



Broadcasting & Cable TV Market 2016 Global Study and Analysis Research Report Forecast to 2020

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Summary

Global [Broadcasting & Cable TV](#) industry profile provides top-line qualitative and quantitative summary information including: market size (value, and forecast to 2020). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Findings

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global broadcasting & cable TV market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global broadcasting & cable TV market

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 global broadcasting & cable TV market with five year forecasts

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Synopsis

Essential resource for top-line data and analysis covering the global broadcasting & cable tv market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

Reasons To Buy

- What was the size of the global broadcasting & cable TV market by value in 2015?
- What will be the size of the global broadcasting & cable TV market in 2020?
- What factors are affecting the strength of competition in the global broadcasting & cable TV market?
- How has the market performed over the last five years?
- What are the main segments that make up the global broadcasting & cable TV market?

Key Highlights

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming. The market is valued as the revenues generated by broadcasters through advertising, subscriptions, or public funds (either through TV licenses, general taxation, or donations). Any currency conversions included in this report have been calculated using 2015 annual average exchange rates.

The global broadcasting & cable TV market had total revenues of \$445.7bn in 2015, representing a compound annual growth rate (CAGR) of 4% between 2011 and 2015.

Growth in the global market is largely powered by exceptional growth in the BRIC countries which have been able to counteract the low growth patterns seen in Europe and other developed markets.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 3.7% for the five-year period 2015 - 2020, which is expected to drive the market to a value of \$535.4bn by the end of 2020.

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