

# Media Global Industry Guide 2019-2028

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## Abstracts

Media Global Industry Guide 2019-2028

### Summary

Global Media industry profile provides top-line qualitative and quantitative summary information including: industry size (value and volume , and forecast to 2028). 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 is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment.

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services. The market scope covers both online and traditional advertising. Online advertising involves promoting products, services, or brands using the internet and digital platforms. Meanwhile, traditional advertising encompasses promotional activities through TV, radio, newspapers, magazines, outdoor displays, and cinema.

Broadcasting & cable TV consists of all terrestrial, cable, and satellite broadcasters of digital and analog television programming. The market value represents the revenues generated by market players in a specific year.

Publishing cover books, newspapers, and magazines. Books include both physical and e-books. Physical books cover atlases, dictionaries,

encyclopaedias, textbooks, guidebooks, musical scores, maps, fiction, and non-fiction. While e-books consist of electronic books that can be read on computers or other electronic devices such as tablets. The newspaper segment includes revenues generated from the selling of newspapers including those gained through circulation, subscription (including online subscription), and advertising revenue. Whereas the magazine segment value is calculated as the revenues generated by publishers from the sales of hard copies and online subscriptions.

Movies & entertainment market covers the box office and music & video. The box office segment includes revenues received by box offices from total annual admissions. The music & video segment covers retail sales of pre-recorded music singles and albums and pre-recorded films and television programs in any format (including vinyl, CDs, VCDs, DVDs, Blu-Ray disks, and paid downloads).

All market data and forecasts are adjusted for inflation and all currency conversions used in the creation of this report have been calculated using yearly annual average exchange rates.

The global media industry registered revenues of \$1,474.4 billion in 2023, representing a negative compound annual growth rate (CAGR) of 0.7% between 2018 and 2023.

The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$733.9 billion, equivalent to 49.8% of the industry's overall value.

According to GlobalData, North America accounted for a share of 38.1% of the global media industry in 2023.

## 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 by both value and volume

## Reasons to Buy

What was the size of the global media industry by value in 2023?

What will be the size of the global media industry in 2028?

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?

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## About

Global Media Industry Guide provides top-line qualitative and quantitative summary information including: industry size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

### **Key Highlights:**

The global media industry had total revenues of \$892.0bn in 2017, representing a compound annual growth rate (CAGR) of 1.4% between 2013 and 2017.

The broadcasting & cable TV segment was the industry's most lucrative in 2017, with total revenues of \$450.6bn, equivalent to 50.5% of the industry's overall value.

The US has by far the largest media industry globally, accounting for over a third of global revenues in 2017. While this country will remain by far the largest, the US share of global revenues will drop slightly by 2022 as less mature Asian and Middle Eastern markets grow markedly in the forecast period.

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