Global Radio Market 2015-2019

Description:

About Radio

Radio is a part of the electromagnetic spectrum and radio frequencies occupy the range from 3 kHz to 300 GHz of the spectrum. The radio waves travel through the atmosphere with various frequencies. The lower the frequency, the farther they travel. As the frequency increases, the waves might be interfered by external disturbances. The process of using radio waves to transmit data for commercial audience is known as radio broadcasting. It is a one-way wireless transmission. AM and FM are the major types of broadcast used by commercial radio stations. Different frequencies are used for different forms of radio broadcast. For instance, for national and international broadcasting long-wave and medium-wave bands, which are of low frequency, are used, and for local broadcasting high and ultra-high frequencies are used. The signal types can be either analog audio or digital audio. AM radios limit the audio band pass to 3-5 kHz, whereas FM is transmitted in the very high frequency range of 30-300 MHz of the radio spectrum.

The analysts forecast the global radio market to grow at a CAGR of 3.96 percent over the period 2014-2019.

Covered in this Report

This report covers the present scenario and growth prospects of the global radio market for the period 2015-2019. To calculate the market size, the report considers the revenue generated from the radio service. The report consolidates the revenues generated from the following technology:

- Broadcast radio
- Satellite radio
- Online/Mobile radio

The market is also segmented on the basis of the following revenue stream:

- Advertising
- Public license fee
- Subscription

The report, Global Radio Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Regions

- Americas
- APAC
- EMEA

Key Vendors

- Bell Media
- CBS
- Communicorp
- Cumulus
- iHeartMedia
- This is Global

Other Prominent Vendors

- ABC Radio
- Australian Broadcasting Corporation
- Bauer Radio
- Beasley Broadcast Group
- Bonneville Broadcasting
- Buckley Radio
- Cox Radio
- Emmis Communications
- Entercom Communications
Market Drivers
- Low Cost
  - For a full, detailed list, view this report

Market Challenges
- Competition from Alternative Media
  - For a full, detailed list, view this report

Market Trends
- Bundled Services
  - For a full, detailed list, view this report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
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