

# 2020-2025 Global Media Planning Software Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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## Abstracts

Media planning software is a type of software used by advertisers and agencies to get a complete overview and helps manage their campaign plans, marketing activities, and annual summaries in a faster and smarter digital way.

This report elaborates the market size, market characteristics, and market growth of the Media Planning Software industry, and breaks down according to the type, application, and consumption area of Media Planning Software. 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 Media Planning Software 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 Media Planning Software market covered in Chapter 13:

BluHorn

Bionic (NextMark)

Mediatool

comScore

Telmar

remags

Strata

SQAD

Centro

## SAP

HeyOrca

Quintiq (Dassault Systemes)

In Chapter 6, on the basis of types, the Media Planning Software market from 2015 to 2025 is primarily split into:

On-Premise

Cloud-Based

In Chapter 7, on the basis of applications, the Media Planning Software market from 2015 to 2025 covers:

SMBs

Large Business

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

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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