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Global Broadcasting Transmitter Market, By Technology (Analog & Digital), By Application (FM Radio Transmitter & Television Transmitter), By Region, Competition Forecast & Opportunities, 2016-2026

https://marketpublishers.com/r/G0FA453B3567EN.html
Date: June 2021
Pages: 151
Price: US$ 4,900.00 (Single User License)
ID: G0FA453B3567EN

Abstracts

Global Broadcasting Transmitter Market stood at USD852.62 million in 2020 and is forecast to grow at a CAGR of over 9.12% until 2026. Growth in the Broadcasting Transmitter Market is driven by their widespread usage in a variety of applications, from radio and TV to electronic devices, such as wireless internet routers. Broadcasting transmitters are mainly of two types, FM Radio Transmitters and Television Transmitters. The continuous development of the broadcast technology has resulted in a considerable increase in the capacity of the transmitted bandwidth which is likely to create an opportunity for the Broadcasting Transmitter Market in the future. The technological advancement in the Broadcasting Transmitters has enabled many more services such as better picture quality and improved coverage of entertainment programs and sports across the world. Increase in the number of digital channels and growing adoption of advanced broadcasting equipment like video recorders and broadcasting cameras with up to 8K video quality in sports coverage and about 4K in news coverage is anticipated to act as a catalyst for the growth of the Global Broadcasting Transmitter Market.

Based on technology, the market can be segmented into Analog and Digital. Analog technology dominated the market in 2020 as analog broadcasting transmitters are used frequently due to their outstanding efficiency, compact design and minimal operational costs. Moreover, Digital technology is expected to witness growth through 2026 because it offers better viewing experience compared to analog with no signal loss.

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Based on application, the market can be bifurcated into FM Radio Transmitter and Television Transmitter. The FM Radio Transmitter segment dominated the market in 2020 as the FM Radio Transmitters can broadcast programs to the static audio source such as a television or a computer at home as well as to the portable radios. FM Radio transmitters can easily be plugged into any device's charging point or earphone socket and then transmit the music being played on the chosen FM radio frequency. The user can simply tune in via the car radio. FM Radio transmitters are wireless device and are compatible with all cars but they have poor sound quality and interferences.

On the basis of region, North America held the largest share in the Global Broadcasting Transmitter Market in 2020 and is expected to maintain the market dominance during the forecast period owing to the presence of major players and large urban population in the region. Some of the major players in the Global Broadcasting Transmitter Market include NEC Corporation, Broadcast Electronics, Inc., Toshiba Corporation, Hitachi Kokusai Electric Inc., Plisch GmbH, Gospell Digital Technology Co., Ltd., Rohde & Schwarz GmbH & Co. KG, GatesAir, Inc, Beijing BBEF Electronics Group Co., Ltd., Egatel S.L. etc. Major companies are developing advanced technologies and launching new products to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021E

Forecast Period: 2022-2026F

Objective of the Study:

To analyze the historical growth in the market size of Global Broadcasting Transmitter Market from 2016 to 2020.

To estimate and forecast the market size of the Global Broadcasting Transmitter Market from 2021 to 2026 and growth rate until 2026.

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To classify and forecast Global Broadcasting Transmitter Market based on technology, application, company and regional distribution.

To identify the dominant region or segment in the Global Broadcasting Transmitter Market.

To identify drivers and challenges for Global Broadcasting Transmitter Market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Global Broadcasting Transmitter Market.

To identify and analyze the profile of leading players operating in the Global Broadcasting Transmitter Market.

To identify key sustainable strategies adopted by market players in the Global Broadcasting Transmitter Market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of Global Broadcasting Transmitter Market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

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Broadcasting Transmitter manufacturers, distributors and other stakeholders

Maintenance and repair companies

Organizations, forums and alliances related to Broadcasting Transmitters

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, the Global Broadcasting Transmitter Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Broadcasting Transmitter Market, By Technology:

Analog

Digital

Global Broadcasting Transmitter Market, By Application:

FM Radio Transmitter

Television Transmitter

Global Broadcasting Transmitter Market, By Region:

