

The E.W. Scripps Company (USA): Market Research Report

<https://marketpublishers.com/r/E22BB700BC9EN.html>

Date: January 2015

Pages: 252

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

ID: E22BB700BC9EN

Abstracts

This report presents quick facts about The E.W. Scripps Company, which is principally involved in Television, Newspapers, and Syndication and Other Businesses. Illustrated with 249 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. E. W. Scripps Co.'s Sales by Business Segment Worldwide (2013-2014) in Percentage for Television, Newspapers, Syndication and Others

4. MARKET OVERVIEW

Televisions

Table 2. Global Television (TV) Market (2014) in Thousand Units

Table 3. Global Television (TV) Market (2014) in US\$ Million

Table 4. Television Market by Type Worldwide (2014) - Percentage Share Breakdown by Volume Sales for OLED TV, and Others

Table 5. Television Market by Type Worldwide (2014) - Percentage Share Breakdown by Volume Sales for Cathode Ray Tube (CRT), Liquid Crystal Display (LCD) and Plasma Display Panel (PDP)

Table 6. Television Market by Type Worldwide (2014) - Percentage Share Breakdown by Value Sales for Liquid Crystal Display (LCD) and Plasma Display Panel (PDP)

Table 7. Television Shipments Worldwide (2014) in Thousand Units

Table 8. Television Market by Type Worldwide (2014) - Percentage Share Breakdown by Volume Sales for Liquid-Crystal Display (LCD), and Others

Table 9. Television Market by Type in China (2014) - Percentage Share Breakdown by Volume Sales for Liquid-Crystal Display (LCD), and Others

Table 10. Television Shipments in China (2014) in Thousand Units

Table 11. Television Market by Country in Europe (2014) - Percentage Share Breakdown by Value Sales for Austria, Belgium, Czech Republic, Denmark, France, Germany, Netherlands, Poland, Sweden, and Switzerland

Table 12. Television Market in France (2014) in Thousand Units

Table 13. Television (TV) Market in India (2014) in INR Million

Television Advertising

Table 14. 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 15. 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 16. 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 17. 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 18. 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 19. 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 20. Spending on Advertising through Television by Country Worldwide (2014) -

Percentage Market Share Breakdown by Value Sales for Brazil, China, USA, and Others

Table 21. 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 22. Spending on Advertising through Television by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 23. 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 24. Advertising through Television Market in the US (2014) in US\$ Million

Table 25. 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 26. 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

Over the Top TV

Table 27. Global Hybrid and Over the Top TV Market by Category (2012-2017) in US\$ Million for Advertising, Download to Own (DTO), Rentals, and Subscriptions

Table 28. Global Hybrid and Over the Top TV Market by Country (2012-2017) in US\$ Million for US, China, Japan, UK, Germany, France, Canada, Italy, and Others

Table 29. Global OTT Market (2012-2017): Number of Customers Using Paid OTT Services in Million

Table 30. OTT Market in Europe (2014) Percentage Breakdown for Paid Services and Advertising Revenues

Pay-Television

Table 31. Pay-Television Market by Media in France (2014) - Percentage Share Breakdown by Value for Cable, Digital Subscriber Line, Pay Digital terrestrial television (DTT), Satellite and Others

Table 32. Pay-TV Market by Category in Russia (2014) - Percentage Share Breakdown by Value for Cable, Internet Protocol Television (IPTV), and Satellite

Other Televisions

Table 33. Electronic Manufacturing Service (EMS) Market by Consumer Electronics Segment Worldwide (2014) - Percentage Share Breakdown by Value Sales for Analog TVs, Camcorders, Digital Cameras, Digital TVs, DVD Players, Memory Cards, MP3 Players, Personal Navigation, Set-Top Boxes, Video Console Games, and Others

Table 34. Global Number of Households Using Online Video & TV Services (2012-2017) in Millions

Table 35. Global Pay VOD and OTT transactions (through set-top boxes) (2012-2017) in Billion Units

Table 36. Global Smart TV Shipments (2012-2017) in Million Units

Table 37. Digital TV Subscribers Market by Company in Canada (2014) - Percentage Share Breakdown for Cogeco, Inc., Rogers Communications, Shaw Communications, and Videotron GP

