

Chime Communications Plc (UK): Market Research Report

<https://marketpublishers.com/r/C480C5F69B4EN.html>

Date: January 2015

Pages: 243

Price: US\$ 3,500.00 (Single User License)

ID: C480C5F69B4EN

Abstracts

This report presents quick facts about Chime Communications Plc, which is principally involved in Advertising Business. Illustrated with 242 tables, the report showcases the company's recent news stories and events, sales performance, key markets and market position as against its competitors operating in the industry.

Contents

1. COMPANY SNIPPETS

2. MAJOR PRODUCTS AND SERVICES

3. SALES DATA

Table 1. Chime Communications Plc's Sales by Geographic Region Worldwide (2013-2014) in Percentage for United Kingdom, Europe and Africa, Middle East, USA, South America and Rest of the World

Table 2. Chime Communications Plc's Sales by Business Segment Worldwide (2013-2014) in Percentage for Sport Entertainment, Advertising and Marketing Services, Healthcare and Insight & Engagement

4. MARKET OVERVIEW

Advertising

Table 3. Advertising Market by Region Worldwide (2014) - Percentage Breakdown by Value for Asia, Europe, Latin America, United States and Others

Table 4. Advertising Market by Medium Worldwide (2014) - Percentage Share Breakdown by Value Sales for Cable TV, Digital (Internet & Mobile), Directories, Local TV (ex. Cable), Magazines, National TV (ex. Cable), Newspapers, Outdoor and Radio

Table 5. Advertising Market by Segment Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Online Advertising, Online Display, Rich Media, Video Advertising, Socially-Enabled Advertising, and Others

Table 6. Global Marketing/Advertising Automation Market (2014) in US\$ Million

Table 7. Spending on Advertising by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia Pacific, Latin America, North America, Western Europe, and Others

Table 8. Spending on Advertising by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for China, Germany, USA, and Others

Table 9. Spending on Advertising by Segment Worldwide (2014) – Percentage Breakdown by Value Sales for Online, and Others

Table 10. Spending on Advertising by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

Table 11. Advertising Market by Category in Australia (2014) - Percentage Share Breakdown by Value Sales for Cinema, Metro TV FTA, Online, Outdoor, Print (ex-directories), Print directories, Radio and Others (Includes Regional TV - FTA, and Subscription)

Table 12. Advertising Market by Channel in Australia (2014) - Percentage Share Breakdown by Value for Quokka, Radio, The West Australian (Including Magazines) and Others

Table 13. Advertising Market by Type in Australia (2014) - Percentage Share Breakdown by Value for Magazines, Metropolitan TV, Newspapers, Online, Radio, Regional TV, Subscription TV, and Others

Table 14. Advertising Market in Australia (2014) in A\$ Million

Table 15. Advertising Market by Segment in Australia (2014) - Percentage Share Breakdown by Value Sales for Magazines, Newspapers, Online, Radio and Others

Table 16. Advertising Market by Category in Brazil (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 17. Advertising Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Catalogue/Direct Mail, Community Newspapers, Conventional Television, Daily Newspapers, Internet, Magazines, Mobile, Out-of-Home, Radio, Specialty Television, Yellow Pages, and Miscellaneous

Table 18. Spending on Advertising by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Poland, Russia, Turkey, and Others

Table 19. Advertising Market by Category in China (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 20. Advertising Market by Medium in China (2014) - Percentage Share Breakdown by Value for Broadcast, Internet (Non-Video), Magazines, Mobile, Newspapers, Online Videos and Television

Table 21. Advertising Market by Medium in France (2014) - Percentage Share Breakdown by Value Sales for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and TV

Table 22. Advertisement Market in India (2014) in US\$ Million

Table 23. Advertising Market by Category in India (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 24. Advertising Market by Media in Japan (2014) - Percentage Share Breakdown by Value for Internet, Magazine, Newspaper, Radio, Television and Others

Table 25. Spending on Advertising by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Colombia, Mexico, and Others

Table 26. Spending on Advertising by Country in Middle East and Africa (2014) - Percentage Market Share Breakdown by Value Sales for Egypt, Kuwait, Pan Arab, Saudi Arabia, UAE, and Others

Table 27. Advertising Market by Segment in North America (2014) - Percentage Market Share Breakdown by Value Sales for Online Advertising, Online Display, Rich Media, Video Advertising, and Others

Table 28. Spending on Advertising by Country in North America (2014) – Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 29. Advertising Market by Category in Russia (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 30. Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, TV,

