

# 全球媒体产业研究报告

## 报告大纲

观研报告网

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## 一、报告简介

观研报告网发布的《全球媒体产业研究报告》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

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订购电话: 400-007-6266 010-86223221

电子邮箱: sale@chinabaogao.com

联系人: 客服

特别说明：本PDF目录为计算机程序生成，格式美观性可能有欠缺；实际报告排版规则、美观。

## 二、报告目录及图表目录

摘要 Countries covered: Global

Datamonitor's Media: Global Industry Guide is an essential resource for top-level data and analysis covering the media industry. It includes detailed data on market size and segmentation, textual analysis of the key trends and competitive landscape, and profiles of the leading companies. This incisive report provides expert analysis on a global, regional and country basis.

Scope of the Report Contains an executive summary and data on value, volume and segmentation Provides textual analysis of the industry's prospects, competitive landscape and profiles of the leading companies Incorporates in-depth five forces competitive environment analysis and scorecards Covers the Global, European and Asia-Pacific markets as well as individual chapters on 5 major markets (France, Germany, Japan, the UK and the US). Includes a five-year forecast of the industry Highlights

The global media industry grew by 3.7% in 2007 to reach a value of \$927.6 billion.

In 2012, the global media industry is forecast to have a value of \$1,127.1 billion, an increase of 21.5% since 2007.

Publishing generates 47.9% of the global media industry's revenue.

The Americas region generates 49.5% of the global media industry's value.

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 media industry consists of the advertising, broadcasting & cable TV, publishing and movies & entertainment markets. The advertising market consists of agencies providing advertising including display advertising services. The market value reflects income of the agencies from such services. 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, licensing (or public donations) and subscriptions.

The publishing market consists of books, newspaper and magazines, and advertising revenues generated in these segments. The movies & entertainment market includes both producers and distributors of public entertainment formats, such as movies, music and sports. The sports and movie box office sectors have been valued as the revenues received by box offices from total annual admissions. The music and video sectors have been valued using the retail selling price (RSP) of items, such as DVD, VHS and CD.

For the purpose of this report the Americas comprises Brazil, Canada, Mexico and the US. Europe comprises Belgium, the Czech Republic, Denmark, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Russia, Spain, Sweden and the UK.

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

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

#### Additional Information

Datamonitor's industry guides are compilations of 3 regions and 8 or 13 country specific industry profiles that have been recently published for the market that it is addressing. Industry Profiles are a quick and reliable way to get data on key industrial and consumer sectors across the world's leading economies. They include 5 year historical and 5 year forecast market values and/or volumes market segmentations, and our own Five Forces analysis.

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