

# Global Media Planning Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/G63FE788130EN.html>

Date: August 2018

Pages: 117

Price: US\$ 3,480.00 (Single User License)

ID: G63FE788130EN

## Abstracts

Media planning software is a type of software used by advertisers and agencies to get a complete overview and helps manage their campaign plans, marketing activities, and annual summaries in a faster and smarter digital way.

### SCOPE OF THE REPORT:

This report studies the Media Planning Software 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 Media Planning Software market by product type and applications/end industries.

Global giant players mainly distributed in U.S. The players in U.S. have a long history and unshakable status in this field.

The key consumption markets locate at developed countries. The USA takes the market share of 42.6% in 2017, followed by Europe with 31.93%. China's consumption market has a quicker growing speed, with a CAGR of 11.46%.

The global Media Planning Software market is valued at 450 million USD in 2017 and is expected to reach 780 million USD by the end of 2023, growing at a CAGR of 9.8% 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 Media Planning Software.

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

comScore

SAP

Centro

Strata

SQAD

Telmar

BluHorn

Bionic (NextMark)

Mediatool

remags

HeyOrca

Quintiq (Dassault Systemes)

## 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

Web-based and Cloud-based

On-premises

Market Segment by Applications, can be divided into

SMBs

Large Business

## Contents

### 1 MEDIA PLANNING SOFTWARE MARKET OVERVIEW

#### 1.1 Product Overview and Scope of Media Planning Software

#### 1.2 Classification of Media Planning Software by Types

##### 1.2.1 Global Media Planning Software Revenue Comparison by Types (2017-2023)

##### 1.2.2 Global Media Planning Software Revenue Market Share by Types in 2017

##### 1.2.3 Web-based and Cloud-based

##### 1.2.4 On-premises

#### 1.3 Global Media Planning Software Market by Application

##### 1.3.1 Global Media Planning Software Market Size and Market Share Comparison by Applications (2013-2023)

##### 1.3.2 SMBs

##### 1.3.3 Large Business

#### 1.4 Global Media Planning Software Market by Regions

##### 1.4.1 Global Media Planning Software Market Size (Million USD) Comparison by Regions (2013-2023)

##### 1.4.1 North America (USA, Canada and Mexico) Media Planning Software Status and Prospect (2013-2023)

##### 1.4.2 Europe (Germany, France, UK, Russia and Italy) Media Planning Software Status and Prospect (2013-2023)

##### 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Media Planning Software Status and Prospect (2013-2023)

##### 1.4.4 South America (Brazil, Argentina, Colombia) Media Planning Software Status and Prospect (2013-2023)

##### 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Media Planning Software Status and Prospect (2013-2023)

#### 1.5 Global Market Size of Media Planning Software (2013-2023)

### 2 MANUFACTURERS PROFILES

#### 2.1 comScore

##### 2.1.1 Business Overview

##### 2.1.2 Media Planning Software Type and Applications

##### 2.1.2.1 Product A

##### 2.1.2.2 Product B

##### 2.1.3 comScore Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

## 2.2 SAP

### 2.2.1 Business Overview

### 2.2.2 Media Planning Software Type and Applications

#### 2.2.2.1 Product A

#### 2.2.2.2 Product B

### 2.2.3 SAP Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

## 2.3 Centro

### 2.3.1 Business Overview

### 2.3.2 Media Planning Software Type and Applications

#### 2.3.2.1 Product A

#### 2.3.2.2 Product B

### 2.3.3 Centro Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

## 2.4 Strata

### 2.4.1 Business Overview

### 2.4.2 Media Planning Software Type and Applications

#### 2.4.2.1 Product A

#### 2.4.2.2 Product B

### 2.4.3 Strata Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

## 2.5 SQAD

### 2.5.1 Business Overview

### 2.5.2 Media Planning Software Type and Applications

#### 2.5.2.1 Product A

#### 2.5.2.2 Product B

### 2.5.3 SQAD Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

## 2.6 Telmar

### 2.6.1 Business Overview

### 2.6.2 Media Planning Software Type and Applications

#### 2.6.2.1 Product A

#### 2.6.2.2 Product B

### 2.6.3 Telmar Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

## 2.7 BluHorn

### 2.7.1 Business Overview

### 2.7.2 Media Planning Software Type and Applications

#### 2.7.2.1 Product A

- 2.7.2.2 Product B
- 2.7.3 BluHorn Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.8 Bionic (NextMark)
