

# 2018-2023 Global Advertising Market Report (Status and Outlook)

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## Abstracts

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

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Advertising market for 2018-2023.

Advertising is the process of making product and service known to the marketplace. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. Advertising is communicated through various mass media, including old media such as newspapers, magazines, Television, Radio, outdoor advertising or direct mail; or new media such as search results, blogs, websites or text messages.

There are many major kinds of Advertising including TV Advertising, Newspaper & Magazine Advertising, Outdoors Advertising, Radio Advertising, Internet Advertising and Others. TV Advertising is mostly popular, with a market share nearly 46.72% in 2015. The Advertising in China is mainly put on the industries, including Food & Beverage Industry, Vehicles Industry, Health and Medical Industry, Commercial and Personal Services, Consumer Goods and Others. The Food & Beverage Industry is the most served, with a market share nearly 25.68% in 2015.

Over the next five years, LPI(LP Information) projects that Advertising will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Advertising market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

TV Advertising

Newspaper & Magazine Advertising

Radio Advertising

Internet Advertising

Others

Segmentation by application:

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

Spain

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

WPP

Omnicom Group

Dentsu Inc.

PublicisGroupe

IPG

Havas SA

Focus Media Group

AVIC Culture Co.,Ltd.

Guangdong Advertising Co., Ltd.

Bluefocus Communication Group Co., Ltd.

SiMei Media

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.

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Advertising market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Advertising market by identifying its various subsegments.

Focuses on the key global Advertising players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Advertising with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Advertising submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### 2018-2023 GLOBAL ADVERTISING MARKET REPORT (STATUS AND OUTLOOK)

#### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

#### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Advertising Market Size 2013-2023
  - 2.1.2 Advertising Market Size CAGR by Region
- 2.2 Advertising Segment by Type
  - 2.2.1 TV Advertising
  - 2.2.2 Newspaper & Magazine Advertising
  - 2.2.3 Outdoors Advertising
  - 2.2.4 Radio Advertising
  - 2.2.5 Internet Advertising
  - 2.2.6 Others
- 2.3 Advertising Market Size by Type
  - 2.3.1 Global Advertising Market Size Market Share by Type (2013-2018)
  - 2.3.2 Global Advertising Market Size Growth Rate by Type (2013-2018)
- 2.4 Advertising Segment by Application
  - 2.4.1 Food & Beverage Industry
  - 2.4.2 Vehicles Industry
  - 2.4.3 Health and Medical Industry
  - 2.4.4 Commercial and Personal Services
  - 2.4.5 Consumer Goods
  - 2.4.6 Others
- 2.5 Advertising Market Size by Application
  - 2.5.1 Global Advertising Market Size Market Share by Application (2013-2018)
  - 2.5.2 Global Advertising Market Size Growth Rate by Application (2013-2018)

