

Global Print Media Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Consumers spend double the amount of time watching video content online either on desktop or a mobile device than they do in reading text online. Research from Forrester has calculated that one minute of video is equal to 1.8 million words. Studies have also shown that video advertising generates four times the leads of non-video advertising. Companies like Meredith Cond Nast Hearst et al have created video production units.

Scope of the Report:

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

North America was the largest region in the print media market in 2017 accounting for around 38% market share. Asia Pacific was the second largest region accounting for around 29% market share. South America was the smallest region accounting for around 3% market share.

The global Print Media market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% 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 Print Media.

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

RELX

Pearson

Wolters Kluwer

Penguin Random House

ThomsonReuters

Phoenix Publishing and Media

Hachette Livre

Holtzbrinck

China South Publishing & Media

McGraw-Hill Education

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

Books

Magazines

Newspapers

Directories

Market Segment by Applications, can be divided into

Publishing House

Newspaper Office

Others

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