  - 2.8.1 Business Overview
  - 2.8.2 Media Planning Software Type and Applications
    - 2.8.2.1 Product A
    - 2.8.2.2 Product B
  - 2.8.3 Bionic (NextMark) Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.9 Mediatool
  - 2.9.1 Business Overview
  - 2.9.2 Media Planning Software Type and Applications
    - 2.9.2.1 Product A
    - 2.9.2.2 Product B
  - 2.9.3 Mediatool Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.10 remags
  - 2.10.1 Business Overview
  - 2.10.2 Media Planning Software Type and Applications
    - 2.10.2.1 Product A
    - 2.10.2.2 Product B
  - 2.10.3 remags Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.11 HeyOrca
  - 2.11.1 Business Overview
  - 2.11.2 Media Planning Software Type and Applications
    - 2.11.2.1 Product A
    - 2.11.2.2 Product B
  - 2.11.3 HeyOrca Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.12 Quintiq (Dassault Systemes)
  - 2.12.1 Business Overview
  - 2.12.2 Media Planning Software Type and Applications
    - 2.12.2.1 Product A
    - 2.12.2.2 Product B
  - 2.12.3 Quintiq (Dassault Systemes) Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

### **3 GLOBAL MEDIA PLANNING SOFTWARE MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Media Planning Software Revenue and Share by Players (2013-2018)
- 3.2 Market Concentration Rate
  - 3.2.1 Top 5 Media Planning Software Players Market Share
  - 3.2.2 Top 10 Media Planning Software Players Market Share
- 3.3 Market Competition Trend

### **4 GLOBAL MEDIA PLANNING SOFTWARE MARKET SIZE BY REGIONS**

- 4.1 Global Media Planning Software Revenue and Market Share by Regions
- 4.2 North America Media Planning Software Revenue and Growth Rate (2013-2018)
- 4.3 Europe Media Planning Software Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Media Planning Software Revenue and Growth Rate (2013-2018)
- 4.5 South America Media Planning Software Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa Media Planning Software Revenue and Growth Rate (2013-2018)

### **5 NORTH AMERICA MEDIA PLANNING SOFTWARE REVENUE BY COUNTRIES**

- 5.1 North America Media Planning Software Revenue by Countries (2013-2018)
- 5.2 USA Media Planning Software Revenue and Growth Rate (2013-2018)
- 5.3 Canada Media Planning Software Revenue and Growth Rate (2013-2018)
- 5.4 Mexico Media Planning Software Revenue and Growth Rate (2013-2018)

### **6 EUROPE MEDIA PLANNING SOFTWARE REVENUE BY COUNTRIES**

- 6.1 Europe Media Planning Software Revenue by Countries (2013-2018)
- 6.2 Germany Media Planning Software Revenue and Growth Rate (2013-2018)
- 6.3 UK Media Planning Software Revenue and Growth Rate (2013-2018)
- 6.4 France Media Planning Software Revenue and Growth Rate (2013-2018)
- 6.5 Russia Media Planning Software Revenue and Growth Rate (2013-2018)
- 6.6 Italy Media Planning Software Revenue and Growth Rate (2013-2018)

### **7 ASIA-PACIFIC MEDIA PLANNING SOFTWARE REVENUE BY COUNTRIES**

- 7.1 Asia-Pacific Media Planning Software Revenue by Countries (2013-2018)
- 7.2 China Media Planning Software Revenue and Growth Rate (2013-2018)
- 7.3 Japan Media Planning Software Revenue and Growth Rate (2013-2018)

- 7.4 Korea Media Planning Software Revenue and Growth Rate (2013-2018)
- 7.5 India Media Planning Software Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia Media Planning Software Revenue and Growth Rate (2013-2018)

## **8 SOUTH AMERICA MEDIA PLANNING SOFTWARE REVENUE BY COUNTRIES**

- 8.1 South America Media Planning Software Revenue by Countries (2013-2018)
- 8.2 Brazil Media Planning Software Revenue and Growth Rate (2013-2018)
- 8.3 Argentina Media Planning Software Revenue and Growth Rate (2013-2018)
- 8.4 Colombia Media Planning Software Revenue and Growth Rate (2013-2018)

## **9 MIDDLE EAST AND AFRICA REVENUE MEDIA PLANNING SOFTWARE BY COUNTRIES**

- 9.1 Middle East and Africa Media Planning Software Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia Media Planning Software Revenue and Growth Rate (2013-2018)
- 9.3 UAE Media Planning Software Revenue and Growth Rate (2013-2018)
- 9.4 Egypt Media Planning Software Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria Media Planning Software Revenue and Growth Rate (2013-2018)
- 9.6 South Africa Media Planning Software Revenue and Growth Rate (2013-2018)

## **10 GLOBAL MEDIA PLANNING SOFTWARE MARKET SEGMENT BY TYPE**

- 10.1 Global Media Planning Software Revenue and Market Share by Type (2013-2018)
- 10.2 Global Media Planning Software Market Forecast by Type (2018-2023)
- 10.3 Web-based and Cloud-based Revenue Growth Rate (2013-2023)
- 10.4 On-premises Revenue Growth Rate (2013-2023)

