

Global Advertising Services Market Report 2019, Competitive Landscape, Trends and Opportunities

<https://marketpublishers.com/r/GF1DCDC0AB59EN.html>

Date: December 2019

Pages: 114

Price: US\$ 2,950.00 (Single User License)

ID: GF1DCDC0AB59EN

Abstracts

The Advertising Services market has witnessed growth from USD XX million to USD XX million from 2014 to 2019. With the CAGR of X.X%, this market is estimated to reach USD XX million in 2026.

The report mainly studies the size, recent trends and development status of the Advertising Services market, as well as investment opportunities, government policy, market dynamics (drivers, restraints, opportunities), supply chain and competitive landscape. Technological innovation and advancement will further optimize the performance of the product, making it more widely used in downstream applications. Moreover, Porter's Five Forces Analysis (potential entrants, suppliers, substitutes, buyers, industry competitors) provides crucial information for knowing the Advertising Services market.

Major players in the global Advertising Services market include:

Focus Media Group

Guangdong Advertising Co., Ltd.

Dahe Group

IPG

Havas SA

WPP

Beijing Bashi Media Co., Ltd.

Bluefocus Communication Group Co., Ltd.

Guangdong Guangzhou Daily Media Co., Ltd.

PublicisGroupe

AVIC Culture Co.,Ltd.

Dentsu Inc.

SiMei Media

Yinlimedia

Omnicom Group

Hunan TV and Broadcast Intermediary Co., Ltd.

On the basis of types, the Advertising Services market is primarily split into:

TV Advertising

Newspaper & Magazine Advertising

Outdoors Advertising

Radio Advertising

Internet Advertising

Other

On the basis of applications, the market covers:

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Other

Geographically, the report includes the research on production, consumption, revenue, market share and growth rate, and forecast (2014-2026) of the following regions:

United States

Europe (Germany, UK, France, Italy, Spain, Russia, Poland)

China

Japan

India

Southeast Asia (Malaysia, Singapore, Philippines, Indonesia, Thailand, Vietnam)

Central and South America (Brazil, Mexico, Colombia)

Middle East and Africa (Saudi Arabia, United Arab Emirates, Turkey, Egypt, South Africa, Nigeria)

Other Regions

Chapter 1 provides an overview of Advertising Services market, containing global revenue, global production, sales, and CAGR. The forecast and analysis of Advertising Services market by type, application, and region are also presented in this chapter.

Chapter 2 is about the market landscape and major players. It provides competitive

situation and market concentration status along with the basic information of these players.

Chapter 3 provides a full-scale analysis of major players in Advertising Services industry. The basic information, as well as the profiles, applications and specifications of products market performance along with Business Overview are offered.

Chapter 4 gives a worldwide view of Advertising Services market. It includes production, market share revenue, price, and the growth rate by type.

Chapter 5 focuses on the application of Advertising Services, by analyzing the consumption and its growth rate of each application.

Chapter 6 is about production, consumption, export, and import of Advertising Services in each region.

Chapter 7 pays attention to the production, revenue, price and gross margin of Advertising Services in markets of different regions. The analysis on production, revenue, price and gross margin of the global market is covered in this part.

Chapter 8 concentrates on manufacturing analysis, including key raw material analysis, cost structure analysis and process analysis, making up a comprehensive analysis of manufacturing cost.

Chapter 9 introduces the industrial chain of Advertising Services. Industrial chain analysis, raw material sources and downstream buyers are analyzed in this chapter.

Chapter 10 provides clear insights into market dynamics.

Chapter 11 prospects the whole Advertising Services market, including the global production and revenue forecast, regional forecast. It also foresees the Advertising Services market by type and application.

Chapter 12 concludes the research findings and refines all the highlights of the study.

Chapter 13 introduces the research methodology and sources of research data for your understanding.

Years considered for this report:

Historical Years: 2014-2018

Base Year: 2019

Estimated Year: 2019

Forecast Period: 2019-2026

Contents

1 ADVERTISING SERVICES MARKET OVERVIEW

1.1 Product Overview and Scope of Advertising Services

1.2 Advertising Services Segment by Type

1.2.1 Global Advertising Services Production and CAGR (%) Comparison by Type (2014-2026)

1.2.2 The Market Profile of TV Advertising

1.2.3 The Market Profile of Newspaper & Magazine Advertising

1.2.4 The Market Profile of Outdoors Advertising

1.2.5 The Market Profile of Radio Advertising

1.2.6 The Market Profile of Internet Advertising

1.2.7 The Market Profile of Other

1.3 Global Advertising Services Segment by Application

1.3.1 Advertising Services Consumption (Sales) Comparison by Application (2014-2026)

1.3.2 The Market Profile of Food & Beverage Industry

1.3.3 The Market Profile of Vehicles Industry

1.3.4 The Market Profile of Health and Medical Industry

1.3.5 The Market Profile of Commercial and Personal Services

1.3.6 The Market Profile of Consumer Goods

1.3.7 The Market Profile of Other

1.4 Global Advertising Services Market by Region (2014-2026)

1.4.1 Global Advertising Services Market Size (Value) and CAGR (%) Comparison by Region (2014-2026)

1.4.2 United States Advertising Services Market Status and Prospect (2014-2026)

1.4.3 Europe Advertising Services Market Status and Prospect (2014-2026)

1.4.3.1 Germany Advertising Services Market Status and Prospect (2014-2026)

1.4.3.2 UK Advertising Services Market Status and Prospect (2014-2026)

1.4.3.3 France Advertising Services Market Status and Prospect (2014-2026)

1.4.3.4 Italy Advertising Services Market Status and Prospect (2014-2026)

1.4.3.5 Spain Advertising Services Market Status and Prospect (2014-2026)

1.4.3.6 Russia Advertising Services Market Status and Prospect (2014-2026)

1.4.3.7 Poland Advertising Services Market Status and Prospect (2014-2026)

1.4.4 China Advertising Services Market Status and Prospect (2014-2026)

1.4.5 Japan Advertising Services Market Status and Prospect (2014-2026)

1.4.6 India Advertising Services Market Status and Prospect (2014-2026)

1.4.7 Southeast Asia Advertising Services Market Status and Prospect (2014-2026)

- 1.4.7.1 Malaysia Advertising Services Market Status and Prospect (2014-2026)
- 1.4.7.2 Singapore Advertising Services Market Status and Prospect (2014-2026)
- 1.4.7.3 Philippines Advertising Services Market Status and Prospect (2014-2026)
- 1.4.7.4 Indonesia Advertising Services Market Status and Prospect (2014-2026)
- 1.4.7.5 Thailand Advertising Services Market Status and Prospect (2014-2026)
- 1.4.7.6 Vietnam Advertising Services Market Status and Prospect (2014-2026)
- 1.4.8 Central and South America Advertising Services Market Status and Prospect (2014-2026)
 - 1.4.8.1 Brazil Advertising Services Market Status and Prospect (2014-2026)
 - 1.4.8.2 Mexico Advertising Services Market Status and Prospect (2014-2026)
 - 1.4.8.3 Colombia Advertising Services Market Status and Prospect (2014-2026)
- 1.4.9 Middle East and Africa Advertising Services Market Status and Prospect (2014-2026)
 - 1.4.9.1 Saudi Arabia Advertising Services Market Status and Prospect (2014-2026)
 - 1.4.9.2 United Arab Emirates Advertising Services Market Status and Prospect (2014-2026)
 - 1.4.9.3 Turkey Advertising Services Market Status and Prospect (2014-2026)
 - 1.4.9.4 Egypt Advertising Services Market Status and Prospect (2014-2026)
 - 1.4.9.5 South Africa Advertising Services Market Status and Prospect (2014-2026)
 - 1.4.9.6 Nigeria Advertising Services Market Status and Prospect (2014-2026)
- 1.5 Global Market Size (Value) of Advertising Services (2014-2026)
 - 1.5.1 Global Advertising Services Revenue Status and Outlook (2014-2026)
 - 1.5.2 Global Advertising Services Production Status and Outlook (2014-2026)

2 GLOBAL ADVERTISING SERVICES MARKET LANDSCAPE BY PLAYER

- 2.1 Global Advertising Services Production and Share by Player (2014-2019)
- 2.2 Global Advertising Services Revenue and Market Share by Player (2014-2019)
- 2.3 Global Advertising Services Average Price by Player (2014-2019)
- 2.4 Advertising Services Manufacturing Base Distribution, Sales Area and Product Type by Player
- 2.5 Advertising Services Market Competitive Situation and Trends
 - 2.5.1 Advertising Services Market Concentration Rate
 - 2.5.2 Advertising Services Market Share of Top 3 and Top 6 Players
 - 2.5.3 Mergers & Acquisitions, Expansion

