

Media in Australia

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Abstracts

Media in Australia

Summary

Media in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The media industry is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment.

The Australian media industry registered revenues of \$24.2 billion in 2023, representing a compound annual growth rate (CAGR) of 0.6% between 2018 and 2023.

The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$13.8 billion, equivalent to 57.1% of the industry's overall value.

The media industry's growth is attributed to the rising GDP. According to the Australian Bureau of Statistics, Australia's real GDP annual growth stood at 3.1% in 2023.

Scope

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Australia

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

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

Reasons to Buy

What was the size of the Australia media market by value in 2023?

What will be the size of the Australia media market in 2028?

What factors are affecting the strength of competition in the Australia media market?

How has the market performed over the last five years?

What are the main segments that make up Australia's media market?

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