### **3 GLOBAL ADVERTISING BY PLAYERS**

#### 3.1 Global Advertising Market Size Market Share by Players

##### 3.1.1 Global Advertising Market Size by Players (2016-2018)

##### 3.1.2 Global Advertising Market Size Market Share by Players (2016-2018)

#### 3.2 Global Advertising Key Players Head office and Products Offered

#### 3.3 Market Concentration Rate Analysis

##### 3.3.1 Competition Landscape Analysis

##### 3.3.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

#### 3.4 New Products and Potential Entrants

#### 3.5 Mergers & Acquisitions, Expansion

### **4 ADVERTISING BY REGIONS**

#### 4.1 Advertising Market Size by Regions

#### 4.2 Americas Advertising Market Size Growth

#### 4.3 APAC Advertising Market Size Growth

#### 4.4 Europe Advertising Market Size Growth

#### 4.5 Middle East & Africa Advertising Market Size Growth

### **5 AMERICAS**

#### 5.1 Americas Advertising Market Size by Countries

#### 5.2 Americas Advertising Market Size by Type

#### 5.3 Americas Advertising Market Size by Application

#### 5.4 United States

#### 5.5 Canada

#### 5.6 Mexico

#### 5.7 Key Economic Indicators of Few Americas Countries

### **6 APAC**

#### 6.1 APAC Advertising Market Size by Countries

#### 6.2 APAC Advertising Market Size by Type

#### 6.3 APAC Advertising Market Size by Application

#### 6.4 China

#### 6.5 Japan

#### 6.6 Korea

#### 6.7 Southeast Asia



- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe Advertising by Countries
- 7.2 Europe Advertising Market Size by Type
- 7.3 Europe Advertising Market Size by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Advertising by Countries
- 8.2 Middle East & Africa Advertising Market Size by Type
- 8.3 Middle East & Africa Advertising Market Size by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers and Impact
  - 9.1.1 Growing Demand from Key Regions
  - 9.1.2 Growing Demand from Key Applications and Potential Industries
- 9.2 Market Challenges and Impact
- 9.3 Market Trends

## **10 GLOBAL ADVERTISING MARKET FORECAST**

- 10.1 Global Advertising Market Size Forecast (2018-2023)

- 10.2 Global Advertising Forecast by Regions
  - 10.2.1 Global Advertising Forecast by Regions (2018-2023)
  - 10.2.2 Americas Market Forecast
  - 10.2.3 APAC Market Forecast
  - 10.2.4 Europe Market Forecast
  - 10.2.5 Middle East & Africa Market Forecast
- 10.3 Americas Forecast by Countries
  - 10.3.1 United States Market Forecast
  - 10.3.2 Canada Market Forecast
  - 10.3.3 Mexico Market Forecast
  - 10.3.4 Brazil Market Forecast
- 10.4 APAC Forecast by Countries
  - 10.4.1 China Market Forecast
  - 10.4.2 Japan Market Forecast
  - 10.4.3 Korea Market Forecast
  - 10.4.4 Southeast Asia Market Forecast
  - 10.4.5 India Market Forecast
  - 10.4.6 Australia Market Forecast
- 10.5 Europe Forecast by Countries
  - 10.5.1 Germany Market Forecast
  - 10.5.2 France Market Forecast
  - 10.5.3 UK Market Forecast
  - 10.5.4 Italy Market Forecast
  - 10.5.5 Russia Market Forecast
  - 10.5.6 Spain Market Forecast
- 10.6 Middle East & Africa Forecast by Countries
  - 10.6.1 Egypt Market Forecast
  - 10.6.2 South Africa Market Forecast
  - 10.6.3 Israel Market Forecast
  - 10.6.4 Turkey Market Forecast
  - 10.6.5 GCC Countries Market Forecast
- 10.7 Global Advertising Forecast by Type
- 10.8 Global Advertising Forecast by Application

## **11 KEY PLAYERS ANALYSIS**

- 11.1 WPP
  - 11.1.1 Company Details
  - 11.1.2 Advertising Product Offered

- 11.1.3 WPP Advertising Revenue, Gross Margin and Market Share (2016-2018)
- 11.1.4 Main Business Overview
- 11.1.5 WPP News
- 11.2 Omnicom Group
  - 11.2.1 Company Details
  - 11.2.2 Advertising Product Offered
  - 11.2.3 Omnicom Group Advertising Revenue, Gross Margin and Market Share (2016-2018)
  - 11.2.4 Main Business Overview
  - 11.2.5 Omnicom Group News
- 11.3 Dentsu Inc.
  - 11.3.1 Company Details
  - 11.3.2 Advertising Product Offered
  - 11.3.3 Dentsu Inc. Advertising Revenue, Gross Margin and Market Share (2016-2018)
  - 11.3.4 Main Business Overview
  - 11.3.5 Dentsu Inc. News
- 11.4 PublicisGroupe
  - 11.4.1 Company Details
  - 11.4.2 Advertising Product Offered
  - 11.4.3 PublicisGroupe Advertising Revenue, Gross Margin and Market Share (2016-2018)
  - 11.4.4 Main Business Overview
  - 11.4.5 PublicisGroupe News
- 11.5 IPG
  - 11.5.1 Company Details
  - 11.5.2 Advertising Product Offered
  - 11.5.3 IPG Advertising Revenue, Gross Margin and Market Share (2016-2018)
  - 11.5.4 Main Business Overview
  - 11.5.5 IPG News
- 11.6 Havas SA
  - 11.6.1 Company Details
  - 11.6.2 Advertising Product Offered
  - 11.6.3 Havas SA Advertising Revenue, Gross Margin and Market Share (2016-2018)
  - 11.6.4 Main Business Overview
  - 11.6.5 Havas SA News
- 11.7 Focus Media Group
  - 11.7.1 Company Details
  - 11.7.2 Advertising Product Offered
  - 11.7.3 Focus Media Group Advertising Revenue, Gross Margin and Market Share

