

Global Advertising Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024

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Abstracts

Consumers across the world continue to increase their expenditure on media and entertainment. This includes spending their hard-earned money on acquiring internet access, reading newspapers and magazines, subscribing to television and radio, playing video games, going to the movies, etc. Advertising companies, on the other hand, have never failed to follow consumer eyeballs and have continuously increased their spending on advertising within these media as well as out-of-home and digital advertising. As a result, the global advertising market continues to maintain a strong growth momentum. The pace of growth, however, differs significantly across various segments. Segments such as mobile advertising have witnessed exponential growth over the past few years compared to print advertising which has seen its revenues declining over the same period. Similarly, the performance of the advertising market also differs widely from region to region. Western Europe and North America currently represent the slowest growing areas, exhibiting low-to-mid single digit growth rates. In contrast, emerging markets across Asia Pacific, Eastern and Central Europe, Middle East/Africa and Latin America are exhibiting high single-to-double digit growth rates.

IMARC's latest study "Global Advertising Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024" provides a deep insight into the global advertising industry. The study covers all the aspects of the global advertising market. This ranges from macro overview of the market to micro details of the industry performance, different mediums of advertising, recent trends, leading player profiles, SWOT analysis of the industry, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the advertising industry in any manner.

Key Aspects Analyzed:

Understanding the Global advertising market

Focus of the Analysis:

Composition of the market

Major players

SWOT analysis of the industry

Historical growth trends and driving factors

Market outlook

Television advertising market

Focus of the analysis:

An overview of the television industry

Analysis of various sub-segments with their performance

Major industries that use television as an advertising medium

Major companies that use television as an advertising medium

Historical growth trends and driving factors

Market outlook

Print advertising market

Focus of the analysis:

An overview of the print advertising industry

Analysis of various sub-segments with their performance

Major players in each segment and their performance

Major industries that use print as an advertising medium

Major companies that use print as an advertising medium

Historical growth trends and driving factors

Market outlook

Radio advertising market

Focus of the analysis:

An overview of the radio advertising industry

Radio listenership

Major industries that use radio as an advertising medium

Major companies that use radio as an advertising medium

Historical growth trends and driving factors

Market outlook

Internet/On-line advertising market

Focus of the analysis:

An overview of the Internet/On-line advertising industry

Viewership of various websites

Major industries that use internet as an advertising medium

Major companies that use internet as an advertising medium

Historical growth trends and driving factors

Market outlook

Mobile advertising market

Focus of the analysis:

An overview of the mobile advertising industry

Various forms of mobile advertising

Major industries that use mobile as an advertising medium

Major companies that use mobile as an advertising medium

Historical growth trends and driving factors

Market outlook

Outdoor advertising market

Focus of the analysis:

An overview of the outdoor advertising industry

Analysis of various sub-segments with their performance

Major industries and companies that use outdoor advertising as an advertising medium

Historical growth trends for each sub-segment and driving factors

Market outlook for each sub-segment

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