

# China's Top 50 Advertising Companies in 2015

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## Abstracts

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## INTRODUCTION

In this report, ASKCI profiles the leading advertising companies. It analyzes China's advertising industry in terms of market information (market size, status, etc.) , hotspots (key M&A activity and new policy) , current industry trend and the competitive positioning of top 50 companies in the industry.

### 1) The Aim of this report

To provide readers with comprehensive & in-depth understanding of China's advertising industry;

To disclose market size of China's advertising industry;

To understand position of China's advertising in the world;

To predict what future of China's advertising industry will be;

To analyze major advertising companies in China;

To find out the key strengths and weakness of China's advertising companies, and the threats and opportunities they face;

To reveal opportunities in Chinese advertising industry.

### 2) Benefit from the report

Obtain latest info of advertising industry, such as market size, status in the world, hotspots and so on;

Evaluate the financial performance and growth strategies of top 50 advertising companies in China's advertising industry;

Identify key trends and opportunities in China's advertising industry;

Understand what are the drivers and barriers of China's advertising companies.

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