+44 20 8123 2220
info@marketpublishers.com

Dentsu, Inc. (Japan): Market Research Report

https://marketpublishers.com/r/D81B13A9904EN.html
Date: January 2015
Pages: 197
Price: US$ 3,500.00 (Single User License)
ID: D81B13A9904EN

Abstracts

This report presents quick facts about Dentsu, Inc., which is principally involved in Advertising, Information Services and Other Business. Illustrated with 192 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.

+44 20 8123 2220
info@marketpublishers.com

Contents

1. COMPANY SNIPPETS

2. MAJOR PRODUCTS AND SERVICES

3. SALES DATA

Table 1. Dentsu, Inc.'s Sales by Business Segment Worldwide (2013-2014) in Percentage for Advertising and Others

Table 2. Dentsu, Inc.'s Sales by Geographic Region Worldwide (2013-2014) in Percentage for Japan and Others

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

Table 5. 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 6. 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 7. Global Marketing/Advertising Automation Market (2014) in US$ Million

Table 8. 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 9. Advertising Market by Channel in Australia (2014) - Percentage Share Breakdown by Value for Quokka, Radio, The West Australian (Including Magazines) and Others

Table 10. 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 11. Advertising Market in Australia (2014) in A$ Million

Table 12. Advertising Market by Segment in Australia (2014) - Percentage Share Breakdown by Value Sales for Magazines, Newspapers, Online, Radio and Others

Table 13. Advertising Market by Category in Brazil (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 14. 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 15. Advertising Market by Category in China (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 16. 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 17. Advertising Market by Medium in France (2014) - Percentage Share Breakdown by Value Sales for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and TV

Table 18. Advertising Market by Category in India (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 19. Advertising Market by Media in Japan (2014) - Percentage Share Breakdown by Value for Internet, Magazine, Newspaper, Radio, Television, and Others

Table 20. 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 21. Advertising Market by Category in Russia (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 22. Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, TV, Cinema, and Others

Table 23. 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 24. Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, TV, and Others

Table 25. Advertising Market in the US (2014) in US$ Million

Classifieds Advertising

Table 26. Classifieds Advertising Market by Type for Automotives Worldwide (2014) - Percentage Share Breakdown by Value for Carsales, Carsguide, Drive, and Others

Table 27. Classifieds Advertising Market by Type in Australia (2014) - Percentage Share Breakdown by Value for Newspapers and Online

Table 28. Advertising Classifieds Market by Category in Australia (2014) - Percentage Share Breakdown by Value for Automotive, Employment, Residential Real Estate, and Others

Table 29. Classifieds Advertising Market in Australia (2014) in A$ Millions

Cinema Advertising

Table 30. 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 31. 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 32. 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 33. 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 34. 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 35. Global Digital Video Ad Spend (2014) in US$ Million

Table 36. Digital Video Ad Spend in the US (2014) in US$ Million

Table 37. Digital Ad Spending by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales for Digital Video Ad Spend, and Others

Table 38. 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 39. 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 40. Display Advertising Domestic Market in the US (2014) in US$ Million

Internet Advertising

Table 41. Global Internet Advertising (2014) in US$ Million

Table 42. Internet Advertising by Type Worldwide (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 43. 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 44. Internet Advertising Market in China (2014) in RMB Million

Table 45. 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 46. Spending on Advertising through Internet by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 47. 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 48. 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 49. Internet Advertising in Western Europe (2014) in US$ Million

Information Technology (IT)

Table 50. Information Technology (IT) Market by Product Segment in Japan (2014) - Percentage Share breakdown by Value Sales for Hardware, IT Services, and Others

Table 51. Information Technology (IT) Services Market by Segment in Japan (2014) - Percentage Share Breakdown for Information Processing Services, IT Outsourcing, Network Services, SI Services, Software Development, Software Product Development and Sales, and Other IT Services

Interactive Entertainment

Table 52. Interactive Entertainment Market by Region Worldwide (2014) - Percentage Share Breakdown by Value Sales for Europe, Japan and North America

Radio Advertising

Table 53. 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 54. North America Land Radio Market (2014) in US$ Million

Table 55. Spending on Advertising through Radio by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Local Radio, and Network Radio

Magazine Advertising

Table 56. 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 57. 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 58. 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 59. 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 60. 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 61. 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 62. Spending on Advertising through Magazines by County in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

Table 63. Advertising through Magazines by Type in the UK (2014) - Percentage Market Share Breakdown by Value for B2B magazines and B2C magazines

Table 64. 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 65. 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 66. Global Spending on Media through Advertising (2014) in US$ Billion

