

2017-2022 China Advertising Market Report (Status and Outlook)

<https://marketpublishers.com/r/27DBA3FD7ECEN.html>

Date: November 2017

Pages: 117

Price: US\$ 3,360.00 (Single User License)

ID: 27DBA3FD7ECEN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In 2016, the Advertising market size was xx million USD in China, and it will be xx million USD in 2022, with a CAGR of xx% between 2016 and 2022.

In China market, the top players include

WPP

Omnicom Group

Dentsu Inc.

PublicisGroupe

IPG

Havas SA

Focus Media Group

Guangdong Advertising Co., Ltd.

Bluefocus Communication Group Co., Ltd.

SiMei Media

AVIC Culture Co.,Ltd.

Yinlimedia

Hunan TV and Broadcast Intermediary Co., Ltd.

Guangdong Guangzhou Daily Media Co., Ltd.

Beijing Bashi Media Co., Ltd.

Dahe Group

China Television Media

Spearhead Integrated Marketing Communication Group

Shanghai Xinhua Media Co., Ltd.

Chengdu B-ray Media Co., Ltd.

Split by product types/category, covering

TV Advertising

Newspaper & Magazine Advertising

Outdoors Advertising

Radio Advertising

Internet Advertising

Others

Split by applications/end use industries, covers

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

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