

North America Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/N86B44EF931EEN.html>

Date: November 2022

Pages: 52

Price: US\$ 350.00 (Single User License)

ID: N86B44EF931EEN

Abstracts

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SUMMARY

Broadcasting & Cable TV in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.

The North American broadcasting and cable TV market had total revenues of \$182.3 billion in 2021, representing a compound annual growth rate (CAGR) of -0.5% between 2016 and 2021.

The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$90.6 billion, equivalent to 49.7% of the market's overall value.

Consumers continue to shift their media consumption towards digital and online media, mobile devices and on-demand content, damaging broadcasting and cable TV businesses.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the broadcasting & cable tv market in North America

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv market in North America

Leading company profiles reveal details of key broadcasting & cable tv market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the North America broadcasting & cable tv market with five year forecasts

REASONS TO BUY

What was the size of the North America broadcasting & cable tv market by value in 2021?

What will be the size of the North America broadcasting & cable tv market in 2026?

What factors are affecting the strength of competition in the North America broadcasting & cable tv market?

How has the market performed over the last five years?

What are the main segments that make up North America's broadcasting & cable tv market?

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