

Global Advertising Market Status and Outlook 2018-2025

<https://marketpublishers.com/r/G2AF0754FBCEN.html>

Date: August 2018

Pages: 177

Price: US\$ 4,000.00 (Single User License)

ID: G2AF0754FBCEN

Abstracts

REPORT SNAPSHOT

Key Content of Chapters (Including and can be customized, report is a semifinished version, and it takes 48-72 hours to upgrade)

Part 1:

Terminology Definition, Industry Chain, Industry Dynamics & Regulations and Global Market Overview

Part 2:

Upstream (Raw Materials/Components) & Manufacturing (Procurement Methods & Channels and Cost) , Major Regional Production Overview and Trade Flow

Part 3:

Product Segment Overview and Market Status

Part 4:

Application/End-User Segment Overview and Market Status

Part 5:

Region Segment Overview and Market Status

Part 6:

Product & Application Segment Production & Demand by Region

Part 7:

Market Forecast by Product, Application & Region

Part 8:

Company information, Products & Services and Business Operation (Sales, Cost, Margin etc.)

Part 9:

Market Competition and Environment for New Entrants

Part 10:
Conclusion

Market Segment as follows:

Key Companies

WPP

Omnicom Group

Dentsu Inc.

PublicisGroupe

IPG

Havas SA

Focus Media Group

Guangdong Advertising Co., Ltd.

Bluefocus Communication Group Co., Ltd.

SiMei Media

AVIC Culture Co.,Ltd.

Yinlimedia

Hunan TV and Broadcast Intermediary Co., Ltd.

Guangdong Guangzhou Daily Media Co., Ltd.

Beijing Bashi Media Co., Ltd.

Dahe Group

China Television Media

Spearhead Integrated Marketing Communication Group

Shanghai Xinhua Media Co., Ltd.

Chengdu B-ray Media Co., Ltd.

Market by Type

TV Advertising

Newspaper & Magazine Advertising

Outdoors Advertising

Radio Advertising

Internet Advertising

Others

Market by Application

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

Contents

PART 1 INDUSTRY OVERVIEW (200 USD)

- 1.1 Advertising Industry
 - 1.1.1 Market Development
 - 1.1.2 Terminology Definition in the Report
 - 1.1.2.1 Production
 - 1.1.2.2 Demand
 - 1.1.2.3 Sales Revenue
 - 1.1.2.4 Ex-factory Price & Sales Price
 - 1.1.2.5 Cost
 - 1.1.2.6 Gross Margin
- 1.2 Products & Services Scope
- 1.3 Industry Chain
- 1.4 Industry Dynamics & Regulations
- 1.5 Global Market Overview

PART 2 UPSTREAM & PRODUCTION (200 USD)

- 2.1 Raw Materials / Components
- 2.2 Procurement Methods & Channels
- 2.3 Cost Structure & Manufacturing
- 2.4 Industry Capacity
- 2.5 Production Distribution by Geography
 - 2.5.1 Production in Major Regions / Countries
 - 2.5.2 Trade Flow Overview

PART 3 PRODUCT SEGMENT (400 USD)

- 3.1 Introduction by Type
 - 3.1.1 TV Advertising
 - 3.1.2 Newspaper & Magazine Advertising
 - 3.1.3 Outdoors Advertising
 - 3.1.4 Radio Advertising
 - 3.1.5 Internet Advertising
 - 3.1.6 Others
- 3.2 Market Status

PART 4 APPLICATION / END-USER SEGMENT (400 USD)

- 4.1 Introduction by Application
 - 4.1.1 Food & Beverage Industry
 - 4.1.2 Vehicles Industry
 - 4.1.3 Health and Medical Industry
 - 4.1.4 Commercial and Personal Services
 - 4.1.5 Consumer Goods
 - 4.1.6 Others
- 4.2 Market Status

PART 5 REGIONAL MARKET (600 USD)