North America

United States

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- Canada
- Mexico

Europe

- United Kingdom
- France
- Germany
- Italy
- Spain

Asia-Pacific

- China
- Japan
- South Korea
- India
- Australia

Middle East & Africa

- UAE
- Saudi Arabia
- Kuwait
- South Africa

South America

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Brazil

Argentina

Colombia

Competitive Landscape:

Company Profiles: Detailed analysis of the major companies present in the Global Broadcasting Transmitter Market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. IMPACT OF COVID-19 ON GLOBAL BROADCASTING TRANSMITTER MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

6. GLOBAL BROADCASTING TRANSMITTER MARKET OUTLOOK

6.1. Market Size & Forecast
  6.1.1. By Value
6.2. Market Share & Forecast
  6.2.1. By Technology (Analog & Digital)
  6.2.2. By Application (FM Radio Transmitter & Television Transmitter)
  6.2.3. By Region (North America, Europe, Asia-Pacific, Middle East & Africa, South America)
  6.2.4. By Company (2020)
6.3. Global Broadcasting Transmitter Product Market Map

7. NORTH AMERICA BROADCASTING TRANSMITTER MARKET OUTLOOK

7.1. Market Size & Forecast
  7.1.1. By Value
7.2. Market Share & Forecast
  7.2.1. By Technology
  7.2.2. By Application
  7.2.3. By Country
7.3. North America: Country Analysis
  7.3.1. United States Broadcasting Transmitter Market Outlook
    7.3.1.1. Market Size & Forecast
      7.3.1.1.1. By Value
    7.3.1.2. Market Share & Forecast
      7.3.1.2.1. By Technology
      7.3.1.2.2. By Application

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7.3.2. Canada Broadcasting Transmitter Market Outlook
7.3.2.1. Market Size & Forecast
7.3.2.1.1. By Value
7.3.2.2. Market Share & Forecast
7.3.2.2.1. By Technology
7.3.2.2.2. By Application
7.3.3. Mexico Broadcasting Transmitter Market Outlook
7.3.3.1. Market Size & Forecast
7.3.3.1.1. By Value
7.3.3.2. Market Share & Forecast
7.3.3.2.1. By Technology
7.3.3.2.2. By Application

8. EUROPE BROADCASTING TRANSMITTER MARKET OUTLOOK

8.1. Market Size & Forecast
8.1.1. By Value
8.2. Market Share & Forecast
8.2.1. By Technology
8.2.2. By Application
8.2.3. By Country
8.3. Europe: Country Analysis
8.3.1. United Kingdom Broadcasting Transmitter Market Outlook
8.3.1.1. Market Size
8.3.1.1.1. By Value
8.3.1.2. Market Share & Forecast
8.3.1.2.1. By Technology
8.3.1.2.2. By Application
8.3.2. France Broadcasting Transmitter Market Outlook
8.3.2.1. Market Size & Forecast
8.3.2.1.1. By Value
8.3.2.2. Market Share & Forecast
8.3.2.2.1. By Technology
8.3.2.2.2. By Application
8.3.3. Germany Broadcasting Transmitter Market Outlook
8.3.3.1. Market Size & Forecast
8.3.3.1.1. By Value
8.3.3.2. Market Share & Forecast
8.3.3.2.1. By Technology

+44 20 8123 2220
info@marketpublishers.com

8.3.3.2.2. By Application
8.3.4. Italy Broadcasting Transmitter Market Outlook
8.3.4.1. Market Size & Forecast
8.3.4.1.1. By Value
8.3.4.2. Market Share & Forecast
8.3.4.2.1. By Technology
8.3.4.2.2. By Application
8.3.5. Spain Broadcasting Transmitter Market Outlook
8.3.5.1. Market Size & Forecast
8.3.5.1.1. By Value
8.3.5.2. Market Share & Forecast
8.3.5.2.1. By Technology
8.3.5.2.2. By Application

