

Television Advertising Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/TFCB60065342EN.html>

Date: September 2023

Pages: 146

Price: US\$ 2,499.00 (Single User License)

ID: TFCB60065342EN

Abstracts

Market Overview:

The global television advertising market size reached US\$ 227.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 285.7 Billion by 2028, exhibiting a growth rate (CAGR) of 3.7% during 2023-2028. The growing sales of smart TVs, increasing utilization of programmatic advertising to publish ads on a wide variety of platforms and rising availability of affordable and customizable TV subscription packages represent some of the key factors driving the market.

Television advertising (TV ad) involves airing of commercials on broadcast, cable, and satellite television channels to promote a product or service. It is also used to promote upcoming programs or product launches during a live event. It comprises music, impressive visuals, and special effects, which are created with a marketing objective. It is designed to be entertaining for capturing the attention of the targeted audience. TV ad also includes infomercials with a call-to-action tone, which can be tracked using audio fingerprinting technology to understand its impact and measure its effectiveness. It requires a short period of time to deliver the message and get the point across effectively. It helps brands in reaching out to a maximum number of individuals and gaining the trust of their potential clients effectively. It also educates the targeted customers about the business and their products and services in details. Furthermore, as it improves the customer retention rate of brands, the demand for TV ad is increasing around the world.

Television Advertising Market Trends:

At present, the rising demand for TV ad among businesses to increase their popularity

and boost overall sales represents one of the primary factors influencing the market positively. Besides this, the increasing purchases of smart TVs integrated with numerous advanced features along with organic light emitting diode (OLED) display is propelling the growth of the market. In addition, the growing utilization of programmatic advertising to publish numerous ads on a wide variety of platforms and expand the reach of the ads is offering a favorable market outlook. Apart from this, there is a rise in the installation of TVs in various commercial buildings, malls, showrooms, and outlets to stream videos and entertain customers with music videos, and movies. This, coupled with the increasing use of TVs in households to watch movies, live matches, and award shows with family and friends, is contributing to the growth of the market. Additionally, the rising adoption of TV ad by small and medium-sized enterprises (SMEs) due to its affordable pricing and effective functionalities is supporting the market growth. Moreover, the increasing availability of affordable and customizable TV subscription packages is bolstering the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global television advertising market report, along with forecasts at the global and regional levels from 2023-2028. Our report has categorized the market based on service type and industry.

Service Type Insights:

- Terrestrial
- Multichannel
- Online

The report has provided a detailed breakup and analysis of the television advertising market based on the service type. This includes terrestrial, multichannel, and online. According to the report, terrestrial represented the largest segment.

Industry Insights:

- Automotives
- Hotels and Restaurants
- Insurance and Finance
- Communication Telecom
- Food and Beverages
- Others

A detailed breakup and analysis of the television advertising market based on the industry has also been provided in the report. This includes automotives, hotels and restaurants, insurance and finance, communication telecom, food and beverages, and others. According to the report, automotive accounted for the largest market share.

Regional Insights:

North America

Asia Pacific

Western Europe

Latin America

Eastern Europe

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Asia Pacific, Western Europe, Latin America, Eastern Europe, and the Middle East and Africa. According to the report, North America was the largest market for television advertising. Some of the factors driving the North America television advertising market included the growing number of small and medium-sized enterprises (SMEs), increasing technological advancements, rising availability of broadcasting channels, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global television advertising market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include CBS, Comcast, News Corporation, Viacom and Cox Communications. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. How big is the global television advertising market?
2. What is the expected growth rate of the global television advertising market during 2023-2028?
3. What are the key factors driving the global television advertising market?

4. What has been the impact of COVID-19 on the global television advertising market?
5. What is the breakup of the global television advertising market based on the service type?
6. What is the breakup of the global television advertising market based on the industry?
7. What are the key regions in the global television advertising market?
8. Who are the key players/companies in the global television advertising market?

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 Impact of COVID-19

5.4 Market Breakup by Service Type

5.4.1 Terrestrial

5.4.1.1 Current and Historical Market Trends

5.4.1.2 Market Forecast

- 5.4.2 Multichannel
 - 5.4.2.1 Current and Historical Market Trends
 - 5.4.2.2 Market Forecast
- 5.4.3 Online
 - 5.4.3.1 Current and Historical Market Trends
 - 5.4.3.2 Market Forecast
- 5.5 Performance of Various Regions
 - 5.5.1 North America
 - 5.5.1.1 Current and Historical Market Trends
 - 5.5.1.2 Market Forecast
 - 5.5.2 Asia Pacific
 - 5.5.2.1 Current and Historical Market Trends
 - 5.5.2.2 Market Forecast
 - 5.5.3 Western Europe
 - 5.5.3.1 Current and Historical Market Trends
 - 5.5.3.2 Market Forecast
 - 5.5.4 Latin America
 - 5.5.4.1 Current and Historical Market Trends
 - 5.5.4.2 Market Forecast
 - 5.5.5 Eastern Europe
 - 5.5.5.1 Current and Historical Market Trends
 - 5.5.5.2 Market Forecast
 - 5.5.6 Middle East and Africa
 - 5.5.6.1 Current and Historical Market Trends
 - 5.5.6.2 Market Forecast
- 5.6 Market Breakup by Industry
 - 5.6.1 Automotives
 - 5.6.1.1 Current and Historical Market Trends
 - 5.6.1.2 Market Forecast
 - 5.6.2 Hotels and Restaurant
 - 5.6.2.1 Current and Historical Market Trends
 - 5.6.2.2 Market Forecast
 - 5.6.3 Insurance and Finance
 - 5.6.3.1 Current and Historical Market Trends
 - 5.6.3.2 Market Forecast
 - 5.6.4 Communication Telecom
 - 5.6.4.1 Current and Historical Market Trends
 - 5.6.4.2 Market Forecast
 - 5.6.5 Food and Beverages