Table 67. Global Automotive Ad Spending through Media (2014) in US$ Thousand

Table 68. 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 69. 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 70. 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 71. Spending on Media through Advertising in France (2014) in ? Million

Table 72. Spending on Media through Advertising in Germany (2014) in ? Million

Table 73. 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 74. Media & Entertainment Market in India (2014) in INR Million

Table 75. 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 76. 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 77. 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 78. 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 79. Spending on Media through Advertising in Spain (2014) in ? Million

Table 80. 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 81. Spending on Media through Advertising in the UK (2014) in ? Millions

Table 82. Advertising Market by Media in the US (2014) - Percentage Share Breakdown by Value Sales for Direct Media, Local Media, and National Media

Table 83. 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 84. 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 85. 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 86. Time Spent on Media by Adults in the US (2014) - Percentage Market Share Breakdown by Volume for Digital, Print, Radio, TV, and Others

Table 87. 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 88. Retail Ad Spending through Media in the US (2014) in US$ Million

Table 89. Wireless Ad Spending through Media in the US (2014) in US$ Thousand

Table 90. 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

Mobile Advertising

Table 91. 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 92. 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 93. Mobile Advertising Market in China (2014) in US$ Million

Newspaper Advertising

Table 94. 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 95. 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 96. 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 97. Newspaper Advertising Market by Sector in Australia (2014) - Percentage Share Breakdown by Value for Automotive, Banking & Finance, Real Estate, Retail, Travel and Others

Table 98. 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 99. 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 100. 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 101. Spending on Advertising through Newspaper by Country in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

Table 102. Advertising through Newspapers by Type in the UK (2014) - Percentage Market Share Breakdown by Value for National Newspapers and Regional Newspapers

Table 103. Newspaper Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Automotive, Help Wanted, Real Estate and Others

Table 104. Newspaper Advertising by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales, for Classifieds, National, Online and Retail

Table 105. 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 106. Global Online Advertisement Market (2014) in US$ Million

Table 107. Global Online Advertising Market (2014) in US$ Millions

Table 108. Global Online Advertising Spend (2014) in US$ Million

Table 109. Global Online Search Advertising Market (2014) in US$ Million

Table 110. Online Advertising by Segment Worldwide (2014) - in Units for Mobile formats, Out of home, Print, Radio, Search, Social formats, TV, Video, and Others

Table 111. 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 112. 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 113. Online Search Advertising Market by Country Worldwide (2014) - Percentage Share Breakdown by Value for US, and Others

Table 114. Online Advertising Spend through Medium in Australia (2014) - Percentage Breakdown by Value for Classifieds, Display, and Search and Directories

Table 115. Online Classifieds Advertising Market in Australia (2014) in A$ Millions

Table 116. Online Search Ads Market in China (2012-2017) in US$ Million

Table 117. Online Advertising Market by Segment in China (2014) - Percentage Share Breakdown by Value Sales for Display, Paid Search, and Others

Table 118. Online Advertisement Market in India (2014) in US$ Million

Table 119. 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 120. Advertising through Online by Type in the UK (2014) – Percentage Market Share Breakdown by Value for Online Classified, Online Display, Paid Search, and Others (Online)

Table 121. 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 122. Online Advertising Market in the US (2014) in US$ Million

Table 123. 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 124. Online Search Ads Market by Company in the US (2014) - Percentage Share Breakdown for Google and Others

Table 125. Online Search Ads Market by Media in the US (2012-2017) in US$ Million for Mobile and Others

Outdoor Advertising

Table 126. Outdoor Advertising Market by Type Worldwide (2014) - Percentage Share Breakdown by Value for Alternative Outdoor, Billboards, Street Furniture and Transit

Table 127. Spending on Advertising through Outdoor by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for France, Japan, USA, and Others

Table 128. 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 129. 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 130. 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 131. 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 132. 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 133. Spending on Advertising through Outdoor by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 134. Spending on Advertising through Outdoor by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Billboards, and Others

Table 135. 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 136. 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 137. Global Spending on Advertising (2014) in US$ Million

Table 138. 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 139. Spending on Advertising through Medium Worldwide (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 140. 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 141. Spending on Advertising by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for China, Germany, USA, and Others

Table 142. 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 143. 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 144. Spending on Advertising by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

Table 145. 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 146. 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 147. Spending on Advertising through Medium in China (2014) - Percentage Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 148. Personal Computer (PC) Advertising Market in China (2014) in US$ Million

Table 149. Spending on Advertising through Media in India (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 150. 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 151. Spending on Advertising by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Colombia, Mexico, and Others

Table 152. 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 153. Spending on Advertising by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 154. Spending on Advertising through Media in the UK (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 155. Spending on Advertising through Media in the US (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 156. Spending on Advertising through Media in the US (2014) in US$ Million