Table 38. Number of Households with Hybrid TV in Germany (2012-2017) in Millions

Advertising

Table 39. Advertising Market by Region Worldwide (2014) - Percentage Breakdown by Value for Asia, Europe, Latin America, United States and Others

Table 40. 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 41. 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 42. Global Marketing/Advertising Automation Market (2014) in US\$ Million

Table 43. 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 44. Spending on Advertising by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for China, Germany, USA, and Others

Table 45. Spending on Advertising by Segment Worldwide (2014) - Percentage Breakdown by Value Sales for Online, and Others

Table 46. Spending on Advertising by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

Table 47. 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 48. Advertising Market by Channel in Australia (2014) - Percentage Share Breakdown by Value for Quokka, Radio, The West Australian (Including Magazines) and Others

Table 49. 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 50. Advertising Market in Australia (2014) in A\$ Million

Table 51. Advertising Market by Segment in Australia (2014) - Percentage Share Breakdown by Value Sales for Magazines, Newspapers, Online, Radio and Others

Table 52. Advertising Market by Category in Brazil (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 53. 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 54. 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 55. Advertising Market by Category in China (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 56. 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 57. Advertising Market by Medium in France (2014) - Percentage Share Breakdown by Value Sales for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and TV

Table 58. Advertisement Market in India (2014) in US\$ Million

Table 59. Advertising Market by Category in India (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 60. Advertising Market by Media in Japan (2014) - Percentage Share Breakdown by Value for Internet, Magazine, Newspaper, Radio, Television and Others

Table 61. Spending on Advertising by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Colombia, Mexico, and Others

Table 62. 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 63. 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 64. Spending on Advertising by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 65. Advertising Market by Category in Russia (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 66. Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, TV, and Cinema and Others

Table 67. 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 68. Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, TV, and Others

Table 69. Advertising Market in the US (2014) in US\$ Million

Table 70. 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 71. 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 72. Spending on Advertising by Sector in the US (2014) - Percentage Breakdown by Value Sales for Traditional, and Digital

Table 73. Advertising through TV by Type in the UK (2014) - Percentage Market Share Breakdown by Value for Free-to-air TV and Multichannel TV

Table 74. 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 75. 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 76. Classifieds Advertising Market by Type for Automotives Worldwide (2014) - Percentage Share Breakdown by Value for Carsales, Carsguide, Drive, and Others

Table 77. Classifieds Advertising Market by Type in Australia (2014) - Percentage Share Breakdown by Value for Newspapers and Online

Table 78. Advertising Classifieds Market by Category in Australia (2014) - Percentage Share Breakdown by Value for Automotive, Employment, Residential Real Estate, and Others

Table 79. Classifieds Advertising Market in Australia (2014) in A\$ Millions

Contextual Advertising

Table 80. Contextual Advertising Market in Europe (2012-2017) in € Million

Table 81. Contextual Advertising Market in Russia (2012-2017) in US\$ Million

Table 82. Contextual Advertising Market by Company in Russia (2014) - Percentage Share Breakdown for Yandex Direct, Google AdWords, Begun and Others

Table 83. Contextual Advertising Spending in the US (2012-2017) in US\$ Million

Cinema Advertising

Table 84. 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 85. 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 86. 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 87. 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 88. 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 89. Global Digital Video Ad Spend (2014) in US\$ Million

Table 90. Digital Video Ad Spend in the US (2014) in US\$ Million

Table 91. Digital Ad Spending by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales for Digital Video Ad Spend, and Others

Table 92. 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 93. 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 94. Display Advertising Domestic Market in the US (2014) in US\$ Million

Internet Advertising

Table 95. Global Internet Advertising (2014) in US\$ Million

Table 96. 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 97. 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 98. Internet Advertising by Type Worldwide (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 99. 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 100. 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 101. 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 102. Internet Advertising Market in China (2014) in RMB Million

Table 103. 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 104. 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 105. Spending on Advertising through Internet by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 106. 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 107. 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 108. Internet Advertising in Western Europe (2014) in US\$ Million

Radio Advertising

Table 109. 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 110. 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 111. 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 112. 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 113. 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 114. North America Land Radio Market (2014) in US\$ Million

Table 115. Spending on Advertising through Radio by Country in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

