

# North America Media Market Summary and Forecast

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## Abstracts

### North America Media Market Summary and Forecast

#### Summary

Media in North America industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The North American media industry had total revenues of \$560.9 billion in 2022, representing a compound annual growth rate (CAGR) of -1% between 2017 and 2022.

The advertising segment accounted for the industry's largest proportion in 2022, with total revenues of \$310.7 billion, equivalent to 55.4% of the industry's overall value.

The North American media industry accounts for 38.4% of the global media industry.

#### Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, 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 by both value and volume

## 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?

Who are the top competitors in North America'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. Which companies offer substitutes for the main industry?

## **8 COMPANY PROFILES**

- 8.1. Omnicom Group, Inc.
- 8.2. Comcast Corporation
- 8.3. Bertelsmann SE & Co. KGaA
- 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: North America media industry value: \$ billion, 2017–22

Table 2: North America media industry category segmentation: % share, by value, 2017–2022

Table 3: North America media industry category segmentation: \$ billion, 2017-2022

Table 4: North America media industry geography segmentation: \$ billion, 2022

Table 5: North America media industry value forecast: \$ billion, 2022–27

Table 6: Omnicom Group, Inc.: key facts

Table 7: Omnicom Group, Inc.: Annual Financial Ratios

Table 8: Omnicom Group, Inc.: Key Employees

Table 9: Omnicom Group, Inc.: Key Employees Continued

Table 10: Comcast Corporation: key facts

Table 11: Comcast Corporation: Annual Financial Ratios

Table 12: Comcast Corporation: Key Employees

Table 13: Comcast Corporation: Key Employees Continued

Table 14: Comcast Corporation: Key Employees Continued

Table 15: Comcast Corporation: Key Employees Continued

Table 16: Bertelsmann SE & Co. KGaA: key facts

Table 17: Bertelsmann SE & Co. KGaA: Key Employees

Table 18: The Walt Disney Company: key facts

Table 19: The Walt Disney Company: Annual Financial Ratios

Table 20: The Walt Disney Company: Key Employees

Table 21: The Walt Disney Company: Key Employees Continued

Table 22: The Walt Disney Company: Key Employees Continued

Table 23: North America exchange rate, 2018–22

## List Of Figures

### LIST OF FIGURES

Figure 1: North America media industry value: \$ billion, 2017–22

Figure 2: North America media industry category segmentation: \$ billion, 2017-2022

Figure 3: North America media industry geography segmentation: % share, by value, 2022

Figure 4: North America media industry value forecast: \$ billion, 2022–27

Figure 5: Forces driving competition in the media industry in North America, 2022

Figure 6: Drivers of buyer power in the media industry in North America, 2022

Figure 7: Drivers of supplier power in the media industry in North America, 2022

Figure 8: Factors influencing the likelihood of new entrants in the media industry in North America, 2022

Figure 9: Factors influencing the threat of substitutes in the media industry in North America, 2022

Figure 10: Drivers of degree of rivalry in the media industry in North America, 2022

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