

North America 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 North America Digital Video Advertising Market would witness market growth of 38.4% CAGR during the forecast period (2020-2026).

The emergence of new technologies, such as vertical filming and 360° digital videos, has given rise to major opportunities for the growth of the digital video advertising industry. These advanced video techniques present a better perception of the subject being advertised, as compared to traditional methods, consequently attracting new customers. In addition, these methods provide advertisers with the ability to conceptualize and create more successful advertising campaigns, thus encouraging brands to leverage digital video advertising methods. Advances in video filming technology have also led to newer and improved production equipment that allows videographers to capture high-quality and more comprehensive videos with smaller durations that are more successful in delivering brand messages to audiences.

Rapidly developing adoption of connected TVs among individuals is the promotion of digital video advertising methodologies by brands and marketers. Provision for access to individual social media accounts, analysis of viewing trends, and effective search engine optimization enables brands and marketers to make relevant advertisements available to people. Connected TV facilitates the transmission of highly personalized, focused and HD-quality advertising that enhance brand exposure and promote brand loyalty. In addition, the on-going trend among people to avoid skipping on TV ads makes it possible for marketers to display brand messages more effectively, thereby

providing a boost to market growth.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

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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