

# **LAMEA 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 Latin America, Middle East and Africa Digital Video Advertising Market would witness market growth of 43.4% CAGR during the forecast period (2020-2026).

The integration of Big Data Analytics and Advertising provides exciting business growth prospects due to the production of large volumes of user data. The vast amount of data allowed marketers to carefully analyze user data and display specially curated advertisements based on the audience's viewing trends. In addition, the introduction of analytical tools into advertising systems allows marketers to assess the efficacy of advertisement campaigns and to make appropriate improvements as and when necessary.

Staying ahead of the game in terms of digital video ads also looks like a good bet for the future. The integration of traditional television and programming is expected to be the next big thing in ad-tech. There are already strong indications that TV is programmatic. Established players are partnering with data analytics companies to measure the effectiveness and engagement rate of their advertising campaigns. This helps companies to take the necessary measures as and when necessary. Companies have also experienced technological disruptions in order to provide better services to their clients.

These video advertisements are going to help people make decisions. The content of the video should be important to the target audience. The video advertisement also helps the marketer to target audiences on multiscreen in one go. Digital video helps to

build global visibility. One of the key benefits of online video ads is that the outcomes can be monitored and even when and how much money is spent can be monitored, saving both time and money.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

### 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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