(2016-2018)

11.7.4 Main Business Overview

11.7.5 Focus Media Group News

11.8 AVIC Culture Co.,Ltd.

11.8.1 Company Details

11.8.2 Advertising Product Offered

11.8.3 AVIC Culture Co.,Ltd. Advertising Revenue, Gross Margin and Market Share

(2016-2018)

11.8.4 Main Business Overview

11.8.5 AVIC Culture Co.,Ltd. News

11.9 Guangdong Advertising Co., Ltd.

11.9.1 Company Details

11.9.2 Advertising Product Offered

11.9.3 Guangdong Advertising Co., Ltd. Advertising Revenue, Gross Margin and Market Share (2016-2018)

11.9.4 Main Business Overview

11.9.5 Guangdong Advertising Co., Ltd. News

11.10 Bluefocus Communication Group Co., Ltd.

11.10.1 Company Details

11.10.2 Advertising Product Offered

11.10.3 Bluefocus Communication Group Co., Ltd. Advertising Revenue, Gross Margin and Market Share (2016-2018)

11.10.4 Main Business Overview

11.10.5 Bluefocus Communication Group Co., Ltd. News

11.11 SiMei Media

11.12 Yinlimedia

11.13 Hunan TV and Broadcast Intermediary Co., Ltd.

11.14 Guangdong Guangzhou Daily Media Co., Ltd.

11.15 Beijing Bashi Media Co., Ltd.

11.16 Dahe Group

11.17 China Television Media

11.18 Spearhead Integrated Marketing

11.19 Communication Group

11.20 Shanghai Xinhua Media Co., Ltd.

11.21 Chengdu B-ray Media Co., Ltd.

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Table Product Specifications of Advertising  
Figure Advertising Report Years Considered  
Figure Market Research Methodology  
Figure Global Advertising Market Size Growth Rate 2013-2023 (\$ Millions)  
Table Advertising Market Size CAGR by Region 2013-2023 (\$ Millions)  
Table Major Players of TV Advertising  
Table Major Players of Newspaper & Magazine Advertising  
Table Major Players of Outdoors Advertising  
Table Major Players of Radio Advertising  
Table Major Players of Internet Advertising  
Table Major Players of Others  
Table Market Size by Type (2013-2018) (\$ Millions)  
Table Global Advertising Market Size Market Share by Type (2013-2018)  
Figure Global Advertising Market Size Market Share by Type (2013-2018)  
Figure Global TV Advertising Market Size Growth Rate  
Figure Global Newspaper & Magazine Advertising Market Size Growth Rate  
Figure Global Outdoors Advertising Market Size Growth Rate  
Figure Global Radio Advertising Market Size Growth Rate  
Figure Global Internet Advertising Market Size Growth Rate  
Figure Global Others Market Size Growth Rate  
Figure Advertising Consumed in Food & Beverage Industry  
Figure Global Advertising Market: Food & Beverage Industry (2013-2018) (\$ Millions)  
Figure Global Food & Beverage Industry YoY Growth (\$ Millions)  
Figure Advertising Consumed in Vehicles Industry  
Figure Global Advertising Market: Vehicles Industry (2013-2018) (\$ Millions)  
Figure Global Vehicles Industry YoY Growth (\$ Millions)  
Figure Advertising Consumed in Health and Medical Industry  
Figure Global Advertising Market: Health and Medical Industry (2013-2018) (\$ Millions)  
Figure Global Health and Medical Industry YoY Growth (\$ Millions)  
Figure Advertising Consumed in Commercial and Personal Services  
Figure Global Advertising Market: Commercial and Personal Services (2013-2018) (\$ Millions)  
Figure Global Commercial and Personal Services YoY Growth (\$ Millions)  
Figure Advertising Consumed in Consumer Goods  
Figure Global Advertising Market: Consumer Goods (2013-2018) (\$ Millions)

