

Publishing in Australia

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Abstracts

Publishing in Australia

SUMMARY

Publishing in Australia 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 publishing market consists of books, newspapers and magazines.

The Australian publishing market had total revenues of \$3.0bn in 2019, representing a compound annual rate of change (CARC) of -6% between 2015 and 2019.

The books segment was the market's most lucrative in 2019, with total revenues of \$1.4bn, equivalent to 47.1% of the market's overall value.

Some players have struggled due to insufficient ecommerce capacity, but sustained demand through lockdowns has generally been a boon where supply has been able to meet it.

SCOPE

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

segments, and leading players in the publishing market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the publishing market in Australia

Leading company profiles reveal details of key publishing market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia publishing market with five year forecasts

REASONS TO BUY

What was the size of the Australia publishing market by value in 2019?

What will be the size of the Australia publishing market in 2024?

What factors are affecting the strength of competition in the Australia publishing market?

How has the market performed over the last five years?

What are the main segments that make up Australia's publishing 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. How is technology being used in the leading players' strategies?
- 7.3. Which companies offer substitutes to the main industry?
- 7.4. What impact could COVID-19 have on the leading players?

8 COMPANY PROFILES

- 8.1. Bertelsmann SE & Co. KGaA
- 8.2. News Corporation
- 8.3. Seven Group Holdings Ltd

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: Australia publishing market value: \$ million, 2015-19

Table 2: Australia publishing market category segmentation: \$ million, 2019

Table 3: Australia publishing market geography segmentation: \$ million, 2019

Table 4: Australia publishing market value forecast: \$ million, 2019-24

Table 5: Bertelsmann SE & Co. KGaA: key facts

Table 6: Bertelsmann SE & Co. KGaA: Key Employees

Table 7: News Corporation: key facts

Table 8: News Corporation: Key Employees

Table 9: Seven Group Holdings Ltd: key facts

Table 10: Seven Group Holdings Ltd: Key Employees

Table 11: Australia size of population (million), 2015-19

Table 12: Australia gdp (constant 2005 prices, \$ billion), 2015-19

Table 13: Australia gdp (current prices, \$ billion), 2015-19

Table 14: Australia inflation, 2015-19

Table 15: Australia consumer price index (absolute), 2015-19

Table 16: Australia exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Australia publishing market value: \$ million, 2015-19

Figure 2: Australia publishing market category segmentation: % share, by value, 2019

Figure 3: Australia publishing market geography segmentation: % share, by value, 2019

Figure 4: Australia publishing market value forecast: \$ million, 2019-24

Figure 5: Forces driving competition in the publishing market in Australia, 2019

Figure 6: Drivers of buyer power in the publishing market in Australia, 2019

Figure 7: Drivers of supplier power in the publishing market in Australia, 2019

Figure 8: Factors influencing the likelihood of new entrants in the publishing market in Australia, 2019

Figure 9: Factors influencing the threat of substitutes in the publishing market in Australia, 2019

Figure 10: Drivers of degree of rivalry in the publishing market in Australia, 2019

COMPANIES MENTIONED

Bertelsmann SE & Co. KGaA

News Corporation

Seven Group Holdings Ltd

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