

The 2022-2027 Outlook for Media Buying Agencies in Japan

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Abstracts

This study covers the latent demand outlook for media buying 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 media buying 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 media buying agencies as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for media buying agencies is 54183. It is for this definition that aggregate latent demand estimates are derived. Media buying agencies is specifically defined as follows:

54183 See industry description for 541830.

541830 This industry comprises establishments primarily engaged in purchasing advertising time or space from media outlets and reselling it to advertising agencies or individual companies directly.

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