Figure Global Consumer Goods YoY Growth (\$ Millions)  
Table Global Advertising Market Size by Application (2013-2018) (\$ Millions)  
Table Global Advertising Market Size Market Share by Application (2013-2018)  
Figure Global Advertising Market Size Market Share by Application (2013-2018)  
Figure Global Advertising Market Size in Food & Beverage Industry Growth Rate  
Figure Global Advertising Market Size in Vehicles Industry Growth Rate  
Figure Global Advertising Market Size in Health and Medical Industry Growth Rate  
Figure Global Advertising Market Size in Commercial and Personal Services Growth Rate  
Figure Global Advertising Market Size in Consumer Goods Growth Rate  
Figure Global Advertising Market Size in Others Growth Rate  
Table Global Advertising Revenue by Players (2016-2018) (\$ Millions)  
Table Global Advertising Revenue Market Share by Players (2016-2018)  
Figure Global Advertising Revenue Market Share by Players in 2017  
Table Global Advertising Key Players Head office and Products Offered  
Table Advertising Concentration Ratio (CR3, CR5 and CR10) (2016-2018)  
Table Global Advertising Market Size by Regions 2013-2018 (\$ Millions)  
Table Global Advertising Market Size Market Share by Regions 2013-2018  
Figure Global Advertising Market Size Market Share by Regions 2013-2018  
Figure Americas Advertising Market Size 2013-2018 (\$ Millions)  
Figure APAC Advertising Market Size 2013-2018 (\$ Millions)  
Figure Europe Advertising Market Size 2013-2018 (\$ Millions)  
Figure Middle East & Africa Advertising Market Size 2013-2018 (\$ Millions)  
Table Americas Advertising Market Size by Countries (2013-2018) (\$ Millions)  
Table Americas Advertising Market Size Market Share by Countries (2013-2018)  
Figure Americas Advertising Market Size Market Share by Countries in 2017  
Table Americas Advertising Market Size by Type (2013-2018) (\$ Millions)  
Table Americas Advertising Market Size Market Share by Type (2013-2018)  
Figure Americas Advertising Market Size Market Share by Type in 2017  
Table Americas Advertising Market Size by Application (2013-2018) (\$ Millions)  
Table Americas Advertising Market Size Market Share by Application (2013-2018)  
Figure Americas Advertising Market Size Market Share by Application in 2017  
Figure United States Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure Canada Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure Mexico Advertising Market Size Growth 2013-2018 (\$ Millions)  
Table APAC Advertising Market Size by Countries (2013-2018) (\$ Millions)  
Table APAC Advertising Market Size Market Share by Countries (2013-2018)  
Figure APAC Advertising Market Size Market Share by Countries in 2017  
Table APAC Advertising Market Size by Type (2013-2018) (\$ Millions)