Cinema, and Others

Table 31. Advertising Market by Channel in Russia (2014) - Percentage Share Breakdown by Volume Sales for Mail. ru (excl. OK), OK, Radio (Russia), TV (Channel 1), TV (CTC Media), TV (NTV), TV (Russia), TV (TNT), Vkontakte, Yandex, and Others

Table 32. Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, TV, and Others

Table 33. Advertising Market in the US (2014) in US\$ Million

Table 34. Advertising Spending through Network TVs in the US (2014) - Percentage Share Breakdown by Value for CBS Corporation, Comcast Corporation, CW Television Network, Twenty-First Century Fox, Inc., and Walt Disney Company, The

Table 35. Advertising Revenue through Television by Type in the US (2014) – Percentage Share Breakdown by Value for Local Broadcast TV, Local Cable TV, National Cable TV, National Syndicati, National T Spanish Language, and Network Broadcast TV

Table 36. Spending on Advertising by Sector in the US (2014) - Percentage Breakdown by Value Sales for Traditional, and Digital

Table 37. Advertising through TV by Type in the UK (2014) - Percentage Market Share Breakdown by Value for Free-to-air TV and Multichannel TV

Table 38. Spending on Advertising by Country in Western Europe (2014) – Percentage Market Share Breakdown by Value Sales for France, Germany, Italy, Spain, Switzerland, UK, and Others

Table 39. Advertising Market by Country Worldwide (2014) - Percentage Breakdown for Argentina, Australia, Brazil, China, Colombia, Germany, Hong Kong, India, Indonesia, Japan, Russia, UK, USA, and Others

Classifieds Advertising

Table 40. Classifieds Advertising Market by Type for Automotives Worldwide (2014) - Percentage Share Breakdown by Value for Carsales, Carsguide, Drive, and Others

Table 41. Classifieds Advertising Market by Type in Australia (2014) – Percentage Share Breakdown by Value for Newspapers and Online

Table 42. Advertising Classifieds Market by Category in Australia (2014) - Percentage Share Breakdown by Value for Automotive, Employment, Residential Real Estate, and Others

Table 43. Classifieds Advertising Market in Australia (2014) in A\$ Millions

Contextual Advertising

Table 44. Contextual Advertising Market in Europe (2012-2017) in € Million

Table 45. Contextual Advertising Market in Russia (2012-2017) in US\$ Million

Table 46. Contextual Advertising Market by Company in Russia (2014) – Percentage Share Breakdown for Yandex Direct, Google AdWords, Begun and Others

Table 47. Contextual Advertising Spending in the US (2012-2017) in US\$ Million

Cinema Advertising

Table 48. Spending on Advertising through Cinema by Region Worldwide (2014) - Percentage Share Breakdown by Value for Asia-Pacific, Central & Eastern Europe, Latin America, Middle East & North Africa, North America, Western Europe, and Rest of World

Table 49. Spending on Advertising through Cinema by Country in Asia-Pacific (2014) - Percentage Share Breakdown by Value for Australia, China, India, Indonesia, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea and Thailand

Table 50. Spending on Advertising through Cinema by Country in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Czech Republic, Greece, Hungary, Poland, Romania, Russia, Turkey, Ukraine and Others

Table 51. Spending on Advertising through Cinema by Country in Latin America (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Chile, Costa Rica,

Mexico, Peru, Puerto Rico, Venezuela and Others

Table 52. Spending on Advertising through Cinema by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value for Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK

Digital Advertising

Table 53. Global Digital Video Ad Spend (2014) in US\$ Million

Table 54. Digital Video Ad Spend in the US (2014) in US\$ Million

Table 55. Digital Ad Spending by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales for Digital Video Ad Spend, and Others

Table 56. Virtual and Digital Goods Advertising Market by Web Sites Worldwide (2014) - Percentage Share Breakdown by Value for Facebook, and Virtual and Digital Goods Websites

Display Advertising

Table 57. Display Advertising Spend through Source in Australia (2014) - Percentage Market Share Breakdown by Value for Communications, Entertainment, Finance, Government, Health, Media, Motor Vehicles, Real Estate, Recruitment, Retail, Services, Travel, and Others

Table 58. Display Advertising Domestic Market in the US (2014) in US\$ Million

Internet Advertising

Table 59. Global Internet Advertising (2014) in US\$ Million

Table 60. Spending on Advertising through Internet by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia-Pacific, North America, Western Europe, and Others

Table 61. Spending on Advertising through Internet by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Australia, France, Germany, Japan, South Korea, UK, USA, and Others

Table 62. Internet Advertising by Type Worldwide (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 63. Spending on Advertising through Internet by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

