

Global Digital Video Advertising Market Size study & Forecast, by Type (Desktop, Mobile), by End-use Industry (Retail, Automotive, Financial Services, Telecom, Consumer Goods & Electronics, Media & Entertainment, Others) and Regional Analysis, 2022-2029

<https://marketpublishers.com/r/G122A7D917A1EN.html>

Date: January 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G122A7D917A1EN

Abstracts

Global Digital Video Advertising Market is valued at approximately USD 37.05 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 41.1% over the forecast period 2022-2029. The practice of displaying video adverts either separately or inside online video content is known as digital video advertising. This comprises a large number of layouts created especially for diverse settings including banner video, linked TV, or other OTT services. The major driving factors for the market are rising subscriptions for OTT platforms, an increasing number of smartphone users and the growing e-commerce industry is driving the growth for the market. Along with this, the adoption of 5G technology is creating a lucrative growth opportunity for the market over the forecast period.

According to the India Brand Equity Foundation (IBEF), the number of OTT subscribers in India have increased from 22.2 million in March 2020 and 29 million in July of the same year. Along with this, according to Statista, an increase in the number of OTT platform subscriptions in the United States has been witnessed, in 2018 the number of OTT subscriptions in the United States were 170.1 million and this number is projected to increase up to 197.7 million in 2022. Additionally, according to the same source mentioned above, in 2018, the number of smartphone users in China was 969.85 million and this number is projected to increase up to 1287.28 million in 2026. However, the high cost of Digital Video Advertising stifles market growth throughout the forecast

period of 2022-2029.

The key regions considered for the Global Digital Video Advertising Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue. This is explained by the high rate of smartphone adoption in the area. Marketers are being encouraged to embrace digital video advertising methods as a result of growing demands from brands and agencies to take advantage of the growing number of digital viewers and capture a bigger proportion of screen time. Additionally, the market is seeing prospects for development due to the rising instances of cord-cutting and the gradual tendency among residents of this region to switch from traditional cable TVs to OTT media delivery systems. The Asia Pacific is expected to grow with the highest CAGR during the forecast period. Affordable high-speed internet access in the area encourages widespread adoption, which encourages marketers to use digital media as a platform for video advertising. The increased use of social media in the region provides marketers with additional avenues for generating cash, which further encourages market expansion prospects.

Major market player included in this report are:

Advertise.com

Conversant Inc.

Longtail Ad Solutions, Inc.

PubMatic, Inc.

SpotX, Inc.

Tremor International Ltd.

Vdopia, Inc.

Verizon Media

Viant Technology LLC

ZypMedia

Recent Developments in the Market:

Clinch and DeepIntent partnered in June 2021 to provide patients with customised digital pharmaceutical advertisements. Pharma marketers will be able to test personalised messaging using a variety of digital platforms, including display, online video, and CTV, and make changes in real-time. Deep Intent may thus boost its CTV expenditure by 20 times because of this partnership.

D.A.Consortium Inc. declared Spotify AB to be a Spotify Advertising Partner in February 2021. DAC will collaborate with Spotify directly through its DSP MarketOne to provide reservation-based marketing.

Global Digital Video Advertising Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, End-use Industry, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Desktop

Mobile

By End-use Industry:

Retail

Automotive

Financial Services

Telecom

Consumer Goods & Electronics

Media & Entertainment

Others

By Region:

North America

U.S.

Canada

Europe

UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

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