Table APAC Advertising Market Size Market Share by Type (2013-2018)  
Figure APAC Advertising Market Size Market Share by Type in 2017  
Table APAC Advertising Market Size by Application (2013-2018) (\$ Millions)  
Table APAC Advertising Market Size Market Share by Application (2013-2018)  
Figure APAC Advertising Market Size Market Share by Application in 2017  
Figure China Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure Japan Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure Korea Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure Southeast Asia Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure India Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure Australia Advertising Market Size Growth 2013-2018 (\$ Millions)  
Table Europe Advertising Market Size by Countries (2013-2018) (\$ Millions)  
Table Europe Advertising Market Size Market Share by Countries (2013-2018)  
Figure Europe Advertising Market Size Market Share by Countries in 2017  
Table Europe Advertising Market Size by Type (2013-2018) (\$ Millions)  
Table Europe Advertising Market Size Market Share by Type (2013-2018)  
Figure Europe Advertising Market Size Market Share by Type in 2017  
Table Europe Advertising Market Size by Application (2013-2018) (\$ Millions)  
Table Europe Advertising Market Size Market Share by Application (2013-2018)  
Figure Europe Advertising Market Size Market Share by Application in 2017  
Figure Germany Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure France Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure UK Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure Italy Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure Russia Advertising Market Size Growth 2013-2018 (\$ Millions)  
Figure Spain Advertising Market Size Growth 2013-2018 (\$ Millions)  
Table Middle East & Africa Advertising Market Size by Countries (2013-2018) (\$ Millions)  
Table Middle East & Africa Advertising Market Size Market Share by Countries (2013-2018)  
Figure Middle East & Africa Advertising Market Size Market Share by Countries in 2017  
Table Middle East & Africa Advertising Market Size by Type (2013-2018) (\$ Millions)  
Table Middle East & Africa Advertising Market Size Market Share by Type (2013-2018)  
Figure Middle East & Africa Advertising Market Size Market Share by Type in 2017  
Table Middle East & Africa Advertising Market Size by Application (2013-2018) (\$ Millions)  
Table Middle East & Africa Advertising Market Size Market Share by Application (2013-2018)  
Figure Middle East & Africa Advertising Market Size Market Share by Application in

2017

Figure Egypt Advertising Market Size Growth 2013-2018 (\$ Millions)

Figure South Africa Advertising Market Size Growth 2013-2018 (\$ Millions)

Figure Israel Advertising Market Size Growth 2013-2018 (\$ Millions)

Figure Turkey Advertising Market Size Growth 2013-2018 (\$ Millions)

Figure GCC Countries Advertising Market Size Growth 2013-2018 (\$ Millions)

Figure Global Advertising Market Size Forecast (2018-2023) (\$ Millions)

Table Global Advertising Market Size Forecast by Regions (2018-2023) (\$ Millions)

Table Global Advertising Market Size Market Share Forecast by Regions

Figure Americas Advertising Market Size 2018-2023 (\$ Millions)

Figure APAC Advertising Market Size 2018-2023 (\$ Millions)

Figure Europe Advertising Market Size 2018-2023 (\$ Millions)

Figure Middle East & Africa Advertising Market Size 2018-2023 (\$ Millions)

Figure United States Advertising Market Size 2018-2023 (\$ Millions)

Figure Canada Advertising Market Size 2018-2023 (\$ Millions)

Figure Mexico Advertising Market Size 2018-2023 (\$ Millions)

Figure Brazil Advertising Market Size 2018-2023 (\$ Millions)

Figure China Advertising Market Size 2018-2023 (\$ Millions)

Figure Japan Advertising Market Size 2018-2023 (\$ Millions)

Figure Korea Advertising Market Size 2018-2023 (\$ Millions)

Figure Southeast Asia Advertising Market Size 2018-2023 (\$ Millions)

Figure India Advertising Market Size 2018-2023 (\$ Millions)

Figure Australia Advertising Market Size 2018-2023 (\$ Millions)

Figure Germany Advertising Market Size 2018-2023 (\$ Millions)

Figure France Advertising Market Size 2018-2023 (\$ Millions)

Figure UK Advertising Market Size 2018-2023 (\$ Millions)

Figure Italy Advertising Market Size 2018-2023 (\$ Millions)

Figure Russia Advertising Market Size 2018-2023 (\$ Millions)

Figure Spain Advertising Market Size 2018-2023 (\$ Millions)

Figure Egypt Advertising Market Size 2018-2023 (\$ Millions)

Figure South Africa Advertising Market Size 2018-2023 (\$ Millions)

Figure Israel Advertising Market Size 2018-2023 (\$ Millions)

Figure Turkey Advertising Market Size 2018-2023 (\$ Millions)

Figure GCC Countries Advertising Market Size 2018-2023 (\$ Millions)

