

Digital Media Marketing: Market Research Report

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Abstracts

This report analyzes the worldwide markets for Digital Media Marketing in US\$ Million by the following Product Segments: Online Marketing, Mobile Marketing, and Social Marketing.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, and Rest of World.

Annual estimates and forecasts are provided for the period 2009 through 2018.

The report profiles 136 companies including many key and niche players such as Acxiom Corporation, Aegis Group Plc, Epsilon, Aspen Marketing Services, Havas Group, Interpublic Group of Companies Inc., McCann Worldgroup, Omnicom Group Inc., Publicis Groupe, Digitas Inc., Razorfish, LLC, SapientNitro, ValueClick, VIZION Interactive, Inc., WPP, Ogilvy & Mather, JWT, Wunderman, XCOM Media, and Ybrant Digital Limited.

Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based upon search engine sources in the public domain.

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24/7 REAL MEDIA UNVEILS OPEN ADSTREAM 7.3

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Epsilon (US)

Aspen Marketing Services (US)
Havas Group (France)
Interpublic Group of Companies Inc. (US)
McCann Worldgroup (US)
Omnicom Group Inc. (US)
Publicis Groupe (France)
Digitas Inc. (US)
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SapientNitro (UK)
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Canada (1)

Europe (16)

- France (2)

- Germany (1)

- The United Kingdom (12)

- Rest of Europe (1)

Asia-Pacific (Excluding Japan) (31)

Africa (4)

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