

Global Advertising Services Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Advertising is the process of making product and service known to the marketplace. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. Advertising is communicated through various mass media, including old media such as newspapers, magazines, Television, Radio, outdoor advertising or direct mail; or new media such as search results, blogs, websites or text messages.

Scope of the Report:

This report studies the Advertising Services market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Advertising Services market by product type and applications/end industries.

The Advertising Services market is valued at USD 549.5 billion in 2017 and is expected to reach a value of USD 871.2 billion by the end of 2025, growing at a projected CAGR of 5.93% during the forecast period of 2018 – 2025.

There are many major kinds of Advertising including TV Advertising, Newspaper & Magazine Advertising, Outdoors Advertising, Radio Advertising, Internet Advertising and Others. TV Advertising is mostly popular, with a market share nearly 46.72% in 2015.

The global Advertising Services market is valued at 549500 million USD in 2017 and is expected to reach 768900 million USD by the end of 2023, growing at a CAGR of 5.8% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Advertising Services.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, 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, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

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

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