Global TV and Radio subscription market 2016-2020

Description: About the TV and Radio Subscription Market

TV subscription is a paid service that is delivered to the users via cable or over the air. In 2000, the share of the analog cable TV segment declined due to increasing share of the digital TV segment.

Radio broadcasters offer radio subscription to the audience for free or on a paid basis. Radio broadcasting uses radio frequencies, ranging between 3 kHz and 300 GHz, to transmit data to a commercial audience. Commercial radio broadcasting is primarily carried out through AM and FM stations. AM stations limit the audio bandpass to 3-5 kHz, and FM stations transmit signals in the 30-300 MHz range of the radio spectrum.

The analysts forecast the global TV and radio subscription market to grow at a CAGR of 5.11% for the TV subscription segment and for the radio subscription segment at 3.46%, during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global TV and radio subscription market for 2016-2020.

To calculate the market size, the report considers the revenue generated from the subscription of the following services:

- TV: Cable TV, satellite TV, and IPTV
- Radio: Broadcast radio, satellite radio, and online radio

To determine the market size of the radio subscription market, we have considered revenue generated from advertisements, which is the dominant revenue source for the market.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report, Global TV and Radio Subscription Market 2016-2020, 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 over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
- Bell Media
- CBS
- Comcast
- Cox Communication
- DISH Network
- Pandora Radio
- Sky

Other prominent vendors
- ABC Radio
- América Móvil
- AT&T
- Australian Broadcasting
- Bauer Radio
- Beasley Broadcast Group
- Bell Canada
- Bharti Airtel
- Bonneville Broadcasting
- Buckley Radio
- Cablevision
- Charter Communications
- Com Hem
- Communicorp
- Cox Communications
- Cox Radio
- CTC Media
- Cumulus
- Deutsche Telekom
- DirecTV
- Emmis Communications
- Entercom Communications
- iHeartMedia
- KPN
- KT
- Liberty Global
- Net Serviços de Comunicacao
- Orange
- Rdio
- SaskTel
- SFX Broadcasting
- SK Telecom
- SureWest Communications
- Spotify
- Tata Sky
- Telefónica
- This is Global
- Time Warner
- UTV Radio
- Verizon FiOS

Market drivers
- Growing preference for bundled services

Market challenges
- Growing popularity of free internet-TV services

Market trends
- Increased popularity of pick-and-pay services

Key questions answered in this report
- What will the market size be in 2020 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?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

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