

Global Media Planning Software Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Media Planning Software market size will reach 871.85 Million USD in 2025 and is projected to reach 1,498.08 Million USD by 2032, with a CAGR of 8.04% (2025-2032). Notably, the China Media Planning Software market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Media planning software is a digital tool or platform designed to assist advertisers, marketers, and media planners in the process of creating, managing, and optimizing media campaigns. It provides a centralized system for planning, scheduling, and tracking media placements across different channels such as television, radio, print, online, and social media. Media planning software typically offers features that allow users to analyze audience demographics, market research data, and media costs to make informed decisions about media selection and allocation. These tools often include functionalities such as budget management, media inventory management, reach and frequency calculations, competitive analysis, and performance tracking. By using media planning software, professionals can streamline the planning process, improve the accuracy of targeting their audience, optimize media investments, track campaign effectiveness, and enhance overall campaign efficiency.

The major global suppliers of Media Planning Software include comScore, SAP, Centro, Strata, SQAD, Telmar, BluHorn, Bionic(NextMark), Mediatool, remags, HeyOrca,

Quintiq (Dassault Systemes), etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Media Planning Software. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Media Planning Software market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Media Planning Software market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Media Planning Software industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Media Planning Software Include:

comScore

SAP

Centro

Strata

SQAD

Telmar

BluHorn

Bionic(NextMark)

Mediatool

remags

HeyOrca

Quintiq (Dassault Systemes)

Media Planning Software Product Segment Include:

Web-Based and Cloud-Based

On-Premises

Media Planning Software Product Application Include:

SMBs

Large Business

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