Table 64. Spending on Advertising through Internet by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Czech Republic, Poland, Russia, Turkey, and Others

Table 65. Advertising through Internet Market by Segment in Canada (2014) – Percentage Share Breakdown by Value Sales for Automotive, Entertainment, Financial/Insurance, Government, Media, Packaged Goods, Retail, Technology, Telecommunications, Travel/Leisure and Others

Table 66. Internet Advertising Market in China (2014) in RMB Million

Table 67. Internet Advertising (including Display, Mobile, Online Video) Market by Country in Europe (2014) - Percentage Share Breakdown by Value for France, Germany, Italy, Spain, Sweden, UK, and Others

Table 68. Spending on Advertising through Internet by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Chile, Colombia, Venezuela, and Others

Table 69. Spending on Advertising through Internet by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 70. Spending on Advertising through Internet by Type in the US (2014) - Percentage Market Share Breakdown by Value Sales for Classifieds, Display, Internet Video, Rich Media, Paid Search, and Social Media

Table 71. Spending on Advertising through Internet by Country in Western Europe

(2014) - Percentage Market Share Breakdown by Value Sales for France, Germany, UK, and Others

Table 72. Internet Advertising in Western Europe (2014) in US\$ Million

Radio Advertising

Table 73. Spending on Advertising through Radio by Region Worldwide (2014) - Percentage Share Breakdown by Value for Asia Pacific, Central & Eastern Europe, North America, Western Europe, and Rest of World

Table 74. Spending on Advertising through Radio by Country in Asia-Pacific (2014) - Percentage Share Breakdown by Value for Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, and Thailand

Table 75. Advertising through Radio Market by Segment in Canada (2014) – Percentage Share Breakdown by Value Sales for Automotive, Entertainment, Financial/Insurance, Government, Media Promotion, Petroleum & Auto Parts, Restaurants, Retail, Telecommunications, Travel & Transportation and Others

Table 76. Spending on Advertising through Radio by Country in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Croatia, Czech Rep., Greece, Hungary, Poland, Romania, Russia, and Turkey

Table 77. Spending on Advertising through Radio by Country in Middle East & North Africa (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Latin America, Mexico, Puerto Rico, Saudi Arabia, and UAE (United Arab Emirates)

Table 78. North America Land Radio Market (2014) in US\$ Million

Table 79. Spending on Advertising through Radio by Country in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

Table 80. Spending on Advertising through Radio by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Local Radio, and Network Radio

Table 81. Spending on Advertising through Radio by Country in Western Europe (2014)

- Percentage Share Breakdown by Value for Austria, Belgium, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, and UK

Magazine Advertising

Table 82. Spending on Advertising through Magazine by Region Worldwide (2014) - Percentage Share Breakdown by Value for Asia Pacific, Central & Eastern Europe, Latin America, North America, and Western Europe

Table 83. Spending on Advertising through Magazines by County in Asia-Pacific (2014) - Percentage Share Breakdown by Value for Australia, China, Hong Kong, India, Indonesia, Japan, New Zealand, Singapore, South Korea, Taiwan, and Thailand

Table 84. Advertising through Magazines Market Segment in Canada (2014) – Percentage Share Breakdown by Value Sales for Automotive, Cosmetics & Toiletries, Drug Products, Entertainment, Financial/Insurance, Food, Hair Products, Media Promotion, Retail, Travel & Transportation and Others

Table 85. Spending on Advertising through Magazines by County in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Czech, Greece, Hungary, Poland, Romania, Russia, and Turkey

Table 86. Spending on Advertising through Magazines by County in Latin America (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Chile, Colombia, Mexico, Panama, Puerto Rico, and Venezuela

Table 87. Spending on Advertising through Magazines by County in Middle East & North Africa (2014) - Percentage Share Breakdown by Value for Egypt, Pan Arab, and Saudi Arabia

Table 88. Spending on Advertising through Magazines by County in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

Table 89. Advertising through Magazines by Type in the UK (2014) - Percentage Market Share Breakdown by Value for B2B magazines and B2C magazines

Table 90. Spending on Advertising through Magazines by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for B to B Magazines, and

Consumer Magazines

Table 91. Spending on Advertising through Magazines by County in Western Europe (2014) - Percentage Share Breakdown by Value for Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, and UK

Media Advertising

Table 92. Global Spending on Media through Advertising (2014) in US\$ Billion

Table 93. Global Automotive Ad Spending through Media (2014) in US\$ Thousand

Table 94. Spending on Media by Region Worldwide (2014) - Percentage Market Share Breakdown by Value for Asia Pacific, Europe, Latin America, Middle East & Africa, and North America

