United States: Media Industry Guide

Description: The United States: Media Industry Guide is an essential resource for top-level data and analysis covering the United States Media industry. It includes detailed data on market size and segmentation, textual analysis of the key trends and competitive landscape. This incisive report provides expert analysis with distinct chapters for Broadcasting & Cable TV, Media, Movies & Entertainment, Music & Video, Newspapers and Publishing.

Scope of the Report

- Contains an executive summary and data on value, volume and segmentation for Broadcasting & Cable TV, Media, Movies & Entertainment, Music & Video, Newspapers and Publishing
- Provides textual analysis of the industry's prospects
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Includes five-year forecasts for Broadcasting & Cable TV, Media, Movies & Entertainment, Music & Video, Newspapers and Publishing

Highlights

The US broadcasting & cable TV market had total revenue of $126,658 million in 2009, representing a compound annual growth rate (CAGR) of 1.4% for the period spanning 2005-2009.

The US media industry had total revenue of $264 billion in 2010, representing a compound annual growth rate (CAGR) of 0.9% for the period spanning 2006-2010.

The US movies and entertainment market generated total revenues of $48.1 billion in 2009, representing a compound annual growth rate (CAGR) of 0.1% for the period spanning 2005-2009.

The US music & video market had total revenue of $23.8 billion in 2009, representing a compound annual growth rate (CAGR) of -4.1% for the period spanning 2005-2009.

The US newspapers market generated total revenues of $11.8 billion in 2009, representing a compound annual growth rate (CAGR) of 1% for the period spanning 2005-2009.

The US publishing market had total revenue of $50.1 billion in 2009, representing a compound annual growth rate (CAGR) of 1.6% for the period spanning 2005-2009.

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

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