

# Global Advertising Market Data Survey Report 2015-2025

https://marketpublishers.com/r/GAB95163D67EN.html

Date: December 2019 Pages: 94 Price: US\$ 1,500.00 (Single User License) ID: GAB95163D67EN

# Abstracts

#### SUMMARY

The global Advertising market will reach xxx Million USD in 2020 with CAGR xx% 2020-2025. The main contents of the report including: Global market size and forecast Regional market size, production data and export & import Key manufacturers profile, products & services, sales data of business Global market size by Major End-Use Global market size by Major Type

Key manufacturers are included based on company profile, sales data and product specifications etc.:

Omnicom Group WPP 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.

Major applications as follows:

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

**Commercial and Personal Services** 

**Consumer Goods** 



Others

Major Type as follows:

**TV** Advertising

Newspaper & Magazine Advertising

**Outdoors Advertising** 

Radio Advertising

Internet Advertising

Others

Regional market size, production data and export & import:

Asia-Pacific

North America

Europe

South America

Middle East & Africa



# Contents

# **1 GLOBAL MARKET OVERVIEW**

- 1.1 Scope of Statistics
- 1.1.1 Scope of Products
- 1.1.2 Scope of Manufacturers
- 1.1.3 Scope of End-Use
- 1.1.4 Scope of Product Type
- 1.1.5 Scope of Regions/Countries
- 1.2 Global Market Size
- Fig Global Advertising Market Size and CAGR 2015-2019 (Million USD)
- Fig Global Advertising Market Forecast and CAGR 2020-2025 (Million USD)

## **2 REGIONAL MARKET**

2.1 Regional Sales
Tab Regional Sales Revenue 2015-2019 (Million USD)
2.2 Regional Demand
Tab Regional Demand and CAGR List 2015-2019 (Million USD)
Tab Regional Demand Forecast and CAGR 2020-2025 (Million USD)
2.3 Regional Trade
Tab Regional Export 2015-2019 (Million USD)
Tab Regional Import 2015-2019 (Million USD)

## **3 KEY MANUFACTURERS**

- 3.1 Omnicom Group
- 3.1.1 Company Information

Tab Company Profile List of Omnicom Group

- 3.1.2 Product & Services
- 3.1.3 Business Data (Sales Revenue, Cost and Margin)

Tab Sales Revenue, Cost and Margin of Omnicom Group

- 3.1.4 Recent Development
- 3.2 WPP

3.2.1 Company Information

Tab Company Profile List of WPP

- 3.2.2 Product & Services
- 3.2.3 Business Data (Sales Revenue, Cost and Margin)





Tab Sales Revenue, Cost and Margin of WPP 3.2.4 Recent Development 3.3 Dentsu Inc. 3.3.1 Company Information Tab Company Profile List of Dentsu Inc. 3.3.2 Product & Services 3.3.3 Business Data (Sales Revenue, Cost and Margin) Tab Sales Revenue, Cost and Margin of Dentsu Inc. 3.3.4 Recent Development 3.4 PublicisGroupe 3.4.1 Company Information Tab Company Profile List of PublicisGroupe 3.4.2 Product & Services 3.4.3 Business Data (Sales Revenue, Cost and Margin) Tab Sales Revenue, Cost and Margin of PublicisGroupe 3.4.4 Recent Development 3.5 IPG 3.5.1 Company Information Tab Company Profile List of IPG 3.5.2 Product & Services 3.5.3 Business Data (Sales Revenue, Cost and Margin) Tab Sales Revenue, Cost and Margin of IPG 3.5.4 Recent Development 3.6 Havas SA 3.6.1 Company Information Tab Company Profile List of Havas SA 3.6.2 Product & Services 3.6.3 Business Data (Sales Revenue, Cost and Margin) Tab Sales Revenue, Cost and Margin of Havas SA 3.6.4 Recent Development 3.7 Focus Media Group 3.7.1 Company Information Tab Company Profile List of Focus Media Group 3.7.2 Product & Services 3.7.3 Business Data (Sales Revenue, Cost and Margin) Tab Sales Revenue, Cost and Margin of Focus Media Group 3.7.4 Recent Development 3.8 Guangdong Advertising Co., Ltd. 3.8.1 Company Information



Tab Company Profile List of Guangdong Advertising Co., Ltd.

