

Television Advertising Market Report by Service Type (Terrestrial, Multichannel, Online), Industry (Automotives, Hotels and Restaurants, Insurance and Finance, Communication Telecom, Food and Beverages, and Others), and Region 2024-2032

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Abstracts

The global television advertising market size reached US\$ 235.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 322.0 Billion by 2032, exhibiting a growth rate (CAGR) of 3.4% during 2024-2032. 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 2024-2032. 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 2024-2032?

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?

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