

The 2023-2028 Outlook for Advertising Agencies in Japan

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Abstracts

This study covers the latent demand outlook for advertising agencies across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each prefecture and city, latent demand estimates are created for advertising agencies. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers advertising agencies as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for advertising agencies is 54181. It is for this definition that aggregate latent demand estimates are derived. Advertising agencies is specifically defined as follows:

54181 See industry description for 541810.

541810 This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full

range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

5418101 Ad creation, billed separately

5418102 Media placement, incl. ad creation not billed separately

541810P Primary services

541810SM Other receipts

541810201 Newspapers

541810202 Periodicals

541810203 Television

541810204 Radio, Internet, and other media placements

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