



# PRESSWIRE

# Media Global Market Report 2015

*Media Global Market Report provides strategists, marketers and senior management with the critical information they need to assess the global Media sector.*

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The total value of the media industry globally in 2014 was \$952 billion. Related to a world population of more than 7 billion in 2014 this equates to about \$136 per person globally. Given that World Domestic Product was approximately \$78 trillion in 2014, the market makes up about 1.2% of the global economy. Each day, more than half the world's adult population reads a daily newspaper: 2.5 billion in print and more than 800 million in digital form, according to the World Association of Newspapers and News Publishers (WAN-IFRA). The total number of people accessing the internet globally will reach 3.2 billion by the end of 2015 according to the International Telegraph Union. Global internet penetration grew 7 times from 6.5% in 2000 to 43% in 2015.

The word 'media' refers to the technology by which information is delivered to an audience. The media industry consists of businesses that produce and distribute television and radio programs, motion pictures, and commercials along with video and audio recordings, games and publishing.

Media plays an important role in making

the world a global village and reducing the communication gaps. Media is considered as a source of/channel for information, education, entertainment and advertising.

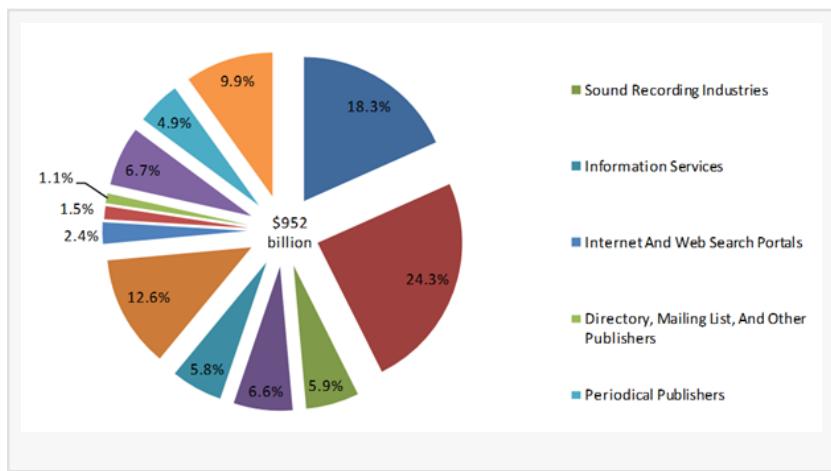
The largest market segments in the media sector as of 2014 were cable and other subscription programming, radio and television broadcasting, and data processing and hosting.



Newspaper publishers, book publishers, motion picture and video industries and sound recording industries were the other important segments in the global media industry.

## Description

- [Media Global Market Report](#) from the Business Research Company covers market characteristics, trends, size and growth, segmentation, regional breakdown, competitive landscape, market shares, company profiles, value chain, customer analysis and key strategies for this market.



- A concise executive summary highlights the most important insights and information on the market.
- The market characteristics section of the report defines the market in technical terms, including key sub categories or segments such as Radio and Television Broadcasting, Cable Subscription Broadcasting, Sound Recording Industries. The sector's value chain is described in terms of raw materials, production, distribution and marketing.
- Drivers and restraints looks at the external factors supporting and controlling the growth of the Media market.
- Future developments highlights the most interesting technological and commercial changes which will be shaping the Media market in the years to come.
- The market size section gives the revenues and volume data, covering both the historic growth of the market and forecasting the future.
- Market segmentations break down the key sub sectors which make up the sector. The regional breakdowns section gives the size of the market in leading countries and regions.
- The customer information chapter highlights key customer groups for the product, and gives data on the end users and their preferences. Markets are compared through a BCG matrix analysis framework.
- Competitive landscape gives a description of the competitive nature of the market, including its concentration or fragmentation, and the attractiveness and profitability of the market is analysed through a Porter's Five Forces analysis.
- Market specific company profiles of leading players are provided, along with market shares.
- The strategies section highlights successful product, promotion, placement and pricing strategies that readers can adopt.

## Reasons to Purchase

Media Global Market Report provides strategists, marketers and senior management with the tools they need to drive strategy in the global Media sector.

- Get the most up to date information available on the media market globally.
- Identify growth segments and opportunities.
- Facilitate decision making on the basis of strong historic and forecast data.
- Develop business strategies before your competitors with the help of specific insights about future developments.
- Counter your competitors' business plans.
- Read 'word of mouth' interviews with leading executives and opinion leaders.
- Tailor to your needs with 20% customisation of the report.

## Scope

Markets Covered: Radio and Television Broadcasting, Cable Subscription Broadcasting, Sound Recording Industries, Motion Picture And Video Industries, News Syndicates, Libraries, Archives And All Other Information Services, Data Processing, Hosting, And Related Services, Internet Publishing And Broadcasting And Web Search Portals, Software Publishers, Directory, Mailing List, Book Publishers, Periodical Publishers and Newspaper Publishers.

Companies Mentioned: Comcast, Walt Disney, Twenty first century fox, Time warner, Time warner cable, Direct TV, WPP, CBS, VIACOM and British Sky Broadcasting.

Geographic scope: Australia, Brazil, China, France, Germany, Italy, India, Japan, Spain, Russia, United Kingdom, United States, plus major regions, Europe, Americas, Middle East, Africa and Asia.

Time series: five years historic and forecast.

Data: Market in \$ millions and units.

Data segmentations: regional, market share of competitors, key sub segments.

Analytical frameworks: BCG Matrix, Value Chain, Porter's Five Forces, Four P's of marketing strategy.

Expert Interviews: summaries of five or more interviews with leading experts in the Media market.

Sourcing and Referencing: Referencing of all data and analysis throughout the report with end notes.

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- Media Global Market Report is a detailed report giving a unique insight into this market. The report is priced at \$3000 for an individual user. To use across your office the price is \$4500 and \$6000 if you wish to use across a multinational company.
- Clients are able to input on the design of the report and highlight points of special interest.
- In order to ensure the all the latest data and analysis is added report may take up to 10 working days to deliver.

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