

UK Independent TV Market Development

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Abstracts

The UK independent television market research report analyses the market size, trends and segmentation and industry structure. With five year historical data, and a detailed five year forecast, all data and trends are fully explained throughout the report.

Coverage includes free-to-air and pay-television channels including cable and satellite media as well as analogue and digital television. Revenues are analysed according to advertising income and subscription income.

The report is updated to combine the up-to-date development and trends with the latest data available on the independent TV market in the UK.

Subjects Covered:

- BBC
- BskyB
- Cable television
- Channel 4
- Digital television
- Free-to-air television
- Freeview
- ITV
- Pay-television
- Satellite television
- Sky+
- Sky TV
- Television advertising
- Television sponsorship

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