Table 157. Spending on Direct Mail Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Addressed, and Unaddressed

Table 158. Spending on Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Major Media, and Marketing Services

Table 159. Spending on Advertising through Cable TV in the US (2014) in US$ Million

Table 160. Spending on Advertising through Network TV in the US (2014) in US$ Million

Table 161. Personal Care Ad Spending through Media in the US (2014) in US$ Thousand

Table 162. Beverages Ad Spending through Media in the US (2014) in US$ Thousand

Table 163. Spending on Advertising through Cinema in the US (2014) in US$ Thousand

Table 164. 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 165. 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 166. 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 167. 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, Telecommunications and Others

Table 168. 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 169. Advertising through Television Market in the US (2014) in US$ Million

Table 170. 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 171. 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 172. 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

5. COMPETITIVE LANDSCAPE

Advertising and Marketing

Table 173. 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

Buses

Table 174. Market Shares of Leading Buses Manufacturers by Value Sales in Korea (2014) - Percentage Breakdown for Daewoo Bus Corporation, Hyundai Motor Company, and Kia Motors Corporation

Digital Advertising

Table 175. 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 176. 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

Table 177. Market Shares of Leading Display Advertising Companies by Value Sales in Russia (2014) - Percentage Breakdown for Mail. Ru Group, Yandex, and Others

Table 178. 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 179. 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

Table 180. 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

Mobile Display Advertising

Table 181. 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 182. Market Shares of Newspaper Companies by Circulation in Australia (2014) - Percentage Breakdown by Value Sales for APN News & Media, Fairfax Media Limited (FXJ), News Corporation (NWS), and The West Australian

Online Advertising

Table 183. 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, Millenial Media)

Personal Care

Table 184. Market Shares of Leading Personal Care Advertising Companies Worldwide (2014) - Percentage Breakdown by Value for Colgate-Palmolive Company, Hypermarcas S. A., L'Oreal Group, Procter & Gamble (P&G) and Unilever Plc.

Social Advertising

Table 185. 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 186. 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

Information Technology (IT) Services

Table 187. Market Shares of Leading Information Technology (IT) Services Providers by Value Sales in Japan (2014) - Percentage Breakdown for Fujitsu Ltd., Hitachi, Ltd., International Business Machines Corporation (IBM), IT Holdings Corporation, NEC Corporation, NTT DATA Corporation, and Others (Includes Nomura Research Institute, Ltd., Ricoh Company, Canon Marketing Japan, Inc., SCSK Corporation, ITOCHU Techno-Solutions Corporation, Nihon Unisys, Ltd., Otsuka Holdings Co., Ltd., NTT Communications Corporation, Hewlett-Packard Company)

Table 188. Market Shares of Leading Information Technology (IT) Services Providers by Value Sales Worldwide (2014) - Percentage Breakdown for International Business Machines Corporation (IBM), Hewlett-Packard Company (HP), Accenture Plc, Fujitsu Ltd., Computer Science Corporation (CSC), NTT Data Corporation, Xerox Corporation Ltd., Cap Gemini S. A., and Others (Includes Oracle Corporation, Hitachi, Ltd., Lockheed Martin, NEC Corporation, Atos SE, Science Applications International Corporation, Automatic Data Processing, Inc.)

Table 189. Market Shares of Leading Information Technology (IT) Services Providers by Value Sales in Canada (2014) - Percentage Breakdown for Accenture Plc, Amdocs Ltd., Automatic Data Processing Company, Bell Canada, Cap Gemini S. A., CGI Group, Inc., Deloitte Touche Tohmatsu Ltd., Hewlett-Packard Company(HP), International Business Machines Corporation(IBM), Xerox Corporation, Ltd., and Others

Table 190. Market Shares of Leading Information Technology (IT) Services Providers by Value Sales in North America (2014) - Percentage Breakdown for Accenture Plc, Cap Gemini S. A., Computer Sciences Corporation, Fujitsu Ltd., Hewlett-Packard Company (HP), International Business Machines Corporation (IBM), Lockheed Martin Corporation, NTT DATA Corporation and Others

Interactive Entertainment

+44 20 8123 2220
info@marketpublishers.com

Table 191. 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

6. COMPANY FACTS

Table 192. Dentsu, Inc.'s Revenue by Country Worldwide (2014) - Percentage Market Share Breakdown by Value for US and Others

7. RECENT INDUSTRY DEVELOPMENTS

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Dentsu, Inc. (Japan): Market Research Report
Product link: https://marketpublishers.com/r/D81B13A9904EN.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/D81B13A9904EN.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

Custumer 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