- 5.1 Market Overview
- 5.2 by Region
 - 5.2.1 North America
 - 5.2.1.1 United States Market Size and Growth (2015-2018E)
 - 5.2.1.2 Canada Market Size and Growth (2015-2018E)
 - 5.2.1.3 Mexico Market Size and Growth (2015-2018E)
 - 5.2.2 Europe
 - 5.2.2.1 Germany Market Size and Growth (2015-2018E)
 - 5.2.2.2 UK Market Size and Growth (2015-2018E)
 - 5.2.2.3 France Market Size and Growth (2015-2018E)
 - 5.2.2.4 Italy Market Size and Growth (2015-2018E)
 - 5.2.2.5 Spain Market Size and Growth (2015-2018E)
 - 5.2.2.6 Netherlands Market Size and Growth (2015-2018E)
 - 5.2.2.7 Poland Market Size and Growth (2015-2018E)
 - 5.2.2.8 Belgium Market Size and Growth (2015-2018E)
 - 5.2.2.9 Sweden Market Size and Growth (2015-2018E)
 - 5.2.2.10 Austria Market Size and Growth (2015-2018E)
 - 5.2.2.11 Denmark Market Size and Growth (2015-2018E)
 - 5.2.2.12 Switzerland Market Size and Growth (2015-2018E)
 - 5.2.2.13 Russia Market Size and Growth (2015-2018E)
 - 5.2.3 Asia-Pacific
 - 5.2.3.1 China Market Size and Growth (2015-2018E)
 - 5.2.3.2 India Market Size and Growth (2015-2018E)
 - 5.2.3.3 Japan Market Size and Growth (2015-2018E)
 - 5.2.3.4 Korea Market Size and Growth (2015-2018E)
 - 5.2.3.5 Australia Market Size and Growth (2015-2018E)

- 5.2.3.6 Indonesia Market Size and Growth (2015-2018E)
- 5.2.3.7 Thailand Market Size and Growth (2015-2018E)
- 5.2.3.8 Malaysia Market Size and Growth (2015-2018E)
- 5.2.3.9 Singapore Market Size and Growth (2015-2018E)
- 5.2.3.10 Philippines Market Size and Growth (2015-2018E)
- 5.2.4 South America
 - 5.2.4.1 Brazil Market Size and Growth (2015-2018E)
 - 5.2.4.2 Argentina Market Size and Growth (2015-2018E)
 - 5.2.4.3 Columbia Market Size and Growth (2015-2018E)
 - 5.2.4.4 Chile Market Size and Growth (2015-2018E)
 - 5.2.4.5 Peru Market Size and Growth (2015-2018E)
 - 5.2.4.6 Puerto Rico Market Size and Growth (2015-2018E)
 - 5.2.4.7 Ecuador Market Size and Growth (2015-2018E)
- 5.2.5 Middle East
 - 5.2.5.1 Saudi Arabia Market Size and Growth (2015-2018E)
 - 5.2.5.2 Iran Market Size and Growth (2015-2018E)
 - 5.2.5.3 UAE Market Size and Growth (2015-2018E)
 - 5.2.5.4 Oman Market Size and Growth (2015-2018E)
 - 5.2.5.5 Kuwait Market Size and Growth (2015-2018E)
 - 5.2.5.6 Iraq Market Size and Growth (2015-2018E)
 - 5.2.5.7 Turkey Market Size and Growth (2015-2018E)
- 5.2.6 Africa
 - 5.2.6.1 South Africa Market Size and Growth (2015-2018E)
 - 5.2.6.2 Egypt Market Size and Growth (2015-2018E)
 - 5.2.6.3 Nigeria Market Size and Growth (2015-2018E)
 - 5.2.6.4 Algeria Market Size and Growth (2015-2018E)
 - 5.2.6.5 Angola Market Size and Growth (2015-2018E)
 - 5.2.6.6 Morocco Market Size and Growth (2015-2018E)
 - 5.2.6.7 Sultan Market Size and Growth (2015-2018E)

PART 6 MARKET SUBDIVISION (800 USD)

- 6.1 Regional Production
 - 6.1.1 Production by Type
 - 6.1.1.1 TV Advertising Production by Region
 - 6.1.1.2 Newspaper & Magazine Advertising Production by Region
 - 6.1.1.3 Outdoors Advertising Production by Region
 - 6.1.1.4 Radio Advertising Production by Region
 - 6.1.1.5 Internet Advertising Production by Region