- 3.8.2 Product & Services
- 3.8.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of Guangdong Advertising Co., Ltd.
- 3.8.4 Recent Development
- 3.9 Bluefocus Communication Group Co., Ltd.
- 3.9.1 Company Information
- Tab Company Profile List of Bluefocus Communication Group Co., Ltd.
  - 3.9.2 Product & Services
- 3.9.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of Bluefocus Communication Group Co., Ltd.
- 3.9.4 Recent Development
- 3.10 SiMei Media
- 3.10.1 Company Information
- Tab Company Profile List of SiMei Media
  - 3.10.2 Product & Services
- 3.10.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of SiMei Media
- 3.10.4 Recent Development
- 3.11 AVIC Culture Co.,Ltd.
- 3.11.1 Company Information
- Tab Company Profile List of AVIC Culture Co.,Ltd.
  - 3.11.2 Product & Services
- 3.11.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of AVIC Culture Co.,Ltd.
- 3.11.4 Recent Development
- 3.12 Yinlimedia
- 3.12.1 Company Information
- Tab Company Profile List of Yinlimedia
  - 3.12.2 Product & Services
- 3.12.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of Yinlimedia
- 3.12.4 Recent Development
- 3.13 Hunan TV and Broadcast Intermediary Co., Ltd.
  - 3.13.1 Company Information
- Tab Company Profile List of Hunan TV and Broadcast Intermediary Co., Ltd.
  - 3.13.2 Product & Services
- 3.13.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of Hunan TV and Broadcast Intermediary Co.,





#### Ltd.

- 3.13.4 Recent Development
- 3.14 Guangdong Guangzhou Daily Media Co., Ltd.
- 3.14.1 Company Information
- Tab Company Profile List of Guangdong Guangzhou Daily Media Co., Ltd.
  - 3.14.2 Product & Services
- 3.14.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of Guangdong Guangzhou Daily Media Co., Ltd.
  - 3.14.4 Recent Development
- 3.15 Beijing Bashi Media Co., Ltd.
- 3.15.1 Company Information
- Tab Company Profile List of Beijing Bashi Media Co., Ltd.
- 3.15.2 Product & Services
- 3.15.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of Beijing Bashi Media Co., Ltd.
- 3.15.4 Recent Development
- 3.16 Dahe Group
- 3.16.1 Company Information
- Tab Company Profile List of Dahe Group
  - 3.16.2 Product & Services
- 3.16.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of Dahe Group
- 3.16.4 Recent Development
- 3.17 China Television Media
- 3.17.1 Company Information
- Tab Company Profile List of China Television Media
  - 3.17.2 Product & Services
- 3.17.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of China Television Media
- 3.17.4 Recent Development
- 3.18 Spearhead Integrated Marketing Communication Group
- 3.18.1 Company Information
- Tab Company Profile List of Spearhead Integrated Marketing Communication Group
  - 3.18.2 Product & Services
- 3.18.3 Business Data (Sales Revenue, Cost and Margin)
- Tab Sales Revenue, Cost and Margin of Spearhead Integrated Marketing
- **Communication Group** 
  - 3.18.4 Recent Development
- 3.19 Shanghai Xinhua Media Co., Ltd.



3.19.1 Company Information

Tab Company Profile List of Shanghai Xinhua Media Co., Ltd.

- 3.19.2 Product & Services
- 3.19.3 Business Data (Sales Revenue, Cost and Margin)

Tab Sales Revenue, Cost and Margin of Shanghai Xinhua Media Co., Ltd.

3.20 Chengdu B-ray Media Co., Ltd.

3.20.1 Company Information

Tab Company Profile List of Chengdu B-ray Media Co., Ltd.

3.20.2 Product & Services

3.20.3 Business Data (Sales Revenue, Cost and Margin)

Tab Sales Revenue, Cost and Margin of Chengdu B-ray Media Co., Ltd.

# 4 MAJOR END-USE

4.1 Food & Beverage Industry

4.1.1 Overview

Tab Summary of Consumption Distribution of Food & Beverage Industry

4.1.2 Food & Beverage Industry Market Size and Forecast

Fig Food & Beverage Industry Market Size and CAGR 2015-2019 (Million USD)

Fig Food & Beverage Industry Market Forecast and CAGR 2020-2025 (Million USD)

4.2 Vehicles Industry

4.2.1 Overview

Tab Summary of Consumption Distribution of Vehicles Industry

4.2.2 Vehicles Industry Market Size and Forecast

Fig Vehicles Industry Market Size and CAGR 2015-2019 (Million USD)

Fig Vehicles Industry Market Forecast and CAGR 2020-2025 (Million USD)

4.3 Health and Medical Industry

4.3.1 Overview

Tab Summary of Consumption Distribution of Health and Medical Industry

4.3.2 Health and Medical Industry Market Size and Forecast

Fig Health and Medical Industry Market Size and CAGR 2015-2019 (Million USD)

Fig Health and Medical Industry Market Forecast and CAGR 2020-2025 (Million USD)

