

Global Television Broadcasting Market Continues to Surge, Fueled by Growing Demand for TV Sets

The Business Research Company's Television Broadcasting Global Market Report 2023 –Market Size, Trends, And Global Forecast 2023-2032

LONDON, GREATER LONDON, UK, November 28, 2023 /EINPresswire.com/ -- The global television broadcasting market exhibited robust growth, expanding from \$271.12 billion in 2022 to \$287.81

billion in 2023, marking a commendable Compound Annual Growth Rate (CAGR) of 6.2%. The market is anticipated to further elevate, reaching \$353.18 billion by 2027, with a projected CAGR of 5.2%.

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*The Business Research
Company*

Key Driver: Rising Global Demand for Television Sets

The escalating global demand for television sets plays a pivotal role in propelling the television broadcasting

market. Television remains a prominent medium for information, news, and entertainment transmission, and the surge in television set demand directly impacts the television broadcasting sector. A noteworthy example is the data from the BARC (Broadcast Audience Research Council) India, indicating a 6.9% increase in television ownership in Indian households, with 210 million households owning a television set in 2020, compared to 197 million in 2018. This surge in television set demand is expected to drive market growth significantly.

For a more in-depth analysis and comprehensive insights, explore our detailed sample report: <https://www.thebusinessresearchcompany.com/sample.aspx?id=2187&type=smp>

Major Players Shaping the Market Landscape

Key companies influencing the television broadcasting market include AT&T Inc., Charter Communications Inc., CBS Corporation, Twenty-First Century Fox Inc., Liberty Global, DISH Network Corporation, Comcast Corporation, Discovery Inc., Bertelsmann SE & Co KGaA, and Sony Corp.

Quality Content Investment Spurs Growth

Studios are increasingly allocating substantial budgets for TV shows to produce high-quality content. The availability of diverse revenue-generating platforms, such as video-on-demand services like Netflix and Hulu, mobile applications, and web portals, encourages studios to invest in top-tier content production. A notable example is Netflix's £100 million investment in "The Crown" TV series. This trend of investing in quality content is expected to persist, driven by the demand for engaging programming across various platforms.

Regional Dynamics and Market Segmentation

North America emerged as the largest region in the television broadcasting market in 2022, while the Middle East is anticipated to be the fastest-growing region in the forecast period.

The global television broadcasting market is segmented -

- 1) By Type: Television Station, Television Network
- 2) By Broadcaster Type: Public, Commercial
- 3) By Revenue Source: Subscription-Based, Advertisement-Based

Access the complete report to gain strategic insights into the market:

<https://www.thebusinessresearchcompany.com/report/television-broadcasting-global-market-report>

Television Broadcasting Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Television Broadcasting Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on television broadcasting market size, television broadcasting market drivers and trends, television broadcasting market major players, competitors' revenues, television broadcasting market positioning, and television broadcasting market growth across geographies. The television broadcasting market report helps you gain in-



depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 6500+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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