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Global Audience Measurement Solutions Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global Audience Measurement Solutions market size will reach US$ 4859 million by 2031.

Audience Measurement Solutions refer to technologies, software platforms, and methodologies used to collect, analyze, and report data on audience engagement across media platforms such as television, radio, online streaming, digital ads, social media, and out-of-home (OOH) displays. These solutions are critical for broadcasters, advertisers, content creators, and media planners to understand viewer demographics, behavior, content performance, and advertising effectiveness.

United States market for Audience Measurement Solutions is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Audience Measurement Solutions is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Audience Measurement Solutions is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Audience Measurement Solutions players cover Nielsen, Kantar, Comscore, GfK, Ipsos, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “Audience Measurement Solutions Industry Forecast” looks at past sales and reviews total world Audience Measurement

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Solutions sales in 2024, providing a comprehensive analysis by region and market sector of projected Audience Measurement Solutions sales for 2025 through 2031. With Audience Measurement Solutions sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Audience Measurement Solutions industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Audience Measurement Solutions 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 Audience Measurement Solutions.

This report presents a comprehensive overview, market shares, and growth opportunities of Audience Measurement Solutions market by product type, application, key players and key regions and countries.

Segmentation by Type:

Software as a Service (SaaS)

On-Premise Hardware

Embedded System APIs

Others

Segmentation by Application:

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- Broadcast & Cable TV
- Streaming/OTT Platforms
- Advertising & Media Buying
- Public Transport & Smart Cities
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe

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- 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.

- Nielsen
- Kantar
- Comscore
- GfK
- Ipsos
- BARB

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Numeris

Conviva

RSG Media

PwC

JCDecaux Group

Contentsquare

Quividi

Gemius

Promise Media

Tubular

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