Table 95. Global Market for Media Tablets by Region/Country (2014): Percentage Market Share Breakdown for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa and Latin America

Table 96. Media Intelligence Market in Asia-Pacific (2014) in US\$ Million

Table 97. Media Measurement & Analysis Market in Asia-Pacific (2014) in US\$ Thousand

Table 98. Media Monitoring Market in Asia-Pacific (2014) in US\$ Million

Table 99. Media Release & Distribution Market in Asia-Pacific (2014) in US\$ Thousand

Table 100. Advertising through Media Market by Segment in Canada (2014) – Percentage Share Breakdown by Value Sales for Automotive, Dealer Automotive, Drug Products, Entertainment, Financial/Insurance, Food, Restaurants, Retail, Telecommunications, Travel & Transportation and Others

Table 101. Spending on Advertising through Major Media by Medium in France (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 102. Spending on Media through Advertising in France (2014) in ? Million

Table 103. Spending on Media through Advertising in Germany (2014) in ? Million

Table 104. Spending on Advertising through Major Media by Medium in Germany (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 105. Media & Entertainment Market in India (2014) in INR Million

Table 106. Media and Entertainment Market by Category in India (2014) - Percentage Share Breakdown by Value Sales for Animation & Visual Effects (VFX), Digital Advertising, Films, Gaming, Music, Out of Home (OOH), Print, Radio, and Television

Table 107. Spending on Advertising through Media and Entertainment by Machinery and Equipment Manufacturers in India (2014) - Percentage Market Share Breakdown by Value Sales for Digital Advertising, Out of Home (OOH), Print, Radio, and Television

Table 108. Spending on Advertising through Major Media by Medium in Italy (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 109. Spending on Advertising through Major Media by Medium in Spain (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 110. Spending on Media through Advertising in Spain (2014) in ? Million

Table 111. Spending on Media by Category in the UK (2014) - Percentage Market Share Breakdown by Value for Cinema, Magazines, News Papers, Outdoor, Radio, Search & Online, and TV

Table 112. Spending on Media through Advertising in the UK (2014) in ? Millions

Table 113. Advertising Market by Media in the US (2014) - Percentage Share Breakdown by Value Sales for Direct Media, Local Media, and National Media

Table 114. Advertising Market by Media in the US (2014) - Percentage Share Breakdown by Value Sales for Cable TV, Direct Mail, Directories, Local Broadcast TV,

Magazines, National Broadcast, Syndicated TV, Newspapers, Outdoor, Radio, and Others

Table 115. Direct Media Advertising Market by Medium in the US (2014) – Percentage Share Breakdown by Value Sales for Direct Mail, Directories, Internet Yellow Pages, Lead Generation, and Paid Search

Table 116. Spending on Advertising through Major Media by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 117. Time Spent on Media by Adults in the US (2014) - Percentage Market Share Breakdown by Volume for Digital, Print, Radio, TV, and Others

Table 118. Local Media Advertising Market by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Local Broadcast Radio, Local Broadcast TV, Local Cable TV, Local Digital, Online Media, Local Newspapers, Local TV Political Advertising, and Outdoor

Table 119. Retail Ad Spending through Media in the US (2014) in US\$ Million

Table 120. Wireless Ad Spending through Media in the US (2014) in US\$ Thousand

Table 121. National Media Advertising Market by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Magazines, National Cable TV, National Digital, Online Media, National Newspapers, National Syndication, Network Broadcast TV English Language, Network Broadcast TV Spanish Language, Network, and Satellite Radio

Table 122. Beer Ad Spending through Media in the US (2014) in US\$ Thousand

Table 123. Insurance Ad Spending through Media in the US (2014) in US\$ Thousand

Table 124. Market Shares of Leading Insurance Providers Advertising Spending through Media in the US (2014) - Percentage Breakdown by Value for Aflac Incorporated, Allstate Corporation, American Family Mutual Insurance Company, Government Employees Insurance Company, Liberty Mutual Group, Nationwide Mutual Insurance Company, Progressive Corporation, State Farm Mutual Automobile Insurance Company, UnitedHealth Group, Inc., Zurich Insurance Group Ltd. and Others

Mobile Advertising

Table 125. Global Mobile Ad Spend (2014) in US\$ Million

Table 126. Global Mobile Advertisement Market (2014) in US\$ Million

Table 127. Spending on Advertising through Mobile by Category Worldwide (2014) - Percentage Market Share Breakdown by Value for Display Ads in the US, International and Search Ads in the US

Table 128. Advertising through Mobile Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Drug Products, Entertainment, Financial/Insurance, Media, Packaged Goods, Retail, Technology, Telecommunications, Travel/Leisure and Others

