

Asia Pacific Digital Video Advertising Market By Type (Desktop and Mobile), By End User (Retail, Media & Entertainment, Automotive, Telecom, Financial Services, Consumer Goods & Electronics and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Asia Pacific Digital Video Advertising Market would witness market growth of 42.9% CAGR during the forecast period (2020-2026).

The growing adoption of OTT platforms by a number of individuals worldwide has provided advertisers with an opportunity to penetrate the digital video advertising market more effectively. The introduction of high-speed internet at reasonable rates and the growing need for consumers to access subscription-free distribution of content offer advertisers' greater opportunities to increase reach and facilitate efficient generation of revenue.

The ability to practice various forms of advertising like pre, mid, and post-roll advertising, and not to skip ads by closing ad windows, gives brands and agencies a higher chance of delivering their messages to audiences. In addition, in-banner digital video ads and companion ads also enable marketers to pursue their marketing campaigns along with ensuring that viewer experience is not hindered, which guarantees continued growth opportunities.

Marketers are well aware that consumers are now relying on their phones for news, shopping and a significant portion of their entertainment. Therefore, forward-thinking brands have worked to make their advertisements, websites, and even mobile services more mobile-friendly. Creating this intuitive user interface is crucial at a time when almost half of all online transactions are conducted on smartphones.

In addition to transforming the way users consume, mobile phones have also continued

to influence how brands create video content. Most of the videos recorded on mobile devices today are shot in an upright format known as vertical video. It's a development that has driven many companies to create vertical advertisements for platforms like Instagram Stories, Snapchat, and even Facebook. Using this format enables marketers to engage with customers of the modern era and reduce on-screen distractions.

Based on Type, the market is segmented into Desktop and Mobile. Based on End User, the market is segmented into Retail, Media & Entertainment, Automotive, Telecom, Financial Services, Consumer Goods & Electronics and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Verizon Communications, Inc., Tremor International Ltd., RTL Group S.A. (SpotX, Inc.), Publicis Groupe (Epsilon Data Management, LLC), Advertise.com, Inc., PubMatic, Inc. (Komli Media), Viant Technology, LLC (Time, Inc.), ZypMedia, Inc., JW Player, Inc., and Chocolate, Inc.

Scope of the Study

Market Segmentation:

By Type

Desktop

Mobile

By End User

Retail

Media & Entertainment

Automotive

Telecom

Financial Services

Consumer Goods & Electronics

Others

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

Companies Profiled

Verizon Communications, Inc.

Tremor International Ltd.

RTL Group S.A. (SpotX, Inc.)

Publicis Groupe (Epsilon Data Management, LLC)

Advertise.com, Inc.

PubMatic, Inc. (Komli Media)

Viant Technology, LLC (Time, Inc.)

ZypMedia, Inc.

JW Player, Inc.

Chocolate, Inc.

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