

# Global Digital Audience Measurement Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/G3DD1ED31942EN.html>

Date: May 2024

Pages: 113

Price: US\$ 3,660.00 (Single User License)

ID: G3DD1ED31942EN

## Abstracts

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

Digital audience measurement is the process of collecting and analyzing data to understand the behavior of people who interact with digital media, such as websites, mobile apps, and social media platforms. This information is crucial for businesses and organizations to understand their target audience, measure the effectiveness of their marketing campaigns, and make informed decisions about their digital strategy.

The global Digital Audience Measurement market size is projected to grow from US\$ million in 2023 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

LPI (LP Information)' newest research report, the "Digital Audience Measurement Industry Forecast" looks at past sales and reviews total world Digital Audience Measurement sales in 2023, providing a comprehensive analysis by region and market sector of projected Digital Audience Measurement sales for 2024 through 2030. With Digital Audience Measurement sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital Audience Measurement industry.

This Insight Report provides a comprehensive analysis of the global Digital Audience Measurement 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 Digital Audience Measurement portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique

position in an accelerating global Digital Audience Measurement market.

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

Several factors are driving the growth of the digital audience measurement market:

**Increasing digital advertising:** The digital advertising market is growing, driven by the growing popularity of mobile devices and social media. This growth is driving the demand for accurate audience measurement solutions to ensure that ads are reaching the right people.

**Need for cross-platform measurement:** Consumers are increasingly consuming media across multiple platforms, such as smartphones, tablets, and computers. This trend is creating a need for measurement solutions that can track audience behavior across all platforms.

**Privacy regulations:** Privacy regulations, such as GDPR and CCPA, are increasing the demand for privacy-compliant audience measurement solutions.

**Advancements in technology:** Advancements in technology, such as artificial intelligence and machine learning, are making it possible to collect and analyze data more effectively. This is leading to more accurate and insightful audience measurement solutions.

The digital audience measurement market faces several challenges:

**Data privacy concerns:** Consumers are increasingly concerned about how their data is collected and used. This is making it more difficult for companies to collect accurate audience data.

**Ad blocking:** Ad blocking is on the rise, making it more difficult to reach audiences with online advertising.

**Data fragmentation:** Audience data is often fragmented across different platforms and devices. This makes it difficult to get a complete picture of the audience.

**Technological challenges:** Keeping up with the latest technological advancements can be expensive and time-consuming.

**Opportunities:**

Despite the challenges, the digital audience measurement market presents several opportunities:

**Growth of programmatic advertising:** Programmatic advertising growth is creating a demand for more sophisticated audience measurement solutions that can help advertisers target the right people with the right ads.

**Emergence of new technologies:** New technologies, such as artificial intelligence and machine learning, are creating opportunities for more accurate and insightful audience measurement.

**Expansion into new markets:** The digital audience measurement market is still relatively new, and there is potential for growth in emerging markets.

The digital audience measurement market is a growing market with significant potential. Companies that can provide accurate, insightful, and privacy-compliant audience measurement solutions will be well-positioned to capitalize on this growth.

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

Segmentation by type

Site-centric

User-centric

Segmentation by application

Advertisers

Media Agency

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.

Nielsen

Tubular

YouGov

GeoPoll

Kantar

Comscore

GfK

RSG Media

PwC

JCDecaux Group

Contentsquare

Ipsos

Quividi

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Figure 78. Global Digital Audience Measurement Market Size Market Share Forecast by Type (2025-2030)

Figure 79. Global Digital Audience Measurement Market Size Market Share Forecast by Application (2025-2030)

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