

Global Advertising Video Production Market Growth (Status and Outlook) 2023-2029

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Abstracts

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

Video advertising encompasses online display advertisements that have video within them, but it is generally accepted that it refers to advertising that occurs before, during and/or after a video stream on the internet.

The advertising units used in this instance are pre-roll, mid-roll, and post-roll and all of these ad units are like the traditional spot advertising you see on television, although often they are 'cut-down' to be a shorter version than their TV counterparts if they are run online.

Broadcast websites such as Sky.com and itv.com have such advertising on their sites, as do newspaper websites such as The Telegraph, and The Guardian. In 2010, video ads accounted for 12.8% of all videos viewed and 1.2% of all minutes spent viewing video online.

In July 2014 Facebook paid an estimated \$400 million to acquire LiveRail, a video advertising distributor which uses Real-time bidding to place more than 7 billion video ads a month.

LPI (LP Information)' newest research report, the "Advertising Video Production Industry Forecast" looks at past sales and reviews total world Advertising Video Production sales in 2022, providing a comprehensive analysis by region and market sector of projected Advertising Video Production sales for 2023 through 2029. With Advertising Video Production sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Advertising

Video Production industry.

This Insight Report provides a comprehensive analysis of the global Advertising Video Production landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Advertising Video Production portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Advertising Video Production market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Advertising Video Production and breaks down the forecast by type, by application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Advertising Video Production.

The global Advertising Video Production market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Advertising Video Production is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Advertising Video Production is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Advertising Video Production is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Advertising Video Production players cover WPP Group, Omnicom Group, Publicis Group, Interpublic Group, Dentsu, The Mill, BBDO, One Media Group and Allua Limited, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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

Market Segmentation:

Segmentation by type

Product Video

Explainer Videos

Branded Video

Interactive Video

Others

Segmentation by application

Retail

Manufacturing

Education

Finances

HealthCare

Music Industry

Professional Services

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

WPP Group

Omnicom Group

Publicis Group

Interpublic Group

Dentsu

The Mill

BBDO

One Media Group

Allua Limited

Yum Yum Videos

Epipheo Studios

Sandwich Video

Demo Duck

Thinkmojo

Explanify

Switch Video

Grumo Media

Wyzowl

Blink Tower

Industrial Light and Magic

Rodeo Fx

Legend 3D

Framestore

Cinesite

Moving Picture Company (MPC)

Weta Digital

Deluxe Entertainment

DNEG

Pinewood Studios

Sony Pictures Imageworks

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