Table 116. 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 117. 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 118. 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 119. 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 120. 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 121. 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 122. 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 123. 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 124. Spending on Advertising through Magazines by County in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

Table 125. Advertising through Magazines by Type in the UK (2014) - Percentage Market Share Breakdown by Value for B2B magazines and B2C magazines

Table 126. 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 127. 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 128. Global Spending on Media through Advertising (2014) in US\$ Billion

Table 129. Global Automotive Ad Spending through Media (2014) in US\$ Thousand

Table 130. 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 131. 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 132. Media Intelligence Market in Asia-Pacific (2014) in US\$ Million

Table 133. Media Measurement & Analysis Market in Asia-Pacific (2014) in US\$ Thousand

Table 134. Media Monitoring Market in Asia-Pacific (2014) in US\$ Million

Table 135. Media Release & Distribution Market in Asia-Pacific (2014) in US\$ Thousand

Table 136. 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 137. 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 138. Spending on Media through Advertising in France (2014) in ? Million

Table 139. Spending on Media through Advertising in Germany (2014) in ? Million

Table 140. 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 141. Media & Entertainment Market in India (2014) in INR Million

Table 142. 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 143. 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 144. 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 145. 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 146. Spending on Media through Advertising in Spain (2014) in ? Million

Table 147. 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 148. Spending on Media through Advertising in the UK (2014) in ? Millions

Table 149. Advertising Market by Media in the US (2014) - Percentage Share Breakdown by Value Sales for Direct Media, Local Media, and National Media

Table 150. 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 151. 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 152. 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 153. Time Spent on Media by Adults in the US (2014) - Percentage Market Share Breakdown by Volume for Digital, Print, Radio, TV, and Others

Table 154. 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 155. Retail Ad Spending through Media in the US (2014) in US\$ Million

Table 156. Wireless Ad Spending through Media in the US (2014) in US\$ Thousand

Table 157. 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 158. Beer Ad Spending through Media in the US (2014) in US\$ Thousand

Table 159. Insurance Ad Spending through Media in the US (2014) in US\$ Thousand

Table 160. 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 161. Global Mobile Ad Spend (2014) in US\$ Million

Table 162. Global Mobile Advertisement Market (2014) in US\$ Million

Table 163. 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 164. 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 165. Mobile Advertising Market in China (2014) in US\$ Million

Newspaper Advertising

Table 166. 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 167. 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 168. 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 169. Newspaper Advertising Market by Sector in Australia (2014) - Percentage Share Breakdown by Value for Automotive, Banking & Finance, Real Estate, Retail, Travel and Others

Table 170. 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 171. 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 172. 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 173. Spending on Advertising through Newspaper by Country in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

Table 174. Advertising through Newspapers by Type in the UK (2014) - Percentage Market Share Breakdown by Value for National Newspapers and Regional Newspapers

Table 175. Newspaper Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Automotive, Help Wanted, Real Estate and Others

Table 176. Newspaper Advertising by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales, for Classifieds, National, Online and Retail

Table 177. 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 178. Global Online Advertisement Market (2014) in US\$ Million

Table 179. Global Online Advertising Market (2014) in US\$ Millions

Table 180. Global Online Advertising Spend (2014) in US\$ Million

Table 181. Global Online Search Advertising Market (2014) in US\$ Million

Table 182. Online Advertising by Segment Worldwide (2014) - in Units for Mobile formats, Out of home, Print, Radio, Search, Social formats, TV, Video, and Others

Table 183. 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 184. 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 185. Online Search Advertising Market by Country Worldwide (2014) - Percentage Share Breakdown by Value for US, and Others

Table 186. Online Advertising Spend through Medium in Australia (2014) - Percentage Breakdown by Value for Classifieds, Display, Search and Directories

Table 187. Online Classifieds Advertising Market in Australia (2014) in A\$ Millions

Table 188. Online Search Ads Market in China (2012-2017) in US\$ Million

Table 189. Online Advertising Market by Segment in China (2014) - Percentage Share Breakdown by Value Sales for Display, Paid Search, and Others

Table 190. Online Advertisement Market in India (2014) in US\$ Million

Table 191. 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 192. 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 193. 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 194. Online Advertising Market in the US (2014) in US\$ Million

