Reasons to Buy

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

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

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

How has the industry performed over the last five years?

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

## Contents

### **1 INTRODUCTION**

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

### **2 NAFTA MEDIA**

- 2.1. Industry Outlook

### **3 MEDIA IN CANADA**

- 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 MEXICO**

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

### **6 MACROECONOMIC INDICATORS**

- 6.1. Country data

### **7 MEDIA IN THE UNITED STATES**

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

## **8 MACROECONOMIC INDICATORS**

- 8.1. Country data

## **9 COMPANY PROFILES**

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. About MarketLine

## List Of Tables

### LIST OF TABLES

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

- Table 35: United States consumer price index (absolute), 2018–22
- Table 36: United States exchange rate, 2018–22
- Table 37: Comcast Corporation: key facts
- Table 38: Comcast Corporation: Annual Financial Ratios
- Table 39: Comcast Corporation: Key Employees
- Table 40: Comcast Corporation: Key Employees Continued
- Table 41: Comcast Corporation: Key Employees Continued
- Table 42: Comcast Corporation: Key Employees Continued
- Table 43: Zee Entertainment Enterprises Limited: key facts
- Table 44: Zee Entertainment Enterprises Limited: Annual Financial Ratios
- Table 45: Zee Entertainment Enterprises Limited: Key Employees
- Table 46: Vivendi S.A.: key facts
- Table 47: Vivendi S.A.: Annual Financial Ratios
- Table 48: Vivendi S.A.: Key Employees
- Table 49: Zweites Deutsches Fernsehen: key facts
- Table 50: Zweites Deutsches Fernsehen: Key Employees
- Table 51: Banco ABC Brasil SA: key facts
- Table 52: Banco ABC Brasil SA: Annual Financial Ratios
- Table 53: Banco ABC Brasil SA: Key Employees
- Table 54: Banco ABC Brasil SA: Key Employees Continued
- Table 55: Globo Comunicacao e Participacoes S.A.: key facts
- Table 56: Globo Comunicacao e Participacoes S.A.: Key Employees
- Table 57: D. B. Corp Limited: key facts
- Table 58: D. B. Corp Limited: Annual Financial Ratios
- Table 59: D. B. Corp Limited: Key Employees
- Table 60: Kompas Gramedia Group: key facts
- Table 61: Kompas Gramedia Group: Key Employees
- Table 62: PT Media Nusantara Citra Tbk: key facts
- Table 63: PT Media Nusantara Citra Tbk: Annual Financial Ratios
- Table 64: PT Media Nusantara Citra Tbk: Key Employees
- Table 65: Dentsu Group Inc.: key facts
- Table 66: Dentsu Group Inc.: Annual Financial Ratios
- Table 67: Dentsu Group Inc.: Key Employees
- Table 68: Dentsu Group Inc.: Key Employees Continued
- Table 69: Dentsu Group Inc.: Key Employees Continued
- Table 70: RTL Group SA: key facts
- Table 71: RTL Group SA: Annual Financial Ratios
- Table 72: RTL Group SA: Key Employees
- Table 73: RTL Group SA: Key Employees Continued

