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Media in the United Kingdom

https://marketpublishers.com/r/MC12433FA6CEN.html
Date: October 2020
Pages: 62
Price: US$ 350.00 (Single User License)
ID: MC12433FA6CEN

Abstracts

Media in the United Kingdom

Summary

Media in the United Kingdom 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 UK media industry had total revenues of $58.9bn in 2019, representing a compound annual growth rate (CAGR) of 2.6% between 2015 and 2019.

The advertising segment was the industry's most lucrative in 2019, with total revenues of $29.7bn, equivalent to 50.3% of the industry's overall value.

For newspapers, declining circulations and the dominance of Google and Facebook in digital advertising are leading to experimental monetization strategies.

Scope

Save time carrying out entry-level research by identifying the size, growth, major

segments, and leading players in the media market in the United Kingdom

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

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 United Kingdom media market with five year forecasts

Reasons to Buy

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

What will be the size of the United Kingdom media market in 2024?

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

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Sky plc
Daily Mail and General Trust plc
British Broadcasting Corporation
Omnicom Group, Inc.
The Walt Disney Company
Comcast Corporation
Sing Tao News Corporation Limited

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