

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

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Date: November 2022

Pages: 37

Price: US\$ 350.00 (Single User License)

ID: SC3B94DFCBEDEN

Abstracts

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SUMMARY

Broadcasting & Cable TV in Singapore 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 Singaporean broadcasting and cable TV market had total revenues of \$0.7 billion in 2021, representing a compound annual growth rate (CAGR) of -4.3% between 2016 and 2021.

The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$0.4 billion, equivalent to 54.6% of the market's overall value.

Younger age groups are using substitutes, such as gaming or streaming shows, and mediums such as Netflix and Amazon Prime, more than older citizens, and this has contributed to the decline in this market.

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 Singapore

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

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 Singapore broadcasting & cable tv market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Singapore's broadcasting & cable tv 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. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

- 8.1. MediaCorp Pte Ltd
- 8.2. Singapore Telecommunications Ltd
- 8.3. StarHub 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: Singapore broadcasting & cable tv market value: \$ billion, 2016-21
- Table 2: Singapore broadcasting & cable tv market category segmentation: % share, by value, 2016-2021
- Table 3: Singapore broadcasting & cable tv market category segmentation: \$ billion, 2016-2021
- Table 4: Singapore broadcasting & cable tv market geography segmentation: \$ billion, 2021
- Table 5: Singapore broadcasting & cable tv market value forecast: \$ billion, 2021-26
- Table 6: MediaCorp Pte Ltd: key facts
- Table 7: MediaCorp Pte Ltd: Key Employees
- Table 8: Singapore Telecommunications Ltd: key facts
- Table 9: Singapore Telecommunications Ltd: Annual Financial Ratios
- Table 10: Singapore Telecommunications Ltd: Key Employees
- Table 11: StarHub Ltd: key facts
- Table 12: StarHub Ltd: Annual Financial Ratios
- Table 13: StarHub Ltd: Key Employees
- Table 14: Singapore size of population (million), 2017-21
- Table 15: Singapore gdp (constant 2005 prices, \$ billion), 2017-21
- Table 16: Singapore gdp (current prices, \$ billion), 2017-21
- Table 17: Singapore inflation, 2017-21
- Table 18: Singapore consumer price index (absolute), 2017-21
- Table 19: Singapore exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

- Figure 1: Singapore broadcasting & cable tv market value: \$ billion, 2016-21
- Figure 2: Singapore broadcasting & cable tv market category segmentation: \$ billion, 2016-2021
- Figure 3: Singapore broadcasting & cable tv market geography segmentation: % share, by value, 2021
- Figure 4: Singapore broadcasting & cable tv market value forecast: \$ billion, 2021-26
- Figure 5: Forces driving competition in the broadcasting & cable tv market in Singapore, 2021
- Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Singapore, 2021
- Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Singapore, 2021
- Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Singapore, 2021
- Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Singapore, 2021
- Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Singapore, 2021

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