4.4 Commercial and Personal Services

4.4.1 Overview

Tab Summary of Consumption Distribution of Commercial and Personal Services

4.4.2 Commercial and Personal Services Market Size and Forecast

Fig Commercial and Personal Services Market Size and CAGR 2015-2019 (Million USD)

Fig Commercial and Personal Services Market Forecast and CAGR 2020-2025 (Million



USD) 4.5 Consumer Goods 4.5.1 Overview Tab Summary of Consumption Distribution of Consumer Goods 4.5.2 Consumer Goods Market Size and Forecast Fig Consumer Goods Market Size and CAGR 2015-2019 (Million USD) Fig Consumer Goods Market Forecast and CAGR 2020-2025 (Million USD) 4.6 Others 4.6.1 Overview Tab Summary of Consumption Distribution of Others 4.6.2 Others Market Size and Forecast Fig Others Market Size and CAGR 2015-2019 (Million USD)

# **5 MARKET BY TYPE**

5.1 TV Advertising

5.1.1 Overview

Tab Product Overview of TV Advertising

5.1.2 TV Advertising Market Size and Forecast

Fig TV Advertising Market Size and CAGR 2015-2019 (Million USD)

Fig Others Market Forecast and CAGR 2020-2025 (Million USD)

Fig TV Advertising Market Forecast and CAGR 2020-2025 (Million USD)

5.2 Newspaper & Magazine Advertising

5.2.1 Overview

Tab Product Overview of Newspaper & Magazine Advertising

5.2.2 Newspaper & Magazine Advertising Market Size and Forecast

Fig Newspaper & Magazine Advertising Market Size and CAGR 2015-2019 (Million USD)

Fig Newspaper & Magazine Advertising Market Forecast and CAGR 2020-2025 (Million USD)

5.3 Outdoors Advertising

5.3.1 Overview

Tab Product Overview of Outdoors Advertising

5.3.2 Outdoors Advertising Market Size and Forecast

Fig Outdoors Advertising Market Size and CAGR 2015-2019 (Million USD)

Fig Outdoors Advertising Market Forecast and CAGR 2020-2025 (Million USD)

5.4 Radio Advertising

5.4.1 Overview

Tab Product Overview of Radio Advertising



5.4.2 Radio Advertising Market Size and Forecast Fig Radio Advertising Market Size and CAGR 2015-2019 (Million USD) Fig Radio Advertising Market Forecast and CAGR 2020-2025 (Million USD) 5.5 Internet Advertising 5.5.1 Overview Tab Product Overview of Internet Advertising 5.5.2 Internet Advertising Market Size and Forecast Fig Internet Advertising Market Size and CAGR 2015-2019 (Million USD) Fig Internet Advertising Market Forecast and CAGR 2020-2025 (Million USD) 5.6 Others 5.6.1 Overview Tab Product Overview of Others 5.6.2 Others Market Size and Forecast Fig Others Market Size and CAGR 2015-2019 (Million USD) Fig Others Market Forecast and CAGR 2020-2025 (Million USD) Tab Different Products Prices List of Major Manufacturers Tab Different Products Prices List of End-Use Tab Different Products Prices List of Produt Type

## **6 CONCLUSION**



# **List Of Tables**

## LIST OF TABLES

Tab Regional Sales Revenue 2015-2019 (Million USD) Tab Regional Demand and CAGR List 2015-2019 (Million USD) Tab Regional Demand Forecast and CAGR 2020-2025 (Million USD) Tab Regional Export 2015-2019 (Million USD) Tab Regional Import 2015-2019 (Million USD) Tab Company Profile List of Omnicom Group Tab Sales Revenue, Cost and Margin of Omnicom Group Tab Company Profile List of WPP Tab Sales Revenue, Cost and Margin of WPP Tab Company Profile List of Dentsu Inc. Tab Sales Revenue, Cost and Margin of Dentsu Inc. Tab Company Profile List of PublicisGroupe Tab Sales Revenue, Cost and Margin of PublicisGroupe Tab Company Profile List of IPG Tab Sales Revenue, Cost and Margin of IPG Tab Company Profile List of Havas SA Tab Sales Revenue, Cost and Margin of Havas SA Tab Company Profile List of Focus Media Group Tab Sales Revenue, Cost and Margin of Focus Media Group Tab Company Profile List of Guangdong Advertising Co., Ltd. Tab Sales Revenue, Cost and Margin of Guangdong Advertising Co., Ltd. Tab Company Profile List of Bluefocus Communication Group Co., Ltd. Tab Sales Revenue, Cost and Margin of Bluefocus Communication Group Co., Ltd. Tab Company Profile List of SiMei Media Tab Sales Revenue, Cost and Margin of SiMei Media Tab Company Profile List of AVIC Culture Co., Ltd. Tab Sales Revenue, Cost and Margin of AVIC Culture Co.,Ltd. Tab Company Profile List of Yinlimedia Tab Sales Revenue, Cost and Margin of Yinlimedia Tab Company Profile List of Hunan TV and Broadcast Intermediary Co., Ltd. Tab Sales Revenue, Cost and Margin of Hunan TV and Broadcast Intermediary Co., Ltd. Tab Company Profile List of Guangdong Guangzhou Daily Media Co., Ltd.

