

# United States of America (USA) Media Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

United States of America (USA) Media Market @Summary, Competitive Analysis and Forecast to 2027

### SUMMARY

Media in the United States 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 consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The US media industry had total revenues of \$435.0 billion in 2021, representing a compound annual growth rate (CAGR) of 0.4% between 2016 and 2021.

The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$285.2 billion, equivalent to 65.6% of the industry's overall value.

Social distancing requirement forced shutdown of movie theatres, live shows but increased the demand of OTT videos and data consumption. For instance, SVOD subscription in US increased 18% in 2021 indicating high demand for OTT videos.

## SCOPE

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

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

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 United States media market with five year forecasts by both value and volume

## REASONS TO BUY

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

What will be the size of the United States media market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in the United State's media market?

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