Table 129. Mobile Advertising Market in China (2014) in US\$ Million

Newspaper Advertising

Table 130. Spending on Advertising through Newspaper by Region Worldwide (2014) - Percentage Share Breakdown by Value for Asia Pacific, Central & Eastern Europe, North America, Western Europe, and Rest of World

Table 131. Newspaper Revenue through Media by Type Worldwide (2014) – Percentage Share Breakdown by Value for Circulation, Digital Advertising, New Revenue, Non-Daily/Niche/Direct Mktg, and Print Newspaper Advertising

Table 132. Spending on Advertising through Newspaper by Country in Asia-Pacific (2014) - Percentage Share Breakdown by Value for Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, and Thailand

Table 133. Newspaper Advertising Market by Sector in Australia (2014) – Percentage Share Breakdown by Value for Automotive, Banking & Finance, Real Estate, Retail, Travel and Others

Table 134. Advertising through Daily Newspapers Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Dealer

Automotive, Entertainment, Financial/Insurance, Internet Sites & Services, Media Promotion, Real Estate, Retail, Telecommunications, Travel & Transportation and Others

Table 135. Spending on Advertising through Newspaper by Country in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Croatia, Czech Republic, The, Greece, Hungary, Poland, Russia, and Turkey

Table 136. Spending on Advertising through Newspaper by Country in Middle East & North Africa (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Egypt, Kuwait, Latin America, Mexico, Puerto Rico, Saudi Arabia, and UAE (United Arab Emirates)

Table 137. Spending on Advertising through Newspaper by Country in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

Table 138. Advertising through Newspapers by Type in the UK (2014) - Percentage Market Share Breakdown by Value for National Newspapers and Regional Newspapers

Table 139. Newspaper Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Automotive, Help Wanted, Real Estate and Others

Table 140. Newspaper Advertising by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales, for Classifieds, National, Online and Retail

Table 141. Spending on Advertising through Newspaper by Country in Western Europe (2014) - Percentage Share Breakdown by Value for Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, and UK

Online Advertising

Table 142. Global Online Advertisement Market (2014) in US\$ Million

Table 143. Global Online Advertising Market (2014) in US\$ Million

Table 144. Global Online Advertising Spend (2014) in US\$ Million

Table 145. Global Online Search Advertising Market (2014) in US\$ Million

Table 146. Online Advertising by Segment Worldwide (2014) - in Units for Mobile formats, Out of home, Print, Radio, Search, Social formats, TV, Video, and Others

Table 147. Online Advertising Market by Region Worldwide (2014) - Percentage Breakdown by Value for Asia-Pacific, Central and Eastern Europe, Latin America, Middle East and Africa, North America, and Western Europe

Table 148. Spending on Advertising through Online by Type Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Classifieds, Digital Video, Display Ads, Lead Generation, Mobile, Rich Media, Search, and Sponsorship

Table 149. Online Search Advertising Market by Country Worldwide (2014) – Percentage Share Breakdown by Value for US, and Others

Table 150. Online Advertising Spend through Medium in Australia (2014) - Percentage Breakdown by Value for Classifieds, Display, Search and Directories

Table 151. Online Classifieds Advertising Market in Australia (2014) in A\$ Millions

Table 152. Online Search Ads Market in China (2012-2017) in US\$ Million

Table 153. Online Advertising Market by Segment in China (2014) - Percentage Share Breakdown by Value Sales for Display, Paid Search, and Others

Table 154. Online Advertisement Market in India (2014) in US\$ Million

Table 155. Advertising through Internet by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Classifieds, Digital Video, Display/Banner Ads, Email, Lead Generation, Mobile, Paid Search, Rich Media and Sponsorship

Table 156. Advertising through Online by Type in the UK (2014) – Percentage Market Share Breakdown by Value for Online Classified, Online Display, Paid Search, and Online Others

Table 157. Online Advertising Market by Category in the US (2014) - Percentage Share Breakdown by Value for Classifieds / Auctions, Display Advertising, Lead Generation/E-mail, Mobile, and Search

Table 158. Online Advertising Market in the US (2014) in US\$ Million

Table 159. Online Real Estate Spending on Advertising by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Broadcast TV, Cable TV, Direct Mail, Newspapers, Other Print, Out of Home, Radio, and Others

Table 160. Online Search Ads Market by Company in the US (2014) - Percentage Share Breakdown for Google and Others

Table 161. Online Search Ads Market by Media in the US (2012-2017) in US\$ Million for Mobile and Others

