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## Global Broadcasting & Cable TV

*Published on October 2008*

### Report Summary

Datamonitor's Global Broadcasting & Cable TV industry profile is an essential resource for top-level data and analysis covering the broadcasting & cable tv industry. It includes detailed data on market size and segmentation, plus textual and graphical analysis of the key trends and competitive landscape, leading companies and demographic information.

#### Scope

- \* Contains an executive summary and data on value, volume and/or segmentation
- \* Provides textual analysis of the industry's recent performance and future prospects
- \* Incorporates in-depth five forces competitive environment analysis and scorecards
- \* Includes a five-year forecast of the industry
- \* The leading companies are profiled with supporting key financial metrics
- \* Supported by the key macroeconomic and demographic data affecting the market

#### Highlights

- \* Detailed information is included on market size, measured by value and/or volume
- \* Five forces scorecards provide an accessible yet in depth view of the market's competitive landscape

#### Why you should buy this report

- \* Spot future trends and developments
- \* Inform your business decisions
- \* Add weight to presentations and marketing materials
- \* Save time carrying out entry-level research

#### Market Definition

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 constant 2007 annual average exchange rates.

For the purpose of this report the Americas comprise of Brazil, Canada, Mexico and the US.

Europe comprises of Belgium, the Czech Republic, Denmark, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Russia, Spain, Sweden and the UK.

Asia-Pacific comprises of Australia, China, Japan, India, Singapore, South Korea and Taiwan.

The global figure comprises of the Americas, Asia-Pacific and Europe.

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