Table Global Advertising Market Size Forecast by Type (2018-2023) (\$ Millions)

Table Global Advertising Market Size Market Share Forecast by Type (2018-2023)

Table Global Advertising Market Size Forecast by Application (2018-2023) (\$ Millions)

Table Global Advertising Market Size Market Share Forecast by Application  
(2018-2023)



Table WPP Basic Information, Head Office, Major Market Areas and Its Competitors

Table WPP Advertising Revenue and Gross Margin (2016-2018)

Figure WPP Advertising Market Share (2016-2018)

Table Omnicom Group Basic Information, Head Office, Major Market Areas and Its Competitors

Table Omnicom Group Advertising Revenue and Gross Margin (2016-2018)

Figure Omnicom Group Advertising Market Share (2016-2018)

Table Dentsu Inc. Basic Information, Head Office, Major Market Areas and Its Competitors

Table Dentsu Inc. Advertising Revenue and Gross Margin (2016-2018)

Figure Dentsu Inc. Advertising Market Share (2016-2018)

Table PublicisGroupe Basic Information, Head Office, Major Market Areas and Its Competitors

Table PublicisGroupe Advertising Revenue and Gross Margin (2016-2018)

Figure PublicisGroupe Advertising Market Share (2016-2018)

Table IPG Basic Information, Head Office, Major Market Areas and Its Competitors

Table IPG Advertising Revenue and Gross Margin (2016-2018)

Figure IPG Advertising Market Share (2016-2018)

Table Havas SA Basic Information, Head Office, Major Market Areas and Its Competitors

Table Havas SA Advertising Revenue and Gross Margin (2016-2018)

Figure Havas SA Advertising Market Share (2016-2018)

Table Focus Media Group Basic Information, Head Office, Major Market Areas and Its Competitors

Table Focus Media Group Advertising Revenue and Gross Margin (2016-2018)

Figure Focus Media Group Advertising Market Share (2016-2018)

Table AVIC Culture Co.,Ltd. Basic Information, Head Office, Major Market Areas and Its Competitors

Table AVIC Culture Co.,Ltd. Advertising Revenue and Gross Margin (2016-2018)

Figure AVIC Culture Co.,Ltd. Advertising Market Share (2016-2018)

Table Guangdong Advertising Co., Ltd. Basic Information, Head Office, Major Market Areas and Its Competitors

Table Guangdong Advertising Co., Ltd. Advertising Revenue and Gross Margin (2016-2018)

Figure Guangdong Advertising Co., Ltd. Advertising Market Share (2016-2018)

Table Bluefocus Communication Group Co., Ltd. Basic Information, Head Office, Major Market Areas and Its Competitors

Table Bluefocus Communication Group Co., Ltd. Advertising Revenue and Gross Margin (2016-2018)

Figure Bluefocus Communication Group Co., Ltd. Advertising Market Share  
(2016-2018)

Table SiMei Media Basic Information, Head Office, Major Market Areas and Its  
Competitors

Table Yinlimedia Basic Information, Head Office, Major Market Areas and Its  
Competitors

Table Hunan TV and Broadcast Intermediary Co., Ltd. Basic Information, Head Office,  
Major Market Areas and Its Competitors

Table Guangdong Guangzhou Daily Media Co., Ltd. Basic Information, Head Office,  
Major Market Areas and Its Competitors

Table Beijing Bashi Media Co., Ltd. Basic Information, Head Office, Major Market Areas  
and Its Competitors

Table Dahe Group Basic Information, Head Office, Major Market Areas and Its  
Competitors

Table China Television Media Basic Information, Head Office, Major Market Areas and  
Its Competitors

Table Spearhead Integrated Marketing Basic Information, Head Office, Major Market  
Areas and Its Competitors

Table Communication Group Basic Information, Head Office, Major Market Areas and  
Its Competitors

Table Shanghai Xinhua Media Co., Ltd. Basic Information, Head Office, Major Market  
Areas and Its Competitors

Table Chengdu B-ray Media Co., Ltd. Basic Information, Head Office, Major Market  
Areas and Its Competitors

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