

Advertising revenues per television household: A market by market analysis

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Aug 12, Advertising and subscription fees, which are the two most important sources of revenue for the sector, will continue bringing in profits for the television industry.

The TV advertising market can be characterised as a single market with two differentiated products: advertising on the traditional commercial TV channels (Channels 3, 4 and 5); and advertising on the more recent multi-channel commercial TV channels (all other commercial.

This statistic shows the television market revenue in Germany from to , by segment. In , TV market revenues from advertising were at billion euros. For , PwC projected a. A similar gap exists in terms of the spend on pay TV per household and per capita. In North America, pay TV subscriptions are shared by people on average, especially among millennials who live outside their parents home. Instant access to advertising and branding market research, business analysis, industry trends, statistics, forecasts, revenues, and executive lists. Please wait while the search results are loading.

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