

Media in the United States

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Abstracts

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Summary

Media in the United States 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 US media industry registered revenues of \$520.5 billion in 2023, representing a negative compound annual growth rate (CAGR) of 1.2% between 2018 and 2023.

The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$299.2 billion, equivalent to 57.5% of the industry's overall value.

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

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 States

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

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 States media market with five year forecasts

Reasons to Buy

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

What will be the size of the United States media market in 2028?

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

How has the market performed over the last five years?

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

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. What are the strengths of the leading player?
- 7.4. What have been the most recent market developments?

8 COMPANY PROFILES

- 8.1. The Interpublic Group of Companies, Inc.
- 8.2. AT&T Inc
- 8.3. Penguin Random House LLC
- 8.4. The Walt Disney Company

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: United States media industry value: \$ billion, 2018-23
- Table 2: United States media industry category segmentation: % share, by value, 2018-23
- Table 3: United States media industry category segmentation: \$ billion, 2018-23
- Table 4: United States media industry geography segmentation: \$ billion, 2023
- Table 5: United States media industry value forecast: \$ billion, 2023-28
- Table 6: The Interpublic Group of Companies, Inc.: Key Facts
- Table 7: The Interpublic Group of Companies, Inc.: Annual Financial Ratios
- Table 8: The Interpublic Group of Companies, Inc.: Key Employees
- Table 9: The Interpublic Group of Companies, Inc.: Key Employees Continued
- Table 10: AT&T Inc: Key Facts
- Table 11: AT&T Inc: Annual Financial Ratios
- Table 12: AT&T Inc: Key Employees
- Table 13: Penguin Random House LLC: Key Facts
- Table 14: Penguin Random House LLC: Key Employees
- Table 15: The Walt Disney Company: Key Facts
- Table 16: The Walt Disney Company: Annual Financial Ratios
- Table 17: The Walt Disney Company: Key Employees
- Table 18: The Walt Disney Company: Key Employees Continued
- Table 19: The Walt Disney Company: Key Employees Continued
- Table 20: United States Size of Population (million), 2019-23
- Table 21: United States Real GDP (constant 2010 prices, \$ billion), 2019-23
- Table 22: United States GDP (current prices, \$ billion), 2019-23
- Table 23: United States Inflation, 2019-23
- Table 24: United States Consumer Price Index (absolute), 2019-23
- Table 25: United States Exchange Rate, 2018-23

List Of Figures

LIST OF FIGURES

Figure 1: United States media industry value: \$ billion, 2018-23

Figure 2: United States media industry category segmentation: \$ billion, 2018-23

Figure 3: United States media industry geography segmentation: % share, by value, 2023

Figure 4: United States media industry value forecast: \$ billion, 2023-28

Figure 5: Forces driving competition in the media industry in the United States, 2023

Figure 6: Drivers of buyer power in the media industry in the United States, 2023

Figure 7: Drivers of supplier power in the media industry in the United States, 2023

Figure 8: Factors influencing the likelihood of new entrants in the media industry in the United States, 2023

Figure 9: Factors influencing the threat of substitutes in the media industry in the United States, 2023

Figure 10: Drivers of degree of rivalry in the media industry in the United States, 2023

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