Outdoor Advertising

Table 162. Outdoor Advertising Market by Type Worldwide (2014) - Percentage Share Breakdown by Value for Alternative Outdoor, Billboards, Street Furniture and Transit

Table 163. Spending on Advertising through Outdoor by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for France, Japan, USA, and Others

Table 164. Spending on Advertising through Outdoor by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia Pacific, North America, Western Europe, and Others

Table 165. Spending on Advertising through Outdoor by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

Table 166. Spending on Advertising through Outdoor by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Poland, Russia, Turkey, and Others

Table 167. Spending on Advertising through Outdoor by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Chile, and Others

Table 168. Spending on Advertising through Outdoor by Country in Middle East and

North Africa (2014) - Percentage Market Share Breakdown by Value Sales for Saudi Arabia, UAE, and Others

Table 169. Spending on Advertising through Outdoor by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 170. Spending on Advertising through Outdoor by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Billboards, and Others

Table 171. Spending on Advertising through Outdoor by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for Belgium, France, Germany, Italy, Spain, Switzerland, UK, and Others

Search Advertising

Table 172. Search Advertising Market by Country in Europe (2014) - Percentage Share Breakdown by Value for France, Germany, Italy, Spain, Sweden, UK, and Others

Spending on Advertising

Table 173. Global Spending on Advertising (2014) in US\$ Million

Table 174. Spending on Advertising through Sector Worldwide (2014) - Percentage Share Breakdown by Value for Automotive, Consumer Electronics and Technology, Entertainment and Media, Food and Beverages (incl. Alcohol), Household Products, Personal Care, Pharmaceuticals, Restaurants, Retail, Telecommunications, and Others

Table 175. Spending on Advertising through Medium Worldwide (2014) – Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 176. Spending on Advertising through Hispanic Media Worldwide (2014) - Percentage Market Share Breakdown by Value for Cable TV, Internet, Magazines, Network TV, Newspapers, Spot Radio and Spot TV

Table 177. Spending on Advertising through Medium in Asia-Pacific (2014) – Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines,

Newspapers, Outdoor, Radio and Television

Table 178. Advertising through Out-of-Home Medium Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Alcohol, Automotive, Entertainment, Financial/Insurance, Food, Media Promotion, Restaurants, Retail, Telecommunications, Travel/Leisure and Others

Table 179. Spending on Advertising through Medium in China (2014) – Percentage Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 180. Personal Computer (PC) Advertising Market in China (2014) in US\$ Million

Table 181. Spending on Advertising through Media in India (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 182. Spending on Advertising through Print Media by Language in India (2014) - Percentage Market Share Breakdown by Value for English, Hindi, Tamil, Telugu, and Others

Table 183. Spending on Advertising through Media in the UK (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 184. Spending on Advertising through Media in the US (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 185. Spending on Advertising through Media in the US (2014) in US\$ Million

Table 186. Spending on Direct Mail Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Addressed, and Unaddressed

Table 187. Spending on Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Major Media, and Marketing Services

Table 188. Spending on Advertising through Cable TV in the US (2014) in US\$ Million

Table 189. Spending on Advertising through Network TV in the US (2014) in US\$ Million

Table 190. Personal Care Ad Spending through Media in the US (2014) in US\$ Thousand

Table 191. Beverages Ad Spending through Media in the US (2014) in US\$ Thousand

Table 192. Spending on Advertising through Cinema in the US (2014) in US\$ Thousand

Table 193. Spending on Advertising through Medium in Western European (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Television Advertising

Table 194. Spending on Advertising through Television by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Indonesia, Japan, South Korea, and Others

Table 195. Advertising through Television by Type in Australia (2014) - Percentage Market Share Breakdown by Value Sales for Metropolitan TV, Regional TV, Subscription TV and Others

Table 196. Advertising through Television Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Alcohol, Automotive, Cosmetics & Toiletries, Drug Products, Entertainment, Financial/Insurance, Food, Restaurants, Retail and Others

Table 197. Spending on Advertising through Television by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Poland, Russia, Turkey, and Others

Table 198. Spending on Advertising through Television by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia Pacific, Latin America, North America, Western Europe, and Others

Table 199. Spending on Advertising through Television by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Mexico, and Others

Table 200. Spending on Advertising through Television by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Brazil, China, USA, and Others

Table 201. Spending on Advertising through Television by Country in Middle East and North Africa (2014) - Percentage Market Share Breakdown by Value Sales for Egypt, Pan Arab, and Others

Table 202. Spending on Advertising through Television by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 203. Spending on Advertising through Television by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for National Cable, Network, Spot TV, and Syndication

