

Global Video Audience Measurement Market Growth (Status and Outlook) 2023-2029

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Abstracts

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VAM (Video Audience Measurement) captures video consumption from linear television, OTT services and online viewing on all devices and platforms.

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

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

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

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

Global key Video Audience Measurement players cover Comscore, Numeris, VideoAmp, Tvbeat, TVSquared, Samba TV and TVision Insights, 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 Video Audience Measurement market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Viewing Time

Viewing Times

Segmentation by application

TV and Smart TV

Notebook Computer

Desktop

Intelligent Mobile Phone

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.

Comscore

Numeris

VideoAmp

Tvbeat

TVSquared

Samba TV

TVision Insights

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