Tab Sales Revenue, Cost and Margin of Guangdong Guangzhou Daily Media Co., Ltd. Tab Company Profile List of Beijing Bashi Media Co., Ltd.



Tab Sales Revenue, Cost and Margin of Beijing Bashi Media Co., Ltd. Tab Company Profile List of Dahe Group Tab Sales Revenue, Cost and Margin of Dahe Group Tab Company Profile List of China Television Media Tab Sales Revenue, Cost and Margin of China Television Media Tab Company Profile List of Spearhead Integrated Marketing Communication Group Tab Sales Revenue, Cost and Margin of Spearhead Integrated Marketing Communication Group Tab Company Profile List of Shanghai Xinhua Media Co., Ltd. Tab Sales Revenue, Cost and Margin of Shanghai Xinhua Media Co., Ltd. Tab Company Profile List of Chengdu B-ray Media Co., Ltd. Tab Sales Revenue, Cost and Margin of Chengdu B-ray Media Co., Ltd. Tab Summary of Consumption Distribution of Food & Beverage Industry Tab Summary of Consumption Distribution of Vehicles Industry Tab Summary of Consumption Distribution of Health and Medical Industry Tab Summary of Consumption Distribution of Commercial and Personal Services Tab Summary of Consumption Distribution of Consumer Goods Tab Summary of Consumption Distribution of Others Tab Product Overview of TV Advertising Tab Product Overview of Newspaper & Magazine Advertising Tab Product Overview of Outdoors Advertising Tab Product Overview of Radio Advertising Tab Product Overview of Internet Advertising Tab Product Overview of Others Tab Different Products Prices List of Major Manufacturers Tab Different Products Prices List of End-Use

Tab Different Products Prices List of Produt Type



# **List Of Figures**

#### LIST OF FIGURES

Fig Global Advertising Market Size and CAGR 2015-2019 (Million USD)

Fig Global Advertising Market Forecast and CAGR 2020-2025 (Million USD)

Fig Food & Beverage Industry Market Size and CAGR 2015-2019 (Million USD)

Fig Food & Beverage Industry Market Forecast and CAGR 2020-2025 (Million USD)

Fig Vehicles Industry Market Size and CAGR 2015-2019 (Million USD)

Fig Vehicles Industry Market Forecast and CAGR 2020-2025 (Million USD)

Fig Health and Medical Industry Market Size and CAGR 2015-2019 (Million USD)

Fig Health and Medical Industry Market Forecast and CAGR 2020-2025 (Million USD)

Fig Commercial and Personal Services Market Size and CAGR 2015-2019 (Million USD)

Fig Commercial and Personal Services Market Forecast and CAGR 2020-2025 (Million USD)

Fig Consumer Goods Market Size and CAGR 2015-2019 (Million USD)

Fig Consumer Goods Market Forecast and CAGR 2020-2025 (Million USD)

Fig Others Market Size and CAGR 2015-2019 (Million USD)

Fig Others Market Forecast and CAGR 2020-2025 (Million USD)

Fig TV Advertising Market Size and CAGR 2015-2019 (Million USD)

Fig TV Advertising Market Forecast and CAGR 2020-2025 (Million USD)

Fig Newspaper & Magazine Advertising Market Size and CAGR 2015-2019 (Million USD)

Fig Newspaper & Magazine Advertising Market Forecast and CAGR 2020-2025 (Million USD)

Fig Outdoors Advertising Market Size and CAGR 2015-2019 (Million USD)

Fig Outdoors Advertising Market Forecast and CAGR 2020-2025 (Million USD)

Fig Radio Advertising Market Size and CAGR 2015-2019 (Million USD)

Fig Radio Advertising Market Forecast and CAGR 2020-2025 (Million USD)

Fig Internet Advertising Market Size and CAGR 2015-2019 (Million USD)

Fig Internet Advertising Market Forecast and CAGR 2020-2025 (Million USD)

Fig Others Market Size and CAGR 2015-2019 (Million USD)

Fig Others Market Forecast and CAGR 2020-2025 (Million USD)



## I would like to order

Product name: Global Advertising Market Data Survey Report 2015-2025 Product link: <u>https://marketpublishers.com/r/GAB95163D67EN.html</u>

Price: US\$ 1,500.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

# Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/GAB95163D67EN.html</u>

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

Custumer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

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