

Media Global Market Briefing 2016

Media Global Market Briefing Released By The Business Research Company

HYDERABAD, TELANGANA, INDIA, July 18, 2016 /EINPresswire.com/ -- Media Global Market provides strategists, marketers and senior management with the critical information they need to assess the global Media sector.

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 market segments in the media sector as of 2015 were TV and Radio Broadcasting, Print Media, Information Services, Website and Film and Sound.

Newspaper Digitization – Newspapers are considered as the primary form of print media. The newspaper industry is currently experiencing significant transformations with the advent of new technologies. The new technologies are providing a multitude of new platforms to disseminate news content in exciting and innovative ways. Publishers of newspapers and news media have changed their distribution approaches by introducing digital offers and services which can cater the needs of the consumers.

Shift To Digital Books and Magazines –Similar to newspapers, large number of books, magazines and various other periodicals are now available as digital copies. The entire print media has partially modified to electronic form with e-newspapers and e-books. Some of the publishers are providing a combination of print and digital content with a range of attractive and convenient offers.

Description

- Media Global Market Briefing Report from the Business Research Company covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies for this market.
- The market characteristics section of the report defines and explains the market.
- The market size section gives the media market revenues, covering both the historic growth of the market and forecasting the future.
- Drivers and restraints looks at the external factors supporting and controlling the growth of the market.
- Market segmentations break down the key sub sectors which make up the market. The regional breakdowns section gives the size of the market geographically.
- Competitive landscape gives a description of the competitive nature of the market, market shares, and a description of the leading companies. Key financial deals which have shaped the market in the last three years are identified.
- The trends and strategies section highlights the likely future developments in the media market and

suggests approaches.

Reasons to Purchase

- Get up to date information available on the media market globally.
- Identify growth segments and opportunities.
- Facilitate decision making on the basis of historic and forecast data and understand the drivers and restraints on the market.
- Develop strategies based on likely future developments.
- Gain a global perspective on the development of the market.

Scope

Markets Covered: TV and Radio Broadcasting, Print Media, Information Services, Website, Film and Sound

Companies Mentioned: Comcast, Google, Walt Disney, Twenty-First Century Fox, Time Warner, Time Warner Cable, DirecTV, Liberty Global, CBS, Viacom, Naspers

Geographic scope: Americas, Europe, Asia, Middle East and Africa, Oceania.

Time series: Five years historic and forecast.

Data: Market value in \$ billions.

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

Sourcing and Referencing: Data and analysis throughout the report is sourced using end notes.

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Buy Now

- Media Global Market Report is a detailed report giving a unique insight into this market. The report is priced at \$1000 for an individual user. To use across your office the price is \$1500 and \$2000 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.

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Dinesh Kumar
The Business Research Company
+918897263534
email us here

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