9. ASIA PACIFIC BROADCASTING TRANSMITTER MARKET OUTLOOK

9.1. Market Size & Forecast
9.1.1. By Value
9.2. Market Share & Forecast
9.2.1. By Technology
9.2.2. By Application
9.2.3. By Country
9.3. Asia Pacific: Country Analysis
9.3.1. China Broadcasting Transmitter Market Outlook
9.3.1.1. Market Size & Forecast
9.3.1.1.1. By Value
9.3.1.2. Market Share & Forecast
9.3.1.2.1. By Technology
9.3.1.2.2. By Application
9.3.2. Japan Broadcasting Transmitter Market Outlook
9.3.2.1. Market Size & Forecast
9.3.2.1.1. By Value
9.3.2.2. Market Share & Forecast
9.3.2.2.1. By Technology
9.3.2.2.2. By Application
9.3.3. South Korea Broadcasting Transmitter Market Outlook
9.3.3.1. Market Size & Forecast
9.3.3.1.1. By Value
9.3.3.2. Market Share & Forecast

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9.3.3.2.1. By Technology
9.3.3.2.2. By Application
9.3.4. India Broadcasting Transmitter Market Outlook
9.3.4.1. Market Size & Forecast
9.3.4.1.1. By Value
9.3.4.2. Market Share & Forecast
9.3.4.2.1. By Technology
9.3.4.2.2. By Application
9.3.5. Australia Broadcasting Transmitter Market Outlook
9.3.5.1. Market Size & Forecast
9.3.5.1.1. By Value
9.3.5.2. Market Share & Forecast
9.3.5.2.1. By Technology
9.3.5.2.2. By Application

10. MIDDLE EAST AND AFRICA BROADCASTING TRANSMITTER MARKET OUTLOOK

10.1. Market Size & Forecast
10.1.1. By Value
10.2. Market Share & Forecast
10.2.1. By Technology
10.2.2. By Application
10.2.3. By Country
10.3. Middle East: Country Analysis
10.3.1. UAE Broadcasting Transmitter Market Outlook
10.3.1.1. Market Size & Forecast
10.3.1.1.1. By Value
10.3.1.2. Market Share & Forecast
10.3.1.2.1. By Technology
10.3.1.2.2. By Application
10.3.2. Saudi Arabia Broadcasting Transmitter Market Outlook
10.3.2.1. Market Size & Forecast
10.3.2.1.1. By Value
10.3.2.2. Market Share & Forecast
10.3.2.2.1. By Technology
10.3.2.2.2. By Application
10.3.3. Kuwait Broadcasting Transmitter Market Outlook
10.3.3.1. Market Size & Forecast

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10.3.3.1.1. By Value
10.3.3.2. Market Share & Forecast
10.3.3.2.1. By Technology
10.3.3.2.2. By Application
10.3.4. South Africa Broadcasting Transmitter Market Outlook
10.3.4.1. Market Size & Forecast
10.3.4.1.1. By Value
10.3.4.2. Market Share & Forecast
10.3.4.2.1. By Technology
10.3.4.2.2. By Application

11. SOUTH AMERICA BROADCASTING TRANSMITTER MARKET OUTLOOK

11.1. Market Size & Forecast
11.1.1. By Value
11.2. Market Share & Forecast
11.2.1. By Technology
11.2.2. By Application
11.2.3. By Country
11.3. South America: Country Analysis
11.3.1. Brazil Broadcasting Transmitter Market Outlook
11.3.1.1. Market Size & Forecast
11.3.1.1.1. By Value
11.3.1.2. Market Share & Forecast
11.3.1.2.1. By Technology
11.3.1.2.2. By Application
11.3.2. Argentina Broadcasting Transmitter Market Outlook
11.3.2.1. Market Size & Forecast
11.3.2.1.1. By Value
11.3.2.2. Market Share & Forecast
11.3.2.2.1. By Technology
11.3.2.2.2. By Application
11.3.3. Colombia Broadcasting Transmitter Market Outlook
11.3.3.1. Market Size & Forecast
11.3.3.1.1. By Value
11.3.3.2. Market Share & Forecast
11.3.3.2.1. By Technology
11.3.3.2.2. By Application

+44 20 8123 2220
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12. MARKET DYNAMICS

12.1. Drivers
12.2. Challenges

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

14.1. NEC Corporation
14.2. Broadcast Electronics, Inc.
14.3. Toshiba Corporation
14.4. Hitachi Kokusai Electric Inc.
14.5. Plisch GmbH
14.6. Gospell Digital Technology Co., Ltd.
14.7. Rohde & Schwarz GmbH & Co. KG
14.8. GatesAir, Inc
14.9. Beijing BBEF Electronics Group Co., Ltd.
14.10. Egatel S.L.

