

Spain Media Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

Media in Spain industry profile provides top-line qualitative and quantitative summary information including: market share, 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 Spanish media industry had total revenues of \$24.1 billion in 2021, representing a compound annual growth rate (CAGR) of -0.2% between 2016 and 2021.

The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$15.1 billion, equivalent to 62.6% of the industry's overall value.

Subscription video on demand (SVoD) services have also become increasingly popular in Spain in recent years. In 2021 alone, SVoD subscriptions in the country rose by 62%, benefiting from a surge in demand during the pandemic.

SCOPE

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

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

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 Spain media market with five year forecasts

REASONS TO BUY

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

What will be the size of the Spain media market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in Spain's media market?

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