

Global Advertising Market Survey and Trend Research 2018

<https://marketpublishers.com/r/GB7FF274396EN.html>

Date: May 2018

Pages: 105

Price: US\$ 2,600.00 (Single User License)

ID: GB7FF274396EN

Abstracts

SUMMARY

This report describes the development of the industry by upstream & downstream, industry overall and development, key companies, as well as type segment & market application and so on, and makes a scientific prediction for the development industry prospects on the basis of analysis, finally, analyzes opportunities for investment in the industry at the end of the report.

Industry Chain

Raw Materials

Cost

Technology

Consumer Preference

Industry Overall:

History

Development & Trend

Market Competition

Trade Overview

Policy

Region (North America, Europe, Asia-Pacific, South America, Middle East, Africa):

Regional Market

Production Development

Sales

Regional Trade

Regional Forecast

Company (WPP, Omnicom Group, Dentsu Inc., PublicisGroupe, Havas SA, 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. etc.):

Company Profile

Product & Service

Business Operation Data

Market Share

Investment Analysis:

Market Features

Investment Opportunity

Investment Calculation

Contents

PART 1 INDUSTRY OVERVIEW

1.1 Advertising Industry

1.1.1 Definition

1.1.2 Industry Trend

1.2 Industry Chain

1.2.1 Upstream

1.2.2 Technology

1.2.3 Cost Structure

1.2.4 Consumer Preference

1.2.2 Downstream

PART 2 INDUSTRY OVERALL

2.1 Industry History

2.2 Development Prospect

2.3 Competition Structure

2.4 Relevant Policy

2.5 Trade Overview

PART 3 ADVERTISING MARKET BY PRODUCT

3.1 Products List of Major Companies

3.2 Market Size

3.3 Market Forecast

PART 4 KEY COMPANIES LIST

4.1 WPP (Company Overview, Sales Data etc.)

4.1.1 Company Overview

4.1.2 Products and Services

4.1.3 Business Analysis

4.2 Omnicom Group (Company Overview, Sales Data etc.)

4.2.1 Company Overview

4.2.2 Products and Services

4.2.3 Business Analysis

4.3 Dentsu Inc. (Company Overview, Sales Data etc.)

- 4.3.1 Company Overview
- 4.3.2 Products and Services
- 4.3.3 Business Analysis
- 4.4 PublicisGroupe (Company Overview, Sales Data etc.)
 - 4.4.1 Company Overview
 - 4.4.2 Products and Services
 - 4.4.3 Business Analysis
- 4.5 Havas SA (Company Overview, Sales Data etc.)
 - 4.5.1 Company Overview
 - 4.5.2 Products and Services
 - 4.5.3 Business Analysis
- 4.6 Havas SA (Company Overview, Sales Data etc.)
 - 4.6.1 Company Overview
 - 4.6.2 Products and Services
 - 4.6.3 Business Analysis
- 4.7 Focus Media Group (Company Overview, Sales Data etc.)
 - 4.7.1 Company Overview
 - 4.7.2 Products and Services
 - 4.7.3 Business Analysis
- 4.8 Guangdong Advertising Co., Ltd. (Company Overview, Sales Data etc.)
 - 4.8.1 Company Overview
 - 4.8.2 Products and Services
 - 4.8.3 Business Analysis
- 4.9 Bluefocus Communication Group Co., Ltd. (Company Overview, Sales Data etc.)
 - 4.9.1 Company Overview
 - 4.9.2 Products and Services
 - 4.9.3 Business Analysis
- 4.10 SiMei Media (Company Overview, Sales Data etc.)
 - 4.10.1 Company Overview
 - 4.10.2 Products and Services
 - 4.10.3 Business Analysis
- 4.11 AVIC Culture Co.,Ltd. (Company Overview, Sales Data etc.)
- 4.12 Yinlimedia (Company Overview, Sales Data etc.)
- 4.13 Hunan TV and Broadcast Intermediary Co., Ltd. (Company Overview, Sales Data etc.)
- 4.14 Guangdong Guangzhou Daily Media Co., Ltd. (Company Overview, Sales Data etc.)
- 4.15 Beijing Bashi Media Co., Ltd. (Company Overview, Sales Data etc.)
- 4.16 Dahe Group (Company Overview, Sales Data etc.)

- 4.17 China Television Media (Company Overview, Sales Data etc.)
- 4.18 Spearhead Integrated Marketing Communication Group (Company Overview, Sales Data etc.)
- 4.19 Shanghai Xinhua Media Co., Ltd. (Company Overview, Sales Data etc.)
- 4.20 Chengdu B-ray Media Co., Ltd. (Company Overview, Sales Data etc.)

