

The 2023 Report on Advertising Agencies: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

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).

541810P Primary services

5418101 Ad creation, billed separately

5418102 Media placement, incl. ad creation not billed separately

541810SM Other receipts

541810201 Newspapers

541810202 Periodicals

541810203 Television

541810204 Radio, Internet, and other media placements

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