

Media North America (NAFTA) Industry Guide 2015-2024

<https://marketpublishers.com/r/M1E2F5E1DCDEN.html>

Date: December 2020

Pages: 105

Price: US\$ 795.00 (Single User License)

ID: M1E2F5E1DCDEN

Abstracts

Media North America (NAFTA) Industry Guide 2015-2024

SUMMARY

The NAFTA Media industry profile provides top-line qualitative and quantitative summary information including: industry 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 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 \$423.1 billion in 2019. The Mexico was the fastest growing country, with a CAGR of 5.1% over the 2015-19 period.

Within the media industry, the US is the leading country among the NAFTA bloc, with market revenues of \$397.0 billion in 2019. This was followed by Canada and Mexico, with a value of \$15.6 and \$10.5 billion, respectively.

The US is expected to lead the media industry in the NAFTA bloc, with a value of \$408.4 billion in 2024, followed by Canada and Mexico with expected values of \$15.8 and \$12.5 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 2019?

What will be the size of the NAFTA media industry in 2024?

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

- 9.1. BCE Inc.
- 9.2. Postmedia Network Canada Corp
- 9.3. Shaw Communications Inc
- 9.4. Torstar Corporation
- 9.5. Grupo Televisa S.A.B.
- 9.6. TV Azteca, S.A.B. de C.V.
- 9.7. Omnicom Group, Inc.
- 9.8. Sing Tao News Corp Ltd
- 9.9. The Walt Disney Company
- 9.10. WPP plc
- 9.11. Comcast Corporation
- 9.12. Bertelsmann SE & Co. KGaA
- 9.13. AT&T Inc

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: NAFTA countries media industry, revenue (\$bn), 2015-24
- Table 2: NAFTA countries media industry, revenue (\$bn), 2015-19
- Table 3: NAFTA countries media industry forecast, revenue (\$bn), 2019-24
- Table 4: Canada media industry value: \$ billion, 2015-19
- Table 5: Canada media industry category segmentation: \$ billion, 2019
- Table 6: Canada media industry geography segmentation: \$ billion, 2019
- Table 7: Canada media industry value forecast: \$ billion, 2019-24
- Table 8: Canada size of population (million), 2015-19
- Table 9: Canada gdp (constant 2005 prices, \$ billion), 2015-19
- Table 10: Canada gdp (current prices, \$ billion), 2015-19
- Table 11: Canada inflation, 2015-19
- Table 12: Canada consumer price index (absolute), 2015-19
- Table 13: Canada exchange rate, 2015-19
- Table 14: Mexico media industry value: \$ billion, 2015-19
- Table 15: Mexico media industry category segmentation: \$ billion, 2019
- Table 16: Mexico media industry geography segmentation: \$ billion, 2019
- Table 17: Mexico media industry value forecast: \$ billion, 2019-24
- Table 18: Mexico size of population (million), 2015-19
- Table 19: Mexico gdp (constant 2005 prices, \$ billion), 2015-19
- Table 20: Mexico gdp (current prices, \$ billion), 2015-19
- Table 21: Mexico inflation, 2015-19
- Table 22: Mexico consumer price index (absolute), 2015-19
- Table 23: Mexico exchange rate, 2015-19
- Table 24: United States media industry value: \$ billion, 2015-19
- Table 25: United States media industry category segmentation: \$ billion, 2019
- Table 26: United States media industry geography segmentation: \$ billion, 2019
- Table 27: United States media industry value forecast: \$ billion, 2019-24
- Table 28: United States size of population (million), 2015-19
- Table 29: United States gdp (constant 2005 prices, \$ billion), 2015-19
- Table 30: United States gdp (current prices, \$ billion), 2015-19
- Table 31: United States inflation, 2015-19
- Table 32: United States consumer price index (absolute), 2015-19
- Table 33: United States exchange rate, 2015-19
- Table 37: BCE Inc.: key facts
- Table 38: BCE Inc.: Key Employees

Table 39: Postmedia Network Canada Corp: key facts

Table 40: Postmedia Network Canada Corp: Key Employees

Table 49: Shaw Communications Inc: key facts

Table 50: Shaw Communications Inc: Key Employees

Table 51: Torstar Corporation: key facts

Table 52: Torstar Corporation: Key Employees

List Of Figures

LIST OF FIGURES

Figure 1: NAFTA countries media industry, revenue (\$bn), 2015-24

Figure 2: NAFTA countries media industry, revenue (\$bn), 2015-19

Figure 3: NAFTA countries media industry forecast, revenue (\$bn), 2019-24

Figure 4: Canada media industry value: \$ billion, 2015-19

Figure 5: Canada media industry category segmentation: % share, by value, 2019

Figure 6: Canada media industry geography segmentation: % share, by value, 2019

Figure 7: Canada media industry value forecast: \$ billion, 2019-24

Figure 8: Forces driving competition in the media industry in Canada, 2019

Figure 9: Drivers of buyer power in the media industry in Canada, 2019

Figure 10: Drivers of supplier power in the media industry in Canada, 2019

Figure 11: Factors influencing the likelihood of new entrants in the media industry in Canada, 2019

Figure 12: Factors influencing the threat of substitutes in the media industry in Canada, 2019

Figure 13: Drivers of degree of rivalry in the media industry in Canada, 2019

Figure 14: Mexico media industry value: \$ billion, 2015-19

Figure 15: Mexico media industry category segmentation: % share, by value, 2019

Figure 16: Mexico media industry geography segmentation: % share, by value, 2019

Figure 17: Mexico media industry value forecast: \$ billion, 2019-24

Figure 18: Forces driving competition in the media industry in Mexico, 2019

Figure 19: Drivers of buyer power in the media industry in Mexico, 2019

Figure 20: Drivers of supplier power in the media industry in Mexico, 2019

Figure 21: Factors influencing the likelihood of new entrants in the media industry in Mexico, 2019

Figure 22: Factors influencing the threat of substitutes in the media industry in Mexico, 2019

Figure 23: Drivers of degree of rivalry in the media industry in Mexico, 2019

Figure 24: United States media industry value: \$ billion, 2015-19

Figure 25: United States media industry category segmentation: % share, by value, 2019

Figure 26: United States media industry geography segmentation: % share, by value, 2019

Figure 27: United States media industry value forecast: \$ billion, 2019-24

Figure 28: Forces driving competition in the media industry in the United States, 2019

Figure 29: Drivers of buyer power in the media industry in the United States, 2019

Figure 30: Drivers of supplier power in the media industry in the United States, 2019

Figure 31: Factors influencing the likelihood of new entrants in the media industry in the United States, 2019

Figure 32: Factors influencing the threat of substitutes in the media industry in the United States, 2019

Figure 33: Drivers of degree of rivalry in the media industry in the United States, 2019

I would like to order

Product name: Media North America (NAFTA) Industry Guide 2015-2024

Product link: <https://marketpublishers.com/r/M1E2F5E1DCDEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M1E2F5E1DCDEN.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