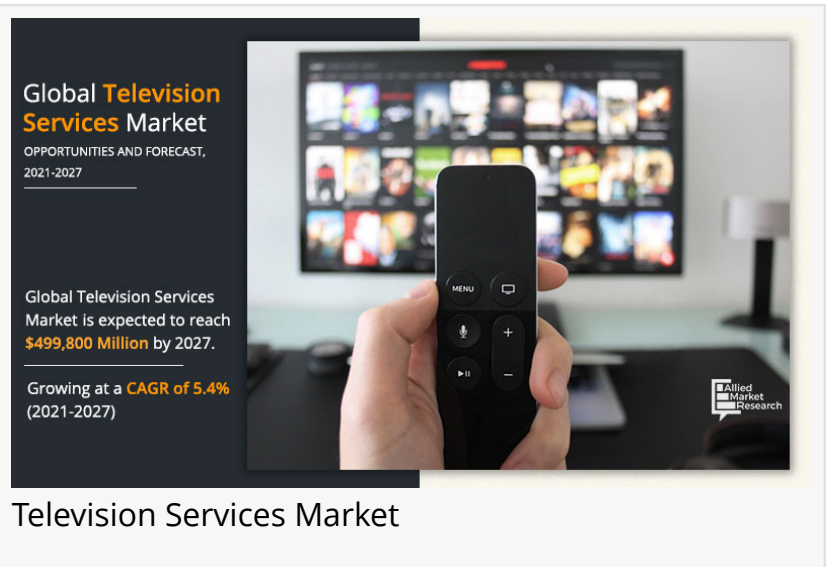


Television Services Market Anticipated to Grow \$499.80 Billion By 2027 at 5.4% CAGR | Top Investment Pockets

In-depth analysis and the market size and segmentation assist to determine the prevailing television services market opportunities.

PORTLAND, UNITED STATES, October 29, 2020 /EINPresswire.com/ -- As per the report, the global [Television Services Market](#) was pegged at \$332.60 billion in 2019, and is projected to reach \$499.80 billion by 2027, growing at a CAGR of 5.4% from 2021 to 2027.



Increase in disposable income, growing demand for improved distribution infrastructure, and technological advancements in the broadcast industry coupled with surge in demand for smart TV have boosted the growth of the global television services market. However, digital illiteracy and limited digital infrastructure hamper the market. On the contrary, digital transformation in the media & entertainment industry and trend of broadband to broadband are expected to create lucrative opportunities for the market players in the coming years.

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COVID-19 scenario:

□ During the COVID-19 outbreak, increase in number of viewership for television for video and audio content is witnessed across the globe.

Time spent on smartphone and television has increased during the pandemic, which in turn, increased TRP of commercial channels and news channels.

□ Increased viewership has attracted business corporates to spend more on advertisements.

□ The cable television broadcasting segment dominated the market

By delivery platform, the cable television broadcasting segment held the largest share in 2019,

accounting around one-third of the global television services market, owing to growing demand for digital content and rising cable subscription. However, the over-the-top television (OTT) segment would manifest the highest CAGR of 10.6% during the forecast period, due to proliferation in adoption of internet-enabled devices such as smart TVs, YouTube TVs, and connected TVs.

By revenue model, the advertisement segment is estimated to register the highest CAGR of 6.0% during the forecast period, owing to its affordability and high geographic & demographic reach. However, the subscription segment held the largest share in 2019, contributing to nearly three-fifths of the global television services market, due to benefits such as flexibility in terms of billing & payment, ease of distribution, and reliable & consistent revenue stream.

By region, the market across North America held the largest share in 2019, accounting to nearly two-fifths of the market, owing to growing popularity of ultra-high definition display TV, connected TVs, and dedicated TV content on subscription such as Pay TV and OTT TV. However, the global television services market across LAMEA is expected to portray the highest CAGR of 6.3% during the forecast period, due to growing popularity of OTT TV platforms and rise in disposable income that pushes people to buy technologically advanced TV sets and modern TV broadcasting services.

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Major market players

- ANAL+ GROUP
- Viacom CBS Inc.
- Time Warner, Inc.
- CenturyLink, Inc.
- Channel Four Television Corporation
- A&E Television Networks, LLC
- Viacom International, Inc.
- 21st Century Fox
- British Broadcasting Corporation
- Comcast Corporation

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achieve sustainable growth in their respective market domains. AMR offers its services across 11 industry verticals including Life Sciences, Consumer Goods, Materials & Chemicals, Construction & Manufacturing, Food & Beverages, Energy & Power, Semiconductor & Electronics, Automotive & Transportation, ICT & Media, Aerospace & Defense, and BFSI.

We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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Tushar Rajput
Allied Analytics LLP
+91 90210 91709

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