Table 204. Advertising through Television Market in the US (2014) in US\$ Million

Table 205. Advertising Spending through Cable TVs in the US (2014) - Percentage Share Breakdown by Value for Comcast Corporation, Time Warner, Inc., Viacom Media Networks, and Walt Disney Company, The

Table 206. Spending on Advertising through Television by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for Belgium, France, Germany, Italy, Spain, UK, and Others

Business to Business (B2B) Marketing

Table 207. Spending on Business to Business (B2B) Marketing by Category in North America (2014) - Percentage Market Share Breakdown by Value for Exhibition, General Event Sponsorship, General Online Marketing, Trade Magazine Advertising, Trade Publishing Online Marketing and Others

Interactive Entertainment

Table 208. Global Interactive Entertainment Market (2014) in US\$ Million

Table 209. Interactive Entertainment Market by Region Worldwide (2014) – Percentage

Share Breakdown by Value Sales for Europe, Japan and North America

Table 210. Market Shares of Leading Interactive Entertainment Software Publishers in the US (2014) - Percentage Breakdown by Value Sales for Activision Blizzard, Inc., Bethesda Softworks, LLC, Capcom USA, Deep Silver Inc., Disney Interactive Studios, Inc., Electronic Arts, Inc., Konami Digital Entertainment, Inc., Majesco Entertainment Company, Microsoft Corporation, NAMCO BANDAI Games Inc., Nintendo Co., Ltd., Sega Corporation, Sony Computer Entertainment Inc., Square Enix, Inc., Take-Two Interactive Software, Inc., THQ Inc., Ubisoft Entertainment S.A., Warner Bros. Interactive Entertainment, Inc. and Others

Healthcare

Table 211. Healthcare Market by Region Worldwide (2014) - Percentage Share Breakdown by Value Sales for Africa, Commonwealth of Independent States (CIS), Middle East and Rest of Europe, Americas, Asia, Australia, Germany and United States

Table 212. Healthcare Market by Segment Worldwide (2014) - Percentage Share Breakdown by Value Sales for Audiology, Clinical Products, Diagnostics, Healthcare IT (Information Technology) and Imaging & Therapy Systems

Table 213. Expenditure on Healthcare by Source Worldwide (2014) - Percentage Share Breakdown by Value Sales for Government Spending, Out of Pocket Expenses, Private Prepaid Expenses and Others

Table 214. HealthCare Insurance Market by Source Worldwide (2014) - Percentage Share Breakdown by Value for Government Public Health Activities, Investment, Medicaid (Federal, State and Local), Medicare, Other Third Party Payers and Programs, Out-of-Pocket Payments, Private Health Insurance, and Others

Table 215. Fee-for-Service Healthcare Market by Category in Russia (2014) – Percentage Share Breakdown by Value Sales for Grey Market, Legal Payments to Public & Private Healthcare Providers and VHI Group

Table 216. Healthcare Expense Distribution by Age-Group in the US (2014) – Percentage Market Share Breakdown by Value for Under 5, 5-17 Years, 18-44 Years, 45-64 Years, 65 and Over

Table 217. Healthcare IT Market by Application in the US (2014) - Percentage Share Breakdown by Value for Hospitals, Insurance, Life Sciences and Physicians

Table 218. Healthcare IT Market by Application Worldwide (2014) - Percentage Share Breakdown by Value for Hospitals, Insurance, Life Sciences and Physicians

Table 219. Spending on Healthcare by Category in India (2014) - Percentage Market Share Breakdown by Value Sales for Government Hospitals, Mid-Tier, Nursing Homes and Top Tier

5. COMPETITIVE LANDSCAPE

Advertising and Marketing

Table 220. Global Marketing Analytics Market (2014) in US\$ Million

Table 221. Market Shares of Leading Advertising and Marketing Providers Worldwide (2014) - Percentage Market Share Breakdown by Value for Dentsu Aegis Network Ltd., Havas Media Group, Interpublic Group Plc, Omnicom Group, Inc., Publicis Groupe, and WPP Plc

Digital Advertising

Table 222. Market Shares of Leading Digital Advertising Companies in Japan (2014) - Percentage Breakdown by Value for Asatsu-DK, Inc., Dentsu, Inc., Hakuhodo, Inc. and Others

Table 223. Market Shares of Leading Digital Display, Rich Media, Video Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Facebook, Inc., Twitter, Inc., and Others

Display Advertising

Table 224. Market Shares of Leading Display Advertising Companies by Value Sales in Russia (2014) - Percentage Breakdown for Mail. Ru Group, Yandex, and Others

