

# Media in Brazil

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## Abstracts

Media in Brazil

Summary

Media in Brazil 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 Brazilian media industry registered revenues of \$26.1 billion in 2023, representing a compound annual growth rate (CAGR) of 0.3% between 2018 and 2023.

The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$14.9 billion, equivalent to 57.1% of the industry's overall value.

The Brazilian media industry is at a critical stage, navigating through a rising number of challenges alongside an increasing array of opportunities in the industry.

Scope

*Media in Brazil*

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

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

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 Brazil media market with five year forecasts

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

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

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