## **11 GLOBAL MEDIA PLANNING SOFTWARE MARKET SEGMENT BY APPLICATION**

- 11.1 Global Media Planning Software Revenue Market Share by Application (2013-2018)
- 11.2 Media Planning Software Market Forecast by Application (2018-2023)
- 11.3 SMBs Revenue Growth (2013-2018)
- 11.4 Large Business Revenue Growth (2013-2018)

## **12 GLOBAL MEDIA PLANNING SOFTWARE MARKET SIZE FORECAST (2018-2023)**



- 12.1 Global Media Planning Software Market Size Forecast (2018-2023)
- 12.2 Global Media Planning Software Market Forecast by Regions (2018-2023)
- 12.3 North America Media Planning Software Revenue Market Forecast (2018-2023)
- 12.4 Europe Media Planning Software Revenue Market Forecast (2018-2023)
- 12.5 Asia-Pacific Media Planning Software Revenue Market Forecast (2018-2023)
- 12.6 South America Media Planning Software Revenue Market Forecast (2018-2023)
- 12.7 Middle East and Africa Media Planning Software Revenue Market Forecast (2018-2023)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

- 14.1 Methodology
- 14.2 Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Media Planning Software Picture

Table Product Specifications of Media Planning Software

Table Global Media Planning Software and Revenue (Million USD) Market Split by Product Type

Figure Global Media Planning Software Revenue Market Share by Types in 2017

Figure Web-based and Cloud-based Picture

Figure On-premises Picture

Table Global Media Planning Software Revenue (Million USD) by Application (2013-2023)

Figure Media Planning Software Revenue Market Share by Applications in 2017

Figure SMBs Picture

Figure Large Business Picture

Table Global Market Media Planning Software Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Media Planning Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Media Planning Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Media Planning Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Media Planning Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Media Planning Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Media Planning Software Revenue (Million USD) and Growth Rate (2013-2023)

Table comScore Basic Information, Manufacturing Base and Competitors

Table comScore Media Planning Software Type and Applications

Table comScore Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table SAP Basic Information, Manufacturing Base and Competitors

Table SAP Media Planning Software Type and Applications

Table SAP Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table Centro Basic Information, Manufacturing Base and Competitors

Table Centro Media Planning Software Type and Applications

Table Centro Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table Strata Basic Information, Manufacturing Base and Competitors

Table Strata Media Planning Software Type and Applications

Table Strata Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table SQAD Basic Information, Manufacturing Base and Competitors

Table SQAD Media Planning Software Type and Applications

Table SQAD Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table Telmar Basic Information, Manufacturing Base and Competitors

Table Telmar Media Planning Software Type and Applications

Table Telmar Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table BluHorn Basic Information, Manufacturing Base and Competitors

Table BluHorn Media Planning Software Type and Applications

Table BluHorn Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table Bionic (NextMark) Basic Information, Manufacturing Base and Competitors

Table Bionic (NextMark) Media Planning Software Type and Applications

Table Bionic (NextMark) Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table Mediatool Basic Information, Manufacturing Base and Competitors

Table Mediatool Media Planning Software Type and Applications

Table Mediatool Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table remags Basic Information, Manufacturing Base and Competitors

Table remags Media Planning Software Type and Applications

Table remags Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table HeyOrca Basic Information, Manufacturing Base and Competitors

Table HeyOrca Media Planning Software Type and Applications

Table HeyOrca Media Planning Software Revenue, Gross Margin and Market Share (2016-2017)

Table Quintiq (Dassault Systemes) Basic Information, Manufacturing Base and Competitors

Table Quintiq (Dassault Systemes) Media Planning Software Type and Applications

Table Quintiq (Dassault Systemes) Media Planning Software Revenue, Gross Margin

and Market Share (2016-2017)

Table Global Media Planning Software Revenue (Million USD) by Players (2013-2018)

Table Global Media Planning Software Revenue Share by Players (2013-2018)

Figure Global Media Planning Software Revenue Share by Players in 2016

Figure Global Media Planning Software Revenue Share by Players in 2017

Figure Global Top 5 Players Media Planning Software Revenue Market Share in 2017

Figure Global Top 10 Players Media Planning Software Revenue Market Share in 2017

Figure Global Media Planning Software Revenue (Million USD) and Growth Rate (%) (2013-2018)

Table Global Media Planning Software Revenue (Million USD) by Regions (2013-2018)

Table Global Media Planning Software Revenue Market Share by Regions (2013-2018)

Figure Global Media Planning Software Revenue Market Share by Regions (2013-2018)

