

## Media Companies – World

### Market Analysis – 2016-2019 Trends – Corporate Strategies

*Publication date: May 2016*

**Exclusive extracts from this 205 page-long report:**

**- What is the business?**

Media companies produce, acquire and distribute media and entertainment content under various formats (print, digital, online...). The industry generates revenues through the sale of advertising space and subscriptions, as well as from licence fees and direct retail sales. [...]

**- Who are the key players?**

Market leaders mostly include large US and Western European conglomerates with diversified operations in media, entertainment, and telecommunication services. Despite growing internationalisation, even the largest media companies still generate the majority of their revenues in their respective domestic markets. [...]

Companies analysed in the report include: **WALT DISNEY COMPANY, COMCAST, TIME WARNER, BERTELSMANN, VIACOM, VIVENDI, BBC, NEWS CORP, LAGARDERE, GRUPO TELEVISA, NIKKEI, THE NEW YORK TIMES COMPANY, and MONDADORI.**

**- How intense is competition?**

Content quality, variety, and related digital services have become the main vectors of competition. Internet and digital technologies have enhanced competitive rivalry by lowering market entry barriers, fostering changes in consumption patterns, and paving the way for new intermediaries that have upset the structure of competition. Electronics and Internet companies, in particular, are reshaping media creation and delivery (supply side) as well as media access and consumption patterns (demand side). [...]

**- What are the main markets?**

Western media markets remain the largest by size, value and penetration rate, but will witness slower growth over the next decade. The share of media companies originating from emerging markets is conversely set to increase as most of these markets are characterised by favourable demographics and fast economic growth. Global market growth will be increasingly driven by emerging markets. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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Analyst, Xerfi Global

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