

Media in Italy

<https://marketpublishers.com/r/M3D3DC463D4EN.html>

Date: September 2024

Pages: 51

Price: US\$ 350.00 (Single User License)

ID: M3D3DC463D4EN

Abstracts

Media in Italy

Summary

Media in Italy 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 Italian media industry registered revenues of \$17.8 billion in 2023, representing a negative compound annual growth rate (CAGR) of 4.2% between 2018 and 2023.

The broadcasting & cable TV segment accounted for the industry's largest proportion in 2023, with total revenues of \$6.1 billion, equivalent to 34.4% of the industry's overall value.

The Italian 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 Italy

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

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

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 Italy media market with five year forecasts

Reasons to Buy

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

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

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

How has the market performed over the last five years?

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

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