

China Advertising Market by Manufacturers, Regions (Province), Type and Application, Forecast to 2022

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Abstracts

Advertising is ...

Scope of the Report:

This report focuses on the Advertising in China market, to split the market based on manufacturers, Regions (Province), type and application.

Market Segment by Manufacturers, this report covers

WPP

Omnicom Group

Dentsu Inc.

PublicisGroupe

IPG

Havas SA

Focus Media Group

Guangdong Advertising Co., Ltd.

Bluefocus Communication Group Co., Ltd.

SiMei Media

AVIC Culture Co.,Ltd.

Yinlimedia

Hunan TV and Broadcast Intermediary Co., Ltd.

Guangdong Guangzhou Daily Media Co., Ltd.

Beijing Bashi Media Co., Ltd.

Dahe Group

China Television Media

Spearhead Integrated Marketing Communication Group

Shanghai Xinhua Media Co., Ltd.

Chengdu B-ray Media Co., Ltd.

Market Segment by Regions (Province), covering

South China

Southwest China

East China

Northeast China

North China

Market Segment by Type, covers

TV Advertising

Newspaper & Magazine Advertising

Outdoors Advertising

Radio Advertising

Internet Advertising

Others

Market Segment by Applications, can be divided into

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

There are 18 Chapters to deeply display the China Advertising market.

Chapter 1, to describe Advertising Introduction, product type and application, market overview, market analysis by Region (province), market opportunities, market risk, market driving force;

Chapter 2, to analyze the manufacturers of Advertising, with profile, main business, news, sales, price, revenue and market share in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the China market by Regions (Province), covering South China, East China, Southwest China, North China, Northeast China, Northwest China and Central China, with sales, price, revenue and market share of Advertising, for each region, from 2012 to 2017;

Chapter 5 and 6, to show the market by type and application, with sales, price, revenue, market share and growth rate by type, application, from 2012 to 2017;

Chapter 7, 8, 9, 10, 11, 12 and 13 to analyze the key Province by Type and Application, covering South China, East China, Southwest China, North China, Northwest China, Central China and Northeast China, with sales, revenue and market share by types and applications;

Chapter 14, Advertising market forecast, by Regions (Province), type and application, with sales, price, revenue and growth rate forecast, from 2017 to 2022;

Chapter 15, to analyze the manufacturing cost, key raw materials and manufacturing process etc.

Chapter 16, to analyze the industrial chain, sourcing strategy and downstream end users (buyers);

Chapter 17, to describe sales channel, distributors, traders, dealers etc.

Chapter 18, to describe Advertising Appendix, methodology and data source

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