+44 20 8123 2220
info@marketpublishers.com

Global Television Advertising Market Report & Forecast 2018-2023

https://marketpublishers.com/r/G2D8256337CEN.html
Date: April 2017
Pages: 80
Price: US$ 1,349.00 (Single User License)
ID: G2D8256337CEN

Abstracts

Television represents one of the most popular and widespread forms of media worldwide with around 1.6 billion households having one or more television sets. The prevalence of television makes it a preferred choice for advertisements for both large and small businesses. Television offers advertisers the ability to use motion, colour and audio to send a strong and persuasive message to the audience. The audio-visual effects also help in creating a long-lasting and emotional impact depending on the services and audience of the advertisement. According to IMARC Group's latest report, titled, "Global Television Advertising Market Report & Forecast 2018-2023", the global television advertisement market reached a value of US$ 242 Billion in 2017, exhibiting a CAGR of around 6.8% during 2010-2017.

In spite of the competition from new media platforms, television is expected to remain as the largest advertisement segment. Moreover, the increasing penetration of television in emerging markets, such as Latin America, Eastern Europe, Africa, Middle-East, China and India is also expected to drive the television advertisement market in these regions, thereby facilitating the overall growth of the global television advertisement market.

The report has segmented the market on the basis of service type. Currently, terrestrial TV networks dominate the market, accounting for the majority of the total global share. Terrestrial networks are followed by multi-channel and online television segments. Online television currently represents the fastest growing segment. The report has also segmented the market on the basis of industry, listing the key industries which are actively using television advertising.

The study has further analysed the market on the basis of key regions. North America

+44 20 8123 2220
info@marketpublishers.com

currently represents the largest region for television advertising. Other key regions include Asia-Pacific, Western Europe, Latin America, Eastern Europe and Middle-East and Africa. The report has also analysed the competitive landscape of the market. Some of the key global players operating in this market are CBS, Comcast, News Corporation, Viacom and Cox Communications.

This report provides a deep insight into the global television advertising industry covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, key market drivers and challenges, recent trends, Porter's five forces analysis, television advertising pricing models, margins in television advertising, etc. This report is a must-read for entrepreneurs, researchers, consultants, investors, business strategists, and all those who have any kind of stake or are planning to foray into the television advertising industry in any manner.

+44 20 8123 2220
info@marketpublishers.com

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study
2.2 Stakeholders
2.3 Data Sources
  2.3.1 Primary Sources
  2.3.2 Secondary Sources
2.4 Market Estimation
  2.4.1 Bottom-Up Approach
  2.4.2 Top-Down Approach
2.5 Forecasting Methodology

3 INTRODUCTION

3.1 Overview
3.2 Executive Summary
3.3 Key Industry Trends

4 GLOBAL ADVERTISING MARKET

4.1 Current and Historical Market Trends
4.2 Performance of Various Segments
4.3 Performance of Various Regions
4.4 Key Players and their Market Shares
4.5 Market Forecast

5 GLOBAL TELEVISION ADVERTISING MARKET

5.1 Market Overview
5.2 Current and Historical Market Trends
5.3 Market Breakup by Service Type
  5.3.1 Terrestrial
  5.3.2 Multichannel
  5.3.3 Online
5.4 Performance of Various Regions

+44 20 8123 2220
info@marketpublishers.com

5.4.1 North America
5.4.2 Asia Pacific
5.4.3 Western Europe
5.4.4 Latin America
5.4.5 Eastern Europe
5.4.6 Middle East and Africa
5.5 Market Breakup by Industry
5.6 Market Forecast
5.7 Television Advertising Pricing Models
5.8 SWOT Analysis
5.8.1 Overview
5.8.2 Strengths
5.8.3 Weaknesses
5.8.4 Opportunities
5.8.5 Threats
5.9 Value Chain Analysis
5.9.1 Research
5.9.2 Content Development
5.9.3 Advertising Agencies
5.9.4 Television Channels
5.9.5 Audience
5.10 Porters Five Forces Analysis
5.10.1 Bargaining Power of Suppliers
5.10.2 Bargaining Power of Buyers
5.10.3 Threat of Substitutes
5.10.4 Competitive Rivalry
5.10.5 Threat of New Entrants
5.11 Key Challenges

6 GLOBAL TELEVISION ADVERTISING MARKET: COMPETITIVE LANDSCAPE

6.1 Market Structure
6.2 Profiles of Leading Players

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 5 1: Global: Advertising Market: Sales Value (in US$ Billion), 2010-2017
Figure 5 2: Global: Advertising Market: Breakup by Segment (in %), 2017
Figure 5 3: Global: Advertising Market: Regional Breakup by Value (in US$ Billion), 2010 and 2017
Figure 5 4: Global: Advertising Market: Regional Breakup (in %), 2017
Figure 5 5: Global: Advertising Market: Share of Key Players (in %), 2017
Figure 5 6: Global: Advertising Market Forecast: Sales Value (in US$ Billion), 2018-2023
Figure 5 7: Global: Advertising Market Forecast: Breakup by Segment (in %), 2023
Figure 5 8: Global: Advertising Market Forecast: Regional Breakup (in %), 2023
Figure 6 1: Global: Television Advertising Market: Sales Value (in US$ Billion), 2010-2017
Figure 6 2: Global: Television Advertising Market: Breakup by Segment (in %), 2017
Figure 6 3: Global: Terrestrial Television Advertising Market: Sales Value (in US$ Billion), 2017 and 2023
Figure 6 4: Global: Multichannel Television Advertising Market: Sales Value (in US$ Billion), 2017 and 2023
Figure 6 5: Global: Online Television Advertising Market: Sales Value (in US$ Billion), 2017 and 2023
Figure 6 6: Global: Television Advertising Market: Regional Breakup by Value (in US$ Billion), 2017 and 2023
Figure 6 7: Global: Television Advertising Market: Regional Breakup (in %), 2017
Figure 6 8: North America: Television Advertising Market: Sales Value (in US$ Billion), 2017 and 2023
Figure 6 9: Asia Pacific: Television Advertising Market: Sales Value (in US$ Billion), 2017 and 2023
Figure 6 10: Western Europe: Television Advertising Market: Sales Value (in US$ Billion), 2017 and 2023
Figure 6 11: Latin America: Television Advertising Market: Sales Value (in US$ Billion), 2017 and 2023
Figure 6 12: Eastern Europe: Television Advertising Market: Sales Value (in US$ Billion), 2017 and 2023
Figure 6 13: Middle East and Africa: Television Advertising Market: Sales Value (in US$ Billion), 2017 and 2023
Figure 6 14: Global: Television Advertising Market: Breakup by Industries (in %), 2017

+44 20 8123 2220
info@marketpublishers.com

Figure 6 15: Global: Television Advertising Market Forecast: Sales Value (in US$ Billion), 2018 - 2023
Figure 6 16: Global: Television Advertising Market Forecast: Sales Value by Segment (in US$ Billion), 2018 – 2023
Figure 6 17: Television Advertising Market: Porter's Five Forces Analysis

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 3 1: Global: Advertising Market: Performance of Various Segments, (in US$ Billion), 2010-2017
Table 3 2: Global: Advertising Market Forecast: Performance of Various Segments, (in US$ Billion), 2010-2017

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Global Television Advertising Market Report & Forecast 2018-2023
Product link: https://marketpublishers.com/r/G2D8256337CEN.html
Price: US$ 1,349.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/G2D8256337CEN.html

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 https://marketpublishers.com/docs/terms.html

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