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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List Of Figures

LIST OF FIGURES

Figure 1: Global Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 2: Global Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 3: Global Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 4: Global Broadcasting Transmitter Market Share, By Region, By Value, 2016-2026F
Figure 5: Global Broadcasting Transmitter Market Share, By Company, By Value, 2020
Figure 6: Global Broadcasting Transmitter Market Map, By Technology, Market Size (USD Million) & Growth Rate (%)
Figure 7: Global Broadcasting Transmitter Market Map, By Application, Market Size (USD Million) & Growth Rate (%)
Figure 8: Global Broadcasting Transmitter Market Map, By Region, Market Size (USD Million) & Growth Rate (%)
Figure 9: North America Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 10: North America Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 11: North America Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 12: North America Broadcasting Transmitter Market Share, By Country, By Value, 2016-2026F
Figure 13: United States Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 14: United States Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 15: United States Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 16: United States Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 17: Canada Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 18: Canada Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)

+44 20 8123 2220
info@marketpublishers.com

Figure 19: Canada Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 20: Canada Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 21: Mexico Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 22: Mexico Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 23: Mexico Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 24: Mexico Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 25: Europe Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 26: Europe Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 27: Europe Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 28: Europe Broadcasting Transmitter Market Share, By Country, By Value, 2016-2026F
Figure 29: United Kingdom Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 30: United Kingdom Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 31: United Kingdom Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 32: United Kingdom Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 33: France Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 34: France Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2019 (HS Code: 852550)
Figure 35: France Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 36: France Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 37: Germany Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F

+44 20 8123 2220
info@marketpublishers.com

Figure 38: Germany Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 39: Germany Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 40: Germany Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 41: Italy Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 42: Italy Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 43: Italy Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 44: Italy Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 45: Spain Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 46: Spain Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 47: Spain Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 48: Spain Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 49: Asia-Pacific Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 50: Asia-Pacific Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 51: Asia-Pacific Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 52: Asia-Pacific Broadcasting Transmitter Market Share, By Country, By Value, 2016-2026F
Figure 53: China Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 54: China Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 55: China Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 56: China Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 57: Japan Broadcasting Transmitter Market Size, By Value (USD Million),

+44 20 8123 2220
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2016-2026F
Figure 58: Japan Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 59: Japan Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 60: Japan Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 61: South Korea Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 62: South Korea Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2019 (HS Code: 852550)
Figure 63: South Korea Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 64: South Korea Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 65: India Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 66: India Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 67: India Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 68: India Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 69: Australia Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 70: Australia Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 71: Australia Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 72: Australia Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 73: Middle East & Africa Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 74: Middle East & Africa Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 75: Middle East & Africa Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 76: Middle East & Africa Broadcasting Transmitter Market Share, By Country, By Value, 2016-2026F

+44 20 8123 2220
info@marketpublishers.com

Figure 77: UAE Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 78: UAE Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2019 (HS Code: 852550)
Figure 79: UAE Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 80: UAE Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 81: Saudi Arabia Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 82: Saudi Arabia Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2019 (HS Code: 852550)
Figure 83: Saudi Arabia Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 84: Saudi Arabia Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 85: Kuwait Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 86: Kuwait Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2019 (HS Code: 852550)
Figure 87: Kuwait Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 88: Kuwait Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 89: South Africa Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 90: South Africa Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 91: South Africa Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 92: South Africa Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 93: South America Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 94: South America Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 95: South America Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 96: South America Broadcasting Transmitter Market Share, By Country, By

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Value, 2016-2026F
Figure 97: Brazil Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 98: Brazil Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2019 (HS Code: 852550)
Figure 99: Brazil Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 100: Brazil Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 101: Argentina Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 102: Argentina Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2020 (HS Code: 852550)
Figure 103: Argentina Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 104: Argentina Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F
Figure 105: Colombia Broadcasting Transmitter Market Size, By Value (USD Million), 2016-2026F
Figure 106: Colombia Transmission Apparatus for Radio-Broadcasting or Television Import/Export Scenario, By Value (USD Million), 2016-2019 (HS Code: 852550)
Figure 107: Colombia Broadcasting Transmitter Market Share, By Technology, By Value, 2016-2026F
Figure 108: Colombia Broadcasting Transmitter Market Share, By Application, By Value, 2016-2026F

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