Figure Global Media Planning Software Revenue Market Share by Regions in 2017

Figure North America Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Europe Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Media Planning Software Revenue and Growth Rate (2013-2018)

Figure South America Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Media Planning Software Revenue and Growth Rate (2013-2018)

Table North America Media Planning Software Revenue by Countries (2013-2018)

Table North America Media Planning Software Revenue Market Share by Countries (2013-2018)

Figure North America Media Planning Software Revenue Market Share by Countries (2013-2018)

Figure North America Media Planning Software Revenue Market Share by Countries in 2017

Figure USA Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Canada Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Mexico Media Planning Software Revenue and Growth Rate (2013-2018)

Table Europe Media Planning Software Revenue (Million USD) by Countries (2013-2018)

Figure Europe Media Planning Software Revenue Market Share by Countries (2013-2018)

Figure Europe Media Planning Software Revenue Market Share by Countries in 2017

Figure Germany Media Planning Software Revenue and Growth Rate (2013-2018)

Figure UK Media Planning Software Revenue and Growth Rate (2013-2018)

Figure France Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Russia Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Italy Media Planning Software Revenue and Growth Rate (2013-2018)

Table Asia-Pacific Media Planning Software Revenue (Million USD) by Countries (2013-2018)

Figure Asia-Pacific Media Planning Software Revenue Market Share by Countries (2013-2018)

Figure Asia-Pacific Media Planning Software Revenue Market Share by Countries in 2017

Figure China Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Japan Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Korea Media Planning Software Revenue and Growth Rate (2013-2018)

Figure India Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Southeast Asia Media Planning Software Revenue and Growth Rate (2013-2018)

Table South America Media Planning Software Revenue by Countries (2013-2018)

Table South America Media Planning Software Revenue Market Share by Countries (2013-2018)

Figure South America Media Planning Software Revenue Market Share by Countries (2013-2018)

Figure South America Media Planning Software Revenue Market Share by Countries in 2017

Figure Brazil Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Argentina Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Colombia Media Planning Software Revenue and Growth Rate (2013-2018)

Table Middle East and Africa Media Planning Software Revenue (Million USD) by Countries (2013-2018)

Table Middle East and Africa Media Planning Software Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Media Planning Software Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Media Planning Software Revenue Market Share by Countries in 2017

Figure Saudi Arabia Media Planning Software Revenue and Growth Rate (2013-2018)

Figure UAE Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Egypt Media Planning Software Revenue and Growth Rate (2013-2018)

Figure Nigeria Media Planning Software Revenue and Growth Rate (2013-2018)

Figure South Africa Media Planning Software Revenue and Growth Rate (2013-2018)

Table Global Media Planning Software Revenue (Million USD) by Type (2013-2018)

Table Global Media Planning Software Revenue Share by Type (2013-2018)

Figure Global Media Planning Software Revenue Share by Type (2013-2018)

Figure Global Media Planning Software Revenue Share by Type in 2017

Table Global Media Planning Software Revenue Forecast by Type (2018-2023)  
Figure Global Media Planning Software Market Share Forecast by Type (2018-2023)  
Figure Global Web-based and Cloud-based Revenue Growth Rate (2013-2018)  
Figure Global On-premises Revenue Growth Rate (2013-2018)  
Table Global Media Planning Software Revenue by Application (2013-2018)  
Table Global Media Planning Software Revenue Share by Application (2013-2018)  
Figure Global Media Planning Software Revenue Share by Application (2013-2018)  
Figure Global Media Planning Software Revenue Share by Application in 2017  
Table Global Media Planning Software Revenue Forecast by Application (2018-2023)  
Figure Global Media Planning Software Market Share Forecast by Application (2018-2023)  
Figure Global SMBs Revenue Growth Rate (2013-2018)  
Figure Global Large Business Revenue Growth Rate (2013-2018)  
Figure Global Media Planning Software Revenue (Million USD) and Growth Rate Forecast (2018 -2023)  
Table Global Media Planning Software Revenue (Million USD) Forecast by Regions (2018-2023)  
Figure Global Media Planning Software Revenue Market Share Forecast by Regions (2018-2023)  
Figure North America Media Planning Software Revenue Market Forecast (2018-2023)  
Figure Europe Media Planning Software Revenue Market Forecast (2018-2023)  
Figure Asia-Pacific Media Planning Software Revenue Market Forecast (2018-2023)  
Figure South America Media Planning Software Revenue Market Forecast (2018-2023)  
Figure Middle East and Africa Media Planning Software Revenue Market Forecast (2018-2023)

## I would like to order

Product name: Global Media Planning Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

Product link: <https://marketpublishers.com/r/G63FE788130EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G63FE788130EN.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

