

# Analyzing the US Media & Advertising Industry

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## Abstracts

The Media & Entertainment (M&E) sector of the US is one of the largest sectors in its economy and is well entrenched. However there is increasingly being seen a radical transformation of this sector, and the prime trigger has been the advent of digitalization. In the coming years, the combination of new digital distribution modalities and evolving audience consumption habits and demands will continue to challenge traditional Media & Entertainment business models.

Current figures show that internet display advertising has continued to lead growth relative to other means of advertising like cable television, magazines and newspapers.

Aruvian Research's report on Analyzing the US Media & Advertising Industry thoroughly explains the US advertising industry by establishing a clear demarcation of the industry components and the top spenders as well as the service providers in the global context. This helps the reader understand the industry in a nutshell overlooking the competitive activity in the industry.

The report also builds a mapping of the major advertising segments namely newspapers, magazines, internet advertising, amongst others. In this section, the report explains each of these markets in detail with their commercial characteristics along with the major players which are active in these markets thereby drawing up the overall business picture for advertising in these markets.

To begin with, the report presents a profile of the global media and entertainment industry, including the impact of the global economic recession on the industry. Key issues, the changing business models in the industry, impacts of digitization, and expansion of the industry are looked upon in this section.

The US media and advertising industry is analyzed keeping in mind the current

economic situation in the US. Advertising strategies, pricing impacts on the industry, and the impact of the changing advertising industry in the US on traditional media is also analyzed.

Aruvian Research also profiles the leading players in the US media and advertising industry such as Comcast, Interpublic Group, WPP, Omnicom, Time Warner, etc. A SWOT analysis of each of the major players completes this highly analytical research report on the US Media and Advertising Industry.

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