

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

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Abstracts

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A digital video ad is any ad containing a video that is delivered via an internet network (3G, 4G, Fiber, xDSL, etc.) and displayed on an internet-connected device (laptop, smartphone, tablet, TV).

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

This Insight Report provides a comprehensive analysis of the global Digital Video Advertising 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 Video Advertising portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Video Advertising market.

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

The global Digital Video Advertising 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 Digital Video Advertising 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 Digital Video Advertising 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 Digital Video Advertising is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Digital Video Advertising players cover Conversant, JW Player, Tremor International, Verizon Media, Viant Technology, Interactive Advertising Bureau, BuzzFeed, Mashable Vice and Facebook, 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 Digital Video Advertising market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

In-stream Video Ad

Out-stream Video Ad

Segmentation by application

Retail

Automotive

Financial Services

Telecom

Consumer Goods and Electronics

Media and Entertainment

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.

Conversant

JW Player

Tremor International

Verizon Media

Viant Technology

Interactive Advertising Bureau

Buzzfeed

Mashable Vice

Facebook

Google

Yahoo

Microsoft

AOL

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