- Table 74: JSC Gazprom Media Holding: key facts
- Table 75: JSC Gazprom Media Holding: Key Employees
- Table 76: Bonnier Group AB: key facts
- Table 77: Bonnier Group AB: Key Employees
- Table 78: Schibsted ASA: key facts
- Table 79: Schibsted ASA: Annual Financial Ratios
- Table 80: Schibsted ASA: Key Employees
- Table 81: MediaCorp Pte Ltd: key facts
- Table 82: MediaCorp Pte Ltd: Key Employees
- Table 83: SPH Media Limited: key facts
- Table 84: SPH Media Limited: Key Employees
- Table 85: MultiChoice Group Ltd: key facts
- Table 86: MultiChoice Group Ltd: Annual Financial Ratios
- Table 87: MultiChoice Group Ltd: Key Employees
- Table 88: Cheil Worldwide Inc: key facts
- Table 89: Cheil Worldwide Inc: Annual Financial Ratios
- Table 90: Cheil Worldwide Inc: Key Employees
- Table 91: Cheil Worldwide Inc: Key Employees Continued
- Table 92: Korean Broadcasting System: key facts
- Table 93: Korean Broadcasting System: Key Employees
- Table 94: Woongjin ThinkBig Co., Ltd.: key facts
- Table 95: Woongjin ThinkBig Co., Ltd.: Annual Financial Ratios
- Table 96: Woongjin ThinkBig Co., Ltd.: Key Employees
- Table 97: Digiturk: key facts
- Table 98: Digiturk: Key Employees
- Table 99: Penguin Random House LLC: key facts
- Table 100: Penguin Random House LLC: Key Employees
- Table 101: Bertelsmann SE & Co. KGaA: key facts
- Table 102: Bertelsmann SE & Co. KGaA: Key Employees
- Table 103: Grupo Folha: key facts
- Table 104: Grupo Folha: Key Employees
- Table 105: China Central Television: key facts
- Table 106: China Central Television: Key Employees

## List Of Figures

### LIST OF FIGURES

Figure 1: NAFTA countries media industry, revenue (\$bn), 2018-27

Figure 2: NAFTA countries media industry, revenue (\$bn), 2018-22

Figure 3: NAFTA countries media industry forecast, revenue (\$bn), 2022-27

Figure 4: Canada media industry value: \$ billion, 2017-22

Figure 5: Canada media industry category segmentation: \$ billion, 2017-2022

Figure 6: Canada media industry geography segmentation: % share, by value, 2022

Figure 7: Canada media industry value forecast: \$ billion, 2022–27

Figure 8: Forces driving competition in the media industry in Canada, 2022

Figure 9: Drivers of buyer power in the media industry in Canada, 2022

Figure 10: Drivers of supplier power in the media industry in Canada, 2022

Figure 11: Factors influencing the likelihood of new entrants in the media industry in Canada, 2022

Figure 12: Factors influencing the threat of substitutes in the media industry in Canada, 2022

Figure 13: Drivers of degree of rivalry in the media industry in Canada, 2022

Figure 14: Mexico media industry value: \$ billion, 2017-22

Figure 15: Mexico media industry category segmentation: \$ billion, 2017-2022

Figure 16: Mexico media industry geography segmentation: % share, by value, 2022

Figure 17: Mexico media industry value forecast: \$ billion, 2022–27

Figure 18: Forces driving competition in the media industry in Mexico, 2022

Figure 19: Drivers of buyer power in the media industry in Mexico, 2022

Figure 20: Drivers of supplier power in the media industry in Mexico, 2022

Figure 21: Factors influencing the likelihood of new entrants in the media industry in Mexico, 2022

Figure 22: Factors influencing the threat of substitutes in the media industry in Mexico, 2022

Figure 23: Drivers of degree of rivalry in the media industry in Mexico, 2022

Figure 24: United States media industry value: \$ billion, 2017-22

Figure 25: United States media industry category segmentation: \$ billion, 2017-2022

Figure 26: United States media industry geography segmentation: % share, by value, 2022

Figure 27: United States media industry value forecast: \$ billion, 2022–27

Figure 28: Forces driving competition in the media industry in the United States, 2022

Figure 29: Drivers of buyer power in the media industry in the United States, 2022

Figure 30: Drivers of supplier power in the media industry in the United States, 2022



Figure 31: Factors influencing the likelihood of new entrants in the media industry in the United States, 2022

Figure 32: Factors influencing the threat of substitutes in the media industry in the United States, 2022

Figure 33: Drivers of degree of rivalry in the media industry in the United States, 2022

## I would like to order

Product name: Media North America (NAFTA) Industry Guide 2018-2027

Product link: <https://marketpublishers.com/r/M9D63A0C911FEN.html>

Price: US\$ 795.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M9D63A0C911FEN.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