

In-Game Advertising (IGA): Global Markets

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Abstracts

Report Scope:

This report provides an overview of the global market for IGA and analyzes market trends. Using 2021 as the base year, the report provides estimated market data for the forecast period of 2022 through 2027. This report also offers insights on the drivers, restraints and opportunities for the market, which were gathered through primary and secondary research. It also covers various market factors, including COVID-19 impact, Porter's Five Forces, PEST analysis and use case analysis.

This report has been prepared in a simple, easy-to-understand format, with tables and charts/figures. The report's scope includes a detailed study of global and regional markets by advertising type, device type and end user. The qualitative and quantitative data of all segments are provided in the report. The report examines each segment, determines its current market size and estimates its future market sizes with compound annual growth rates (CAGRs).

The report also provides profiles of the significant IGA players and their strategies for enhancing their market presence. The report also discusses the competitive landscape, with a ranking of the top IGA providers in 2021.

Report Includes:

42 data tables and 50 additional tables

A comprehensive overview of the global market for in-game advertising (IGA)

Analyses of the global market trends, with market revenue data for 2021, estimates for 2022, forecasts for 2023, and projections of compound annual

growth rates (CAGRs) through 2027

Estimation of the actual market size and revenue forecast for in-game advertising market, and corresponding market share analysis based on type of ads, device, end-user, and region

Updated information on market opportunities and drivers, key shifts and regulations, industry specific challenges, and other region-specific macroeconomic factors that will shape this market demand in the coming years (2022-2027)

Coverage of the technological, economic, and business considerations of the in-game advertising industry, and its vendor landscape

Latest information on the recent market developments, merger and acquisition deals, partnerships, agreements, collaborations, and other strategic alliances within global in-game advertising market

Market share analysis of the key market participants in global IGA market, their product portfolio, research priorities, and the company competitive landscape

Descriptive company profiles of the market leading players, including Alphabet Inc., Dentsu Group Inc., FreakOut Holdings Inc., Meta Platforms Inc. and Vivendi SE

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ADVERTY AB

ALPHABET INC.

ANZU VIRTUAL REALITY LTD.

BIDSTACK GROUP PLC

DENTSU GROUP INC.

ELECTRONIC ARTS INC.

FRAMEPLAY

FREAKOUT HOLDINGS INC.

GADSME

INMOBI

IRONSOURCE LTD.

LANDVAULT

META PLATFORMS INC.

NEXTPLAY TECHNOLOGIES INC.

OVERWOLF LTD.

RAPIDFIRE INC.

SAYOLLO INC.

VIANTECHNOLOGY LLC

VIVENDI SE

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