- 6.1.1.6 Others Production by Region
- 6.1.2 Production by Application
 - 6.1.2.1 Food & Beverage Industry Production by Region
 - 6.1.2.2 Vehicles Industry Production by Region
 - 6.1.2.3 Health and Medical Industry Production by Region
 - 6.1.2.4 Commercial and Personal Services Production by Region
 - 6.1.2.5 Consumer Goods Production by Region
 - 6.1.2.6 Others Production by Region
- 6.2 Regional Demand
 - 6.2.1 Demand by Type
 - 6.2.1.1 TV Advertising Demand by Region
 - 6.2.1.2 Newspaper & Magazine Advertising Demand by Region
 - 6.2.1.3 Outdoors Advertising Demand by Region
 - 6.2.1.4 Radio Advertising Demand by Region
 - 6.2.1.5 Internet Advertising Demand by Region
 - 6.2.1.6 Others Demand by Region
 - 6.2.2 Demand by Application
 - 6.2.2.1 Food & Beverage Industry Demand by Region
 - 6.2.2.2 Vehicles Industry Demand by Region
 - 6.2.2.3 Health and Medical Industry Demand by Region
 - 6.2.2.4 Commercial and Personal Services Demand by Region
 - 6.2.2.5 Consumer Goods Demand by Region
 - 6.2.2.6 Others Demand by Region

PART 7 MARKET FORECAST (200 USD)

- 7.1 Global Forecast
- 7.2 Forecast by Type
- 7.3 Forecast by Application
- 7.4 Forecast by Region

PART 8 KEY COMPANIES LIST (600 USD)

- 8.1 WPP
 - 8.1.2 Company Information
 - 8.1.2 Products & Services
 - 8.1.3 Business Operation
- 8.2 Omnicom Group
 - 8.2.1 Company Information

- 8.2.2 Products & Services
- 8.2.3 Business Operation
- 8.3 Dentsu Inc.
 - 8.3.1 Company Information
 - 8.3.2 Products & Services
 - 8.3.3 Business Operation
- 8.4 PublicisGroupe
 - 8.4.1 Company Information
 - 8.4.2 Products & Services
 - 8.4.3 Business Operation
- 8.5 IPG
 - 8.5.1 Company Information
 - 8.5.2 Products & Services
 - 8.5.3 Business Operation
- 8.6 Havas SA
 - 8.6.1 Company Information
 - 8.6.2 Products & Services
 - 8.6.3 Business Operation
- 8.7 Focus Media Group
 - 8.7.1 Company Information
 - 8.7.2 Products & Services
 - 8.7.3 Business Operation
- 8.8 Guangdong Advertising Co., Ltd.
 - 8.8.1 Company Information
 - 8.8.2 Products & Services
 - 8.8.3 Business Operation
- 8.9 Bluefocus Communication Group Co., Ltd.
 - 8.9.1 Company Information
 - 8.9.2 Products & Services
 - 8.9.3 Business Operation
- 8.10 SiMei Media
 - 8.10.1 Company Information
 - 8.10.2 Products & Services
 - 8.10.3 Business Operation
- 8.11 AVIC Culture Co.,Ltd.
- 8.12 Yinlimedia
- 8.13 Hunan TV and Broadcast Intermediary Co., Ltd.
- 8.14 Guangdong Guangzhou Daily Media Co., Ltd.
- 8.15 Beijing Bashi Media Co., Ltd.

8.16 Dahe Group

8.17 China Television Media

8.18 Spearhead Integrated Marketing Communication Group

8.19 Shanghai Xinhua Media Co., Ltd.

8.20 Chengdu B-ray Media Co., Ltd.

PART 9 COMPANY COMPETITION (500 USD)

9.1 Market by Company

9.2 Price & Gross Margin

9.3 Competitive Environment for New Entrants

9.3.1 Michael Porter's Five Forces Model

9.3.2 SWOT

PART 10 RESEARCH CONCLUSION (100 USD)

List Of Tables

LIST OF TABLES

Table Advertising Industry Dynamics & Regulations List

Table Global Advertising Sales Revenue, Cost and Margin, 2015-2018E

Table Global Advertising Market Status by Type 2015-2018E, in USD Million

Table Global Advertising Market Status by Application 2015-2018E, in USD Million

Table Global Advertising Market Status by Application 2015-2018E, in Volume

Table Global Advertising Market by Region 2015-2018E, in USD Million

Table Global Advertising Market Share by Region in 2018, in USD Million

Table Global Advertising Market by Region 2015-2018E, in Volume

Table Global Advertising Market Share by Region in 2018, in Volume

Table TV Advertising Production Value by Region 2015-2018E, in USD Million

Table TV Advertising Production Volume by Region 2015-2018E, in Volume

Table Newspaper & Magazine Advertising Production Value by Region 2015-2018E, in USD Million

