

# North America Media Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### SUMMARY

Media in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 North American media industry had total revenues of \$460.0 billion in 2021, representing a compound annual growth rate (CAGR) of 0.4% between 2016 and 2021.

The Advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$301.2 billion, equivalent to 65.5% of the industry's overall value.

Growing demand for over-the-top (OTT) streaming platforms such as Netflix, Amazon, and Hulu. Over 50% of US households watch some programming outside of traditional cable and broadcast systems.

## **SCOPE**

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

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

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 North America media market with five year forecasts

## **REASONS TO BUY**

What was the size of the North America media market by value in 2022?

What will be the size of the North America media market in 2027?

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

How has the market performed over the last five years?

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