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2020-2025 Global In-Game Advertising Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

In-game advertising refers to advertisements that appear in video games. These ads can either be programmed into the game and unchangeable (static) or programmed to be changed like on an advertising network (dynamic).
This report elaborates the market size, market characteristics, and market growth of the In-Game Advertising industry, and breaks down according to the type, application, and consumption area of In-Game Advertising. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for In-Game Advertising in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.
In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global In-Game Advertising market covered in Chapter 13:
Giftgaming
Playwire Media Inc
Gamelin Advergames.
RapidFire, Inc
Media Spike Inc.
Double Fusion
Social Tokens Ltd
Social Growth Technologies, Inc
Electronic Arts Inc

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Engage Advertising

In Chapter 6, on the basis of types, the In-Game Advertising market from 2015 to 2025 is primarily split into:
Static
Dynamic
Advergaming

In Chapter 7, on the basis of applications, the In-Game Advertising market from 2015 to 2025 covers:
Mobile
Computing
Console

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:
United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:
North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK
France
Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India

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South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:
Historical Years: 2015-2019
Base Year: 2019
Estimated Year: 2020
Forecast Period: 2020-2025

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