Table Newspaper & Magazine Advertising Production Volume by Region 2015-2018E, in Volume

Table Outdoors Advertising Production Value by Region 2015-2018E, in USD Million

Table Outdoors Advertising Production Volume by Region 2015-2018E, in Volume

Table Radio Advertising Production Value by Region 2015-2018E, in USD Million

Table Radio Advertising Production Volume by Region 2015-2018E, in Volume

Table Internet Advertising Production Value by Region 2015-2018E, in USD Million

Table Internet Advertising Production Volume by Region 2015-2018E, in Volume

Table Others Production Value by Region 2015-2018E, in USD Million

Table Others Production Volume by Region 2015-2018E, in Volume

Table Food & Beverage Industry Production Value by Region 2015-2018E, in USD Million

Table Food & Beverage Industry Production Volume by Region 2015-2018E, in Volume

Table Vehicles Industry Production Value by Region 2015-2018E, in USD Million

Table Vehicles Industry Production Volume by Region 2015-2018E, in Volume

Table Health and Medical Industry Production Value by Region 2015-2018E, in USD Million

Table Health and Medical Industry Production Volume by Region 2015-2018E, in Volume

Table Commercial and Personal Services Production Value by Region 2015-2018E, in USD Million

Table Commercial and Personal Services Production Volume by Region 2015-2018E, in

Volume

Table Consumer Goods Production Value by Region 2015-2018E, in USD Million

Table Consumer Goods Production Volume by Region 2015-2018E, in Volume

Table Others Production Value by Region 2015-2018E, in USD Million

Table Others Production Volume by Region 2015-2018E, in Volume

Table TV Advertising Market Size by Region 2015-2018E, in USD Million

Table TV Advertising Market Size by Region 2015-2018E, in Volume

Table Newspaper & Magazine Advertising Market Size by Region 2015-2018E, in USD Million

Table Newspaper & Magazine Advertising Market Size by Region 2015-2018E, in Volume

Table Outdoors Advertising Market Size by Region 2015-2018E, in USD Million

Table Outdoors Advertising Market Size by Region 2015-2018E, in Volume

Table Radio Advertising Market Size by Region 2015-2018E, in USD Million

Table Radio Advertising Market Size by Region 2015-2018E, in Volume

Table Internet Advertising Market Size by Region 2015-2018E, in USD Million

Table Internet Advertising Market Size by Region 2015-2018E, in Volume

Table Others Market Size by Region 2015-2018E, in USD Million

Table Others Market Size by Region 2015-2018E, in Volume

Table Food & Beverage Industry Market Size by Region 2015-2018E, in USD Million

Table Food & Beverage Industry Market Size by Region 2015-2018E, in Volume

Table Vehicles Industry Market Size by Region 2015-2018E, in USD Million

Table Vehicles Industry Market Size by Region 2015-2018E, in Volume

Table Health and Medical Industry Market Size by Region 2015-2018E, in USD Million

Table Health and Medical Industry Market Size by Region 2015-2018E, in Volume

Table Commercial and Personal Services Market Size by Region 2015-2018E, in USD Million

Table Commercial and Personal Services Market Size by Region 2015-2018E, in Volume

Table Consumer Goods Market Size by Region 2015-2018E, in USD Million

Table Consumer Goods Market Size by Region 2015-2018E, in Volume

Table Others Market Size by Region 2015-2018E, in USD Million

Table Others Market Size by Region 2015-2018E, in Volume

Table Global Advertising Forecast by Type 2019F-2025F, in USD Million

Table Advertising Forecast by Type 2019F-2025F, in Volume

Table Advertising Market Forecast by Application / End-User 2019F-2025F, in USD Million

Table Advertising Market Forecast by Application / End-User 2019F-2025F, in Volume

Table Advertising Market Forecast by Region 2019F-2025F, in USD Million

Table Advertising Market Forecast by Region 2019F-2025F, in Volume

Table WPP Information

Table Advertising Sales, Cost, Margin of WPP

Table Omnicom Group Information

Table Advertising Sales, Cost, Margin of Omnicom Group

Table Dentsu Inc. Information

Table Advertising Sales, Cost, Margin of Dentsu Inc.

