

Global Online Video Advertisement Market: Size, Trends & Forecasts (2019-2023)

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Abstracts

Scope of the Report

The report entitled “Global Online Video Advertisement Market: Size, Trends & Forecasts (2019-2023)”, provides in-depth analysis of the global online video advertisement, with detailed analysis of market size and growth. The report provides analysis of the advertisement market by value, online advertisement market by value & by segment, online video advertisement market by value & by region. The report further provides detailed regional analysis of the online video advertisement market by value.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and would be driving the growth of the industry. Growth of the overall global online video advertisement has also been forecasted for the years 2019-2023, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the online video advertisement market are Amazon.com Inc., Alphabet Inc., Facebook Inc. and CBS Corporation. The four companies have been profiled in the report providing detailed analysis of their financial information and business strategies.

Region Coverage

The US

China

ROW

Company Coverage

Amazon.com Inc.

Alphabet Inc.

Facebook Inc.

CBS Corporation

Executive Summary

Online Advertising is a platform on which the publisher allows the advertiser to display the company's product advertisement on the website or mobile application. There are numerous online platform on which the advertisement can be displayed, such platforms includes social media websites, electronic mail websites, different messaging websites etc.

Online advertisement can be bifurcated in different types, which includes web-banner advertising, floating advertisements, display advertising, video advertising and many other.

Online video advertising is more effective form of advertising, as the advertisement includes both audio and video elements which make the advertisement more engaging and informative. Additionally, video advertisement provides large exposure to the advertiser, owing to the increase in number of publishers for online video advertisement.

The global online video advertisement market has perceived progressive growth in the past few years and estimations are made that during the forecasted period (2019-2023) the market would augment at an escalating growth rate. The global online video advertisement market growth would be supported by numerous growth drivers such as increasing number of video streaming users, growing smartphone penetration, escalating social messaging application users, rising global population, growth in electronic mail users, increasing open-source video platform, rising social media users, surging internet penetration and many other factors.

However, the growth of global online video advertisement market would be negatively impacted by various challenges. Some of the foremost challenges faced by the market are audience fragmentation, fraud, piracy & malware and ad blocking.

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