Table 225. Market Shares of Leading Domestic Display Advertising Companies in the US (2014) - Percentage Breakdown by Value for AOL Inc., Facebook. com, Google, Yahoo! Inc., and Others

Media Ad Spending

Table 226. Market Shares of Leading Media Intelligence Companies by Value Worldwide (2014) - Percentage Breakdown for Business Wire, Cision AB, Gorkana, iSentia, Marketwired, Meltwater Group, NASDAQ OMX Group, Inc., UBM-PR Newswire, Vocus, and Others

Table 227. Market Shares of Leading Automotive Manufacturers Advertising Spending through Media Worldwide (2014) - Percentage Breakdown by Value for Bayerische Motoren Werke AG, Fiat (Chrysler Group LLC), Ford Motor Company, General Motors Company, Honda Motor Company, Ltd., Hyundai Motor Company, Kia Motors Corporation, Nissan Motor Company, Ltd., Toyota Motor Corporation, Volkswagen Automotive Company, Ltd. and Others

Table 228. Market Shares of Leading Media Ad Spending Retailers in the US (2014) - Percentage Breakdown by Value for Best Buy Company, Inc., Gap, Inc., The, Home Depot, The, J. C. Penney Company, Inc., Kohl's Corporation, Lowe's Companies, Inc., R. H. Macy & Co., Sears Holdings Corporation, Target Corporation, Wal-Mart Stores, Inc., and Others

Table 229. Market Shares of Leading Beverage Brands Spending through Media Ads in the US (2014) - Percentage Share Breakdown by Volume for Coca-Cola Company, The (Coke, Minute Maid), Dr Pepper Snapple Group Inc. (Dr Pepper), Nestle S.A. (Nestle Pure Life), PepsiCo, Inc. (Gatorade, Mountain Dew, Pepsi), and Others

Mobile Display Advertising

Table 230. Market Shares of Leading Mobile Display Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Apple, Inc., Google, Inc., Millennial Media, and Others

Newspaper

Table 231. Market Shares of Newspaper Companies by Circulation in Australia (2014) - Percentage Breakdown by Value Sales for APN News & Media, Fairfax Media Limited, News Corporation, and The West Australian

Online Advertising

Table 232. Market Shares of Leading Online Advertising Companies Worldwide (2014) - Percentage Breakdown by Value Sales for Facebook, Inc., Google, IAC/InterActiveCorp (IAC), Microsoft Corporation, Twitter Inc., Yahoo! Inc., and Others (Includes AOL, Inc., Pandora, LinkedIn, Millennial Media)

Social Advertising

Table 233. Market Shares of Leading Social Online Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Facebook, Inc., Twitter, Inc., and Others

Television Advertising

Table 234. Market Shares of Leading Advertising Companies through Television in Japan (2014) - Percentage Breakdown by Value for Asatsu-DK, Inc., Dentsu, Inc., Hakuhodo, Inc. and Others

B2B (Business-to-Business) Security

Table 235. Market Shares of Leading B2B (Business-to-Business) Security Providers Worldwide (2014) - Percentage Breakdown by Value Sales for Brink's, Inc., G4S Plc, Prosegur Compañia de Seguridad, S. A, Secom Co., Ltd., Securitas AB, Serco Group Plc, Tyco International Ltd., United Technologies Corporation and Others

Financial Services

Table 236. Market Shares of Leading Insurance Service Providers by Value Sales in

Australia (2014) - Percentage Breakdown for Allianz SE, Industrial Alliance Insurance & Financial Services, Inc., QBE Insurance Group Ltd., Sun Life Financial, Inc., Wesfarmers Ltd., and Others

Healthcare

Table 237. Market Shares of Leading Healthcare Informatics Providers by Value Sales Worldwide (2014) - Percentage Breakdown for CareFusion Corporation, Cerner Corporation, Dell Inc., GE Healthcare, Koninklijke Philips N. V., McKesson Corporation, Siemens AG and Others

Table 238. Market Shares of Leading Healthcare IT Service Companies in the US (2014) - Percentage Breakdown by Value Sales for Allscripts Healthcare Solutions, Inc., Cerner Corporation, Computer Programs and Systems, Inc. (CPSI), Epic Systems Corporation, Healthcare Management Solutions, Inc., Healthland, Inc., McKesson Corporation, Medical Information Technology, Inc., NextGen Healthcare Information Systems, LLC, Siemens AG and Others

6. RECENT INDUSTRY DEVELOPMENTS

I would like to order

Product name: Chime Communications Plc (UK): Market Research Report

Product link: <https://marketpublishers.com/r/C480C5F69B4EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C480C5F69B4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970