

# United States of America (USA) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

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### SUMMARY

Broadcasting & Cable TV in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, 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 US broadcasting and cable TV market had total revenues of \$174.9 billion in 2021, representing a compound annual growth rate (CAGR) of -0.5% between 2016 and 2021.

The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$87.4 billion, equivalent to 50% 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 troubles 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 the United States

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

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 United States broadcasting & cable tv market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in the United States' broadcasting & cable tv market?

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