

Analyzing the Global Advertising Industry

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The global advertising industry is showing definite signs of a recovery, after one of the worst-ever slumps in advertising. Media-buying firms, TV broadcasters and radio and billboard companies are making positive noises about the future. Print advertising looks more promising and several US magazines saw ad pages increase quite dramatically.

The future of the ad industry is not in doubt - things will get better, but only companies that have positioned themselves correctly will be able to capitalize on the upswing. To do this, many firms are looking toward technology as the point of departure for huge returns. The convergence of the Internet with television, the growth of wireless communication, and the increasing use of digital video recorders all offer new avenues and challenges for advertisers. Further consolidation across national borders is also expected as ad firms try to deliver global capabilities in an increasingly competitive market.

Aruvian's R'search's report on Analyzing the Global Advertising Industry thoroughly explains the global 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 geographical mapping of the major advertising markets worldwide namely the United Kingdom, France, Germany, China, Japan, Canada, Spain, The Netherlands, Italy, Belgium and the United States. 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.

The report presents a future outlook for the global advertising industry in order to better equip the researcher with the projected growth variants for this industry.

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D.6 Ogilvy & Mather Worldwide

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