

Media Top 5 Emerging Markets Industry Guide 2015-2024

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Abstracts

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SUMMARY

The Emerging 5 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

These countries contributed \$222.0 billion to the global media industry in 2019, with a compound annual growth rate (CAGR) of 5.6% between 2007 and 2011. The top 5 emerging countries are expected to reach a value of \$269.6 billion in 2024, with a CAGR of 4% over the 2019-24 period.

Within the media industry, China is the leading country among the top 5 emerging nations, with market revenues of \$158.7 billion in 2019. This was followed by Brazil and India with a value of \$23.9 and \$23.5 billion, respectively.

China is expected to lead the media industry in the top five emerging nations, with a value of \$187.8 billion in 2024, followed by India and Brazil with expected values of \$35.0 and \$28.4 billion, respectively.

SCOPE

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

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

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

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

Compares data from Brazil, China, India, Mexico and South Africa, alongside individual chapters on each country

REASONS TO BUY

What was the size of the emerging five media industry by value in 2019?

What will be the size of the emerging five media industry in 2024?

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

How has the industry performed over the last five years?

What are the main segments that make up the emerging five media industry?

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