- 5.6.5.1 Current and Historical Market Trends
- 5.6.5.2 Market Forecast
- 5.6.6Others
 - 5.6.6.1 Current and Historical Market Trends
 - 5.6.6.2 Market Forecast
- 5.7Market Forecast
- 5.8Television Advertising Pricing Models
- 5.9SWOT Analysis
 - 5.9.1 Overview
 - 5.9.2 Strengths
 - 5.9.3 Weaknesses
 - 5.9.4 Opportunities
 - 5.9.5 Threats
- 5.10Value Chain Analysis
 - 5.10.1 Research
 - 5.10.2 Content Development
 - 5.10.3 Advertising Agencies
 - 5.10.4 Television Channels
 - 5.10.5 Audience
- 5.11Porters Five Forces Analysis
 - 5.11.1Bargaining Power of Suppliers
 - 5.11.2Bargaining Power of Buyers
 - 5.11.3Threat of Substitutes
 - 5.11.4Competitive Rivalry
 - 5.11.5Threat of New Entrants
- 5.12Key Challenges

6 GLOBAL TELEVISION ADVERTISING MARKET: COMPETITIVE LANDSCAPE

- 6.1Market Structure
- 6.2Profiles of Leading Players

List Of Tables

LIST OF TABLES

Table 1: Global: Advertising Market: Performance of Various Segments, (in Billion US\$), 2017-2022

Table 2: Global: Advertising Market Forecast: Performance of Various Segments, (in Billion US\$), 2023-2028

List Of Figures

LIST OF FIGURES

Figure 1: Global: Television Advertising Market: Major Drivers and Challenges

Figure 2: Global: Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Advertising Market: Breakup by Segment (in %), 2022

Figure 4: Global: Advertising Market: Regional Breakup by Value (in Billion US\$), 2017 and 2022

Figure 5: Global: Advertising Market: Regional Breakup (in %), 2022

Figure 6: Global: Advertising Market: Breakup by Key Players (in %), 2022

Figure 7: Global: Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 8: Global: Advertising Market Forecast: Breakup by Segment (in %), 2028

Figure 9: Global: Advertising Market Forecast: Regional Breakup (in %), 2028

Figure 10: Global: Television Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 11: Global: Television Advertising Market: Breakup by Segment (in %), 2022

Figure 12: Global: Terrestrial Television Advertising Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 13: Global: Terrestrial Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 14: Global: Multichannel Television Advertising Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 15: Global: Multichannel Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 16: Global: Online Television Advertising Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 17: Global: Online Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 18: Global: Television Advertising Market: Regional Breakup by Value (in Billion US\$), 2022 and 2028

Figure 19: Global: Television Advertising Market: Regional Breakup (in %), 2022

Figure 20: North America: Television Advertising Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 21: North America: Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 22: Asia Pacific: Television Advertising Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 23: Asia Pacific: Television Advertising Market Forecast: Sales Value (in Billion

US\$), 2023-2028

Figure 24: Western Europe: Television Advertising Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 25: Western Europe: Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 26: Latin America: Television Advertising Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 27: Latin America: Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 28: Eastern Europe: Television Advertising Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 29: Eastern Europe: Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 30: Middle East and Africa: Television Advertising Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 31: Middle East and Africa: Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 32: Global: Television Advertising Market: Breakup by Industries (in %), 2022

Figure 33: Global: Television Advertising (Automotives) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 34: Global: Television Advertising (Automotives) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 35: Global: Television Advertising (Hotels and Restaurant) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 36: Global: Television Advertising (Hotels and Restaurant) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 37: Global: Television Advertising (Insurance and Finance) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 38: Global: Television Advertising (Insurance and Finance) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 39: Global: Television Advertising (Communication Telecom) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 40: Global: Television Advertising (Communication Telecom) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 41: Global: Television Advertising (Food and Beverages) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 42: Global: Television Advertising (Food and Beverages) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 43: Global: Television Advertising (Others) Market: Sales Value (in Billion US\$),

2017 & 2022

Figure 44: Global: Television Advertising (Others) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 45: Global: Television Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 46: Global: Television Advertising Market Forecast: Sales Value by Segment (in Billion US\$), 2023-2028

Figure 47: Global: Television Advertising Industry: SWOT Analysis

Figure 48: Global: Television Advertising Industry: Porter's Five Forces Analysis

Figure 49: Global: Television Advertising Industry: Value Chain Analysis

I would like to order

Product name: Television Advertising Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/TFCB60065342EN.html>

Price: US\$ 2,499.00 (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/TFCB60065342EN.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**

Customer 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

