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Media in Canada

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Abstracts

Media in Canada

Summary

Media in Canada industry profile provides top-line qualitative and quantitative summary information including: market 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 market.

Key Highlights

The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The Canadian media industry had total revenues of $15.6bn in 2019, representing a compound annual growth rate (CAGR) of 0.4% between 2015 and 2019.

The advertising segment was the industry's most lucrative in 2019, with total revenues of $9.0bn, equivalent to 57.9% of the industry's overall value.

Canada still has a greater share of the Americas’ media revenue than its closest competitor Mexico, but its rate of growth is forecast to continue lagging behind Mexico’s.

Scope

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

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

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 Canada media market with five year forecasts

Reasons to Buy

What was the size of the Canada media market by value in 2019?

What will be the size of the Canada media market in 2024?

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Omnicom Group, Inc.
BCE Inc.
Shaw Communications Inc
Postmedia Network Canada Corp
The Walt Disney Company
WPP plc
AT&T Inc
Torstar Corporation

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