

United States (US) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/U689FB3AD664EN.html>

Date: September 2023

Pages: 44

Price: US\$ 350.00 (Single User License)

ID: U689FB3AD664EN

Abstracts

United States (US) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

Summary

Broadcasting & Cable TV 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 broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.

The US broadcasting & cable TV market had total revenues of \$157.4 billion in 2022, representing a negative compound annual growth rate (CAGR) of 4.7% between 2017 and 2022.

The TV subscriptions segment accounted for market's the largest proportion in 2022, with total revenues of \$88.5 billion, equivalent to 56.2% of the market's overall value.

High competition from subscription video-on-demand (SVoD) services contributed to the decline in broadcasting & cable TV. According to GlobalData

in 2022, SVoD penetration surged to reach 260% from 240% in 2021.

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 by both value and volume

Reasons to Buy

What was the size of the United States broadcasting & cable tv market by value in 2022?

What will be the size of the United States broadcasting & cable tv market in 2027?

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'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. What are the most recent developments in the market?

8 COMPANY PROFILES

- 8.1. Comcast Corporation
- 8.2. AT&T Inc
- 8.3. Paramount Global Inc

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: United States broadcasting & cable tv market value: \$ billion, 2017–22
- Table 2: United States broadcasting & cable tv market category segmentation: % share, by value, 2017–2022
- Table 3: United States broadcasting & cable tv market category segmentation: \$ billion, 2017-2022
- Table 4: United States broadcasting & cable tv market geography segmentation: \$ billion, 2022
- Table 5: United States broadcasting & cable tv market value forecast: \$ billion, 2022–27
- Table 6: Comcast Corporation: key facts
- Table 7: Comcast Corporation: Annual Financial Ratios
- Table 8: Comcast Corporation: Key Employees
- Table 9: Comcast Corporation: Key Employees Continued
- Table 10: Comcast Corporation: Key Employees Continued
- Table 11: Comcast Corporation: Key Employees Continued
- Table 12: AT&T Inc: key facts
- Table 13: AT&T Inc: Annual Financial Ratios
- Table 14: AT&T Inc: Key Employees
- Table 15: Paramount Global Inc: key facts
- Table 16: Paramount Global Inc: Annual Financial Ratios
- Table 17: Paramount Global Inc: Key Employees
- Table 18: Paramount Global Inc: Key Employees Continued
- Table 19: Paramount Global Inc: Key Employees Continued
- Table 20: United States size of population (million), 2018–22
- Table 21: United States gdp (constant 2005 prices, \$ billion), 2018–22
- Table 22: United States gdp (current prices, \$ billion), 2018–22
- Table 23: United States inflation, 2018–22
- Table 24: United States consumer price index (absolute), 2018–22
- Table 25: United States exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: United States broadcasting & cable tv market value: \$ billion, 2017–22

Figure 2: United States broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 3: United States broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 4: United States broadcasting & cable tv market value forecast: \$ billion, 2022–27

Figure 5: Forces driving competition in the broadcasting & cable tv market in the United States, 2022

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in the United States, 2022

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in the United States, 2022

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in the United States, 2022

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in the United States, 2022

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in the United States, 2022

I would like to order

Product name: United States (US) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/U689FB3AD664EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U689FB3AD664EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