Table 195. 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 196. Online Search Ads Market by Company in the US (2014) - Percentage Share Breakdown for Google and Others

Table 197. Online Search Ads Market by Media in the US (2012-2017) in US\$ Million for Mobile and Others

Outdoor Advertising

Table 198. Outdoor Advertising Market by Type Worldwide (2014) - Percentage Share Breakdown by Value for Alternative Outdoor, Billboards, Street Furniture and Transit

Table 199. Spending on Advertising through Outdoor by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for France, Japan, USA, and Others

Table 200. 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 201. 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 202. 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 203. 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 204. 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 205. Spending on Advertising through Outdoor by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 206. Spending on Advertising through Outdoor by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Billboards, and Others

Table 207. 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 208. 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 209. Global Spending on Advertising (2014) in US\$ Million

Table 210. 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 211. Spending on Advertising through Medium Worldwide (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 212. 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 213. 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 214. 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 215. Spending on Advertising through Medium in China (2014) - Percentage Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 216. Personal Computer (PC) Advertising Market in China (2014) in US\$ Million

Table 217. Spending on Advertising through Media in India (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 218. 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 219. Spending on Advertising through Media in the UK (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 220. Spending on Advertising through Media in the US (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 221. Spending on Advertising through Media in the US (2014) in US\$ Million

Table 222. Spending on Direct Mail Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Addressed, and Unaddressed

Table 223. Spending on Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Major Media, and Marketing Services

Table 224. Spending on Advertising through Cable TV in the US (2014) in US\$ Million

Table 225. Spending on Advertising through Network TV in the US (2014) in US\$ Million

Table 226. Personal Care Ad Spending through Media in the US (2014) in US\$ Thousand

Table 227. Beverages Ad Spending through Media in the US (2014) in US\$ Thousand

Table 228. Spending on Advertising through Cinema in the US (2014) in US\$ Thousand

Table 229. Spending on Advertising through Medium in Western European (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

5. COMPETITIVE LANDSCAPE

Televisions

Table 230. Market Shares of Leading Television Service Subscribers by Volume in Latin America (2014) - Percentage Breakdown for Sky Brasil Services, Ltd., Compania Anonima Nacional de Telefonos de Venezuela (Cantv) and Other Pan Americana

Table 231. Market Shares of Leading Television Service Providers by Value Sales in Latin America (2014) - Percentage Breakdown for Sky Brasil Services, Ltd., Compania Anonima Nacional de Telefonos de Venezuela (Cantv) and Other Pan Americana

Table 232. Market Shares of Leading Television Networks by Viewership in New Zealand (2014) - Percentage Market Share Breakdown for Maori Television,

MediaWorks NZ, Sky Television Plc, Television New Zealand Ltd., and Others

Table 233. 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

LCD (Liquid Crystal Display) TV

Table 234. Market Shares of Leading LCD (Liquid Crystal Display) TV Manufacturers by Value Sales in China (2014) - Percentage Breakdown for Hisense Company Ltd., Samsung Group, Sharp Corporation, Skyworth Digital Holdings Co., Ltd., TCL Corporation, and Others

Table 235. Market Shares of Leading LCD (Liquid-Crystal Display) Television Manufacturers in China (2014) - Percentage Breakdown by Shipment Value for Haier Inc., Hisense Co, Ltd., Konka Group Co, Ltd., Sichuan Changhong Electric Co, Ltd., Skyworth Digital Holdings Co, Ltd., TCL Corporation, and Others

Advertising and Marketing

Table 236. Global Marketing Analytics Market (2014) in US\$ Million

Table 237. 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 238. 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 239. 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 240. Market Shares of Leading Display Advertising Companies by Value Sales in Russia (2014) - Percentage Breakdown for Mail. Ru Group, Yandex, and Others

Table 241. 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 242. 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 243. 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 244. 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 245. 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), Others

Mobile Display Advertising

Table 246. 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 247. 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 248. 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 249. Market Shares of Leading Social Online Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Facebook, Inc., Twitter, Inc., and Others

6. RECENT INDUSTRY DEVELOPMENTS

I would like to order

Product name: The E.W. Scripps Company (USA): Market Research Report

Product link: <https://marketpublishers.com/r/E22BB700BC9EN.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/E22BB700BC9EN.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