

Global Media Buying Services Production, Demand and Key Producers, 2022-2028

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Abstracts

This report studies the global Media Buying Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Media Buying Services, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2021 as the base year. This report explores demand trends and competition, as well as details the characteristics of Media Buying Services that contribute to its increasing demand across many markets.

The global Media Buying Services market size is expected to reach \$ million by 2028, rising at a market growth of % CAGR during the forecast period (2022-2028).

Highlights and key features of the study

Global Media Buying Services total market, 2017-2028, (USD Million)

Global Media Buying Services total market by region & country, CAGR, 2017-2028, (USD Million)

U.S. VS China: Media Buying Services total market, key domestic companies and share, (USD Million)

Global Media Buying Services revenue by player and market share 2017-2022, (USD Million)

Global Media Buying Services total market by Type, CAGR, 2017-2028, (USD Million)

Global Media Buying Services total market by Application, CAGR, 2017-2028, (USD Million)

This reports profiles major players in the global Media Buying Services market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Anderson Collaborative, ARSENL, ATTN Agency, Booyah Advertising, Colormatics, Dentsu, EXL Media, GKV and Hotspex Media, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Media Buying Services market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2017-2028 by year with 2021 as the base year, 2022 as the estimate year, and 2028 as the forecast year.

Global Media Buying Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Media Buying Services Market, Segmentation by Type

Direct Buys

Programmatic Buys

Global Media Buying Services Market, Segmentation by Application

BFSI

Retail and Consumer Goods

Energy and Utility

Healthcare

Manufacturing

Transportation and Mobility

Others

Companies Profiled:

Anderson Collaborative

ARSENL

ATTN Agency

Booyah Advertising

Colormatics

Dentsu

EXL Media

GKV

Hotspex Media

Interpublic Group

Katz Media Group

Mancuso Media

Metric Theory

Moburst

MuteSix

Omnicom Group Inc.

Publicis Armenia

WPP

The buying Hub

The Remnant Agency

Wingman Media

Key Questions Answered

1. How big is the global Media Buying Services market?
2. What is the demand of the global Media Buying Services market?

3. What is the year over year growth of the global Media Buying Services market?
4. What is the total value of the global Media Buying Services market?
5. Who are the major players in the global Media Buying Services market?
6. What are the growth factors driving the market demand?

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