Table PublicisGroupe Information

Table Advertising Sales, Cost, Margin of PublicisGroupe

Table IPG Information

Table Advertising Sales, Cost, Margin of IPG

Table Havas SA Information

Table Advertising Sales, Cost, Margin of Havas SA

Table Focus Media Group Information

Table Advertising Sales, Cost, Margin of Focus Media Group

Table Guangdong Advertising Co., Ltd. Information

Table Advertising Sales, Cost, Margin of Guangdong Advertising Co., Ltd.

Table Bluefocus Communication Group Co., Ltd. Information

Table Advertising Sales, Cost, Margin of Bluefocus Communication Group Co., Ltd.

Table SiMei Media Information

Table Advertising Sales, Cost, Margin of SiMei Media

Table AVIC Culture Co.,Ltd. Information

Table Advertising Sales, Cost, Margin of AVIC Culture Co.,Ltd.

Table Yinlimedia Information

Table Advertising Sales, Cost, Margin of Yinlimedia

Table Hunan TV and Broadcast Intermediary Co., Ltd. Information

Table Advertising Sales, Cost, Margin of Hunan TV and Broadcast Intermediary Co., Ltd.

Table Guangdong Guangzhou Daily Media Co., Ltd. Information

Table Advertising Sales, Cost, Margin of Guangdong Guangzhou Daily Media Co., Ltd.

Table Beijing Bashi Media Co., Ltd. Information

Table Advertising Sales, Cost, Margin of Beijing Bashi Media Co., Ltd.

Table Dahe Group Information

Table Advertising Sales, Cost, Margin of Dahe Group

Table China Television Media Information

Table Advertising Sales, Cost, Margin of China Television Media

Table Spearhead Integrated Marketing Communication Group Information

Table Advertising Sales, Cost, Margin of Spearhead Integrated Marketing Communication Group

Table Shanghai Xinhua Media Co., Ltd. Information

Table Advertising Sales, Cost, Margin of Shanghai Xinhua Media Co., Ltd.

Table Chengdu B-ray Media Co., Ltd. Information

Table Advertising Sales, Cost, Margin of Chengdu B-ray Media Co., Ltd.

Table Global Advertising Sales Revenue by Company 2015-2017, in USD Million

Table Global Advertising Sales Volume by Company 2015-2017, in Volume

Table Global Advertising Sales Volume by Company in 2018, in Volume

List Of Figures

LIST OF FIGURES

Figure Advertising Picture

Figure Advertising Industry Chain Diagram

Figure Global Advertising Sales Revenue 2015-2018E, in USD Million

Figure Global Advertising Sales Volume 2015-2018E, in Volume

Figure Global Advertising Market Status by Type 2015-2018E, in Volume

Figure North America Advertising Market Size and Growth 2015-2018E, in USD Million

Figure North America Advertising Market Size and Growth 2015-2018E, in Volume

Figure Europe Advertising Market Size and Growth 2015-2018E, in USD Million

Figure Europe Advertising Market Size and Growth 2015-2018E, in Volume

Figure Asia-Pacific Advertising Market Size and Growth 2015-2018E, in USD Million

Figure Asia-Pacific Advertising Market Size and Growth 2015-2018E, in Volume

Figure South America Advertising Market Size and Growth 2015-2018E, in USD Million

Figure South America Advertising Market Size and Growth 2015-2018E, in Volume

Figure Middle East Advertising Market Size and Growth 2015-2018E, in USD Million

Figure Middle East Advertising Market Size and Growth 2015-2018E, in Volume

Figure Africa Advertising Market Size and Growth 2015-2018E, in USD Million

Figure Africa Advertising Market Size and Growth 2015-2018E, in Volume

Figure Global Advertising Sales Revenue Forecast 2019F-2025F, in USD Million

Figure Global Advertising Sales Volume Forecast 2019F-2025F, in Volume

Figure Global Advertising Sales Price Forecast 2019F-2025F

Figure Global Advertising Gross Margin Forecast 2019F-2025F

Figure Global Advertising Sales Revenue by Company in 2018, in USD Million

Figure Global Advertising Price by Company in 2018

Figure Global Advertising Gross Margin by Company in 2018

I would like to order

Product name: Global Advertising Market Status and Outlook 2018-2025

Product link: <https://marketpublishers.com/r/G2AF0754FBCEN.html>

Price: US\$ 4,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G2AF0754FBCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970