PART 5 MARKET COMPETITION

- 5.1 Companies Competition
- 5.2 Industry Competition Structure Analysis
 - 5.2.1 Rivalry
 - 5.2.2 Threat of New Entrants
 - 5.2.3 Substitutes
 - 5.2.4 Bargaining Power of Suppliers
 - 5.2.5 Bargaining Power of Buyers

PART 6 MARKET DEMAND BY SEGMENT

- 6.1 Demand Situation
 - 6.1.1 Industry Application Status
 - 6.1.2 Industry SWOT Analysis
 - 6.1.2.1 Strengths
 - 6.1.2.2 Weaknesses
 - 6.1.2.3 Opportunities
 - 6.1.2.4 Threats
- 6.2 Major Customer Survey
- 6.3 Demand Forecast

PART 7 REGION OPERATION

- 7.1 Regional Market
- 7.2 Production and Sales by Region
 - 7.2.1 Production
 - 7.2.2 Sales
 - 7.2.3 Trade
- 7.3 Regional Forecast

PART 8 MARKET INVESTMENT

8.1 Market Features

8.1.1 Product Features

8.1.2 Price Features

8.1.3 Channel Features

8.1.4 Purchasing Features

8.2 Investment Opportunity

8.2.1 Regional Investment Opportunity

8.2.2 Industry Investment Opportunity

8.3 Investment Calculation

8.3.1 Cost Calculation

8.3.2 Revenue Calculation

8.3.3 Economic Performance Evaluation

PART 9 CONCLUSION

List Of Tables

LIST OF TABLES

Table Global Advertising Market 2012-2017, by Type, in USD Million

Table Global Advertising Market 2012-2017, by Type, in Volume

Table Global Advertising Market Forecast 2018-2023, by Type, in USD Million

Table Global Advertising Market Forecast 2018-2023, by Type, in Volume

Table WPP Overview List

Table Advertising Business Operation of WPP (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Omnicom Group Overview List

Table Advertising Business Operation of Omnicom Group (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Dentsu Inc. Overview List

Table Advertising Business Operation of Dentsu Inc. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table PublicisGroupe Overview List

Table Advertising Business Operation of PublicisGroupe (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Havas SA Overview List

Table Advertising Business Operation of Havas SA (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Havas SA Overview List

Table Advertising Business Operation of Havas SA (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Focus Media Group Overview List

Table Advertising Business Operation of Focus Media Group (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Guangdong Advertising Co., Ltd. Overview List

Table Advertising Business Operation of Guangdong Advertising Co., Ltd. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Bluefocus Communication Group Co., Ltd. Overview List

Table Advertising Business Operation of Bluefocus Communication Group Co., Ltd. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table SiMei Media Overview List

Table Advertising Business Operation of SiMei Media (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table AVIC Culture Co.,Ltd. Overview List

Table Advertising Business Operation of AVIC Culture Co.,Ltd. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Yinlimedia Overview List

Table Advertising Business Operation of Yinlimedia (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Hunan TV and Broadcast Intermediary Co., Ltd. Overview List

Table Advertising Business Operation of Hunan TV and Broadcast Intermediary Co., Ltd. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Guangdong Guangzhou Daily Media Co., Ltd. Overview List

Table Advertising Business Operation of Guangdong Guangzhou Daily Media Co., Ltd. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Beijing Bashi Media Co., Ltd. Overview List

Table Advertising Business Operation of Beijing Bashi Media Co., Ltd. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Dahe Group Overview List

Table Advertising Business Operation of Dahe Group (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table China Television Media Overview List

Table Advertising Business Operation of China Television Media (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Spearhead Integrated Marketing Communication Group Overview List

Table Advertising Business Operation of Spearhead Integrated Marketing Communication Group (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Shanghai Xinhua Media Co., Ltd. Overview List

Table Advertising Business Operation of Shanghai Xinhua Media Co., Ltd. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Chengdu B-ray Media Co., Ltd. Overview List

Table Advertising Business Operation of Chengdu B-ray Media Co., Ltd. (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Global Advertising Sales Revenue 2012-2017, by Companies, in USD Million

Table Global Advertising Sales Revenue Share, by Companies, in USD Million

Table Global Advertising Sales Volume 2012-2017, by Companies, in Volume

Table Global Advertising Sales Revenue Share, by Companies in 2017, in Volume

Table Advertising Demand 2012-2017, by Application, in USD Million

Table Advertising Demand 2012-2017, by Application, in Volume

Table Advertising Demand Forecast 2018-2023, by Application, in USD Million

Table Advertising Demand Forecast 2018-2023, by Application, in Volume

Table Global Advertising Market 2012-2017, by Region, in USD Million

Table Global Advertising Market 2012-2017, by Region, in Volume

Table Advertising Market Forecast 2018-2023, by Region, in USD Million

Table Advertising Market Forecast 2018-2023, by Region, in Volume

List Of Figures

LIST OF FIGURES

Figure Advertising Industry Chain Structure

Figure Global Advertising Market Growth 2012-2017, by Type, in USD Million

Figure Global Advertising Market Growth 2012-2017, by Type, in Volume

Figure Global Advertising Sales Revenue Share, by Companies in 2017, in USD Million

Figure Global Advertising Sales Volume Share 2012-2017, by Companies, in Volume

Figure Production Development by Region

Figure Sales List by Region

I would like to order

Product name: Global Advertising Market Survey and Trend Research 2018

Product link: <https://marketpublishers.com/r/GB7FF274396EN.html>

Price: US\$ 2,600.00 (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/GB7FF274396EN.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