3 PLAYERS PROFILES

3.1 Focus Media Group

3.1.1 Focus Media Group Basic Information, Manufacturing Base, Sales Area and Competitors

3.1.2 Advertising Services Product Profiles, Application and Specification

3.1.3 Focus Media Group Advertising Services Market Performance (2014-2019)

3.1.4 Focus Media Group Business Overview

3.2 Guangdong Advertising Co., Ltd.

3.2.1 Guangdong Advertising Co., Ltd. Basic Information, Manufacturing Base, Sales Area and Competitors

3.2.2 Advertising Services Product Profiles, Application and Specification

3.2.3 Guangdong Advertising Co., Ltd. Advertising Services Market Performance (2014-2019)

3.2.4 Guangdong Advertising Co., Ltd. Business Overview

3.3 Dahe Group

3.3.1 Dahe Group Basic Information, Manufacturing Base, Sales Area and Competitors

3.3.2 Advertising Services Product Profiles, Application and Specification

3.3.3 Dahe Group Advertising Services Market Performance (2014-2019)

3.3.4 Dahe Group Business Overview

3.4 IPG

3.4.1 IPG Basic Information, Manufacturing Base, Sales Area and Competitors

3.4.2 Advertising Services Product Profiles, Application and Specification

3.4.3 IPG Advertising Services Market Performance (2014-2019)

3.4.4 IPG Business Overview

3.5 Havas SA

3.5.1 Havas SA Basic Information, Manufacturing Base, Sales Area and Competitors

3.5.2 Advertising Services Product Profiles, Application and Specification

3.5.3 Havas SA Advertising Services Market Performance (2014-2019)

3.5.4 Havas SA Business Overview

3.6 WPP

3.6.1 WPP Basic Information, Manufacturing Base, Sales Area and Competitors

3.6.2 Advertising Services Product Profiles, Application and Specification

3.6.3 WPP Advertising Services Market Performance (2014-2019)

3.6.4 WPP Business Overview

3.7 Beijing Bashi Media Co., Ltd.

3.7.1 Beijing Bashi Media Co., Ltd. Basic Information, Manufacturing Base, Sales Area and Competitors

3.7.2 Advertising Services Product Profiles, Application and Specification

3.7.3 Beijing Bashi Media Co., Ltd. Advertising Services Market Performance (2014-2019)

- 3.7.4 Beijing Bashi Media Co., Ltd. Business Overview
- 3.8 Bluefocus Communication Group Co., Ltd.
 - 3.8.1 Bluefocus Communication Group Co., Ltd. Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.8.2 Advertising Services Product Profiles, Application and Specification
 - 3.8.3 Bluefocus Communication Group Co., Ltd. Advertising Services Market Performance (2014-2019)
 - 3.8.4 Bluefocus Communication Group Co., Ltd. Business Overview
- 3.9 Guangdong Guangzhou Daily Media Co., Ltd.
 - 3.9.1 Guangdong Guangzhou Daily Media Co., Ltd. Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.9.2 Advertising Services Product Profiles, Application and Specification
 - 3.9.3 Guangdong Guangzhou Daily Media Co., Ltd. Advertising Services Market Performance (2014-2019)
 - 3.9.4 Guangdong Guangzhou Daily Media Co., Ltd. Business Overview
- 3.10 PublicisGroupe
 - 3.10.1 PublicisGroupe Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.10.2 Advertising Services Product Profiles, Application and Specification
 - 3.10.3 PublicisGroupe Advertising Services Market Performance (2014-2019)
 - 3.10.4 PublicisGroupe Business Overview
- 3.11 AVIC Culture Co.,Ltd.
 - 3.11.1 AVIC Culture Co.,Ltd. Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.11.2 Advertising Services Product Profiles, Application and Specification
 - 3.11.3 AVIC Culture Co.,Ltd. Advertising Services Market Performance (2014-2019)
 - 3.11.4 AVIC Culture Co.,Ltd. Business Overview
- 3.12 Dentsu Inc.
 - 3.12.1 Dentsu Inc. Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.12.2 Advertising Services Product Profiles, Application and Specification
 - 3.12.3 Dentsu Inc. Advertising Services Market Performance (2014-2019)
 - 3.12.4 Dentsu Inc. Business Overview
- 3.13 SiMei Media
 - 3.13.1 SiMei Media Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.13.2 Advertising Services Product Profiles, Application and Specification
 - 3.13.3 SiMei Media Advertising Services Market Performance (2014-2019)
 - 3.13.4 SiMei Media Business Overview

3.14 Yinlimedia

3.14.1 Yinlimedia Basic Information, Manufacturing Base, Sales Area and Competitors

3.14.2 Advertising Services Product Profiles, Application and Specification

3.14.3 Yinlimedia Advertising Services Market Performance (2014-2019)

3.14.4 Yinlimedia Business Overview

3.15 Omnicom Group

3.15.1 Omnicom Group Basic Information, Manufacturing Base, Sales Area and Competitors

3.15.2 Advertising Services Product Profiles, Application and Specification

3.15.3 Omnicom Group Advertising Services Market Performance (2014-2019)

3.15.4 Omnicom Group Business Overview

3.16 Hunan TV and Broadcast Intermediary Co., Ltd.

3.16.1 Hunan TV and Broadcast Intermediary Co., Ltd. Basic Information, Manufacturing Base, Sales Area and Competitors

3.16.2 Advertising Services Product Profiles, Application and Specification

3.16.3 Hunan TV and Broadcast Intermediary Co., Ltd. Advertising Services Market Performance (2014-2019)

3.16.4 Hunan TV and Broadcast Intermediary Co., Ltd. Business Overview

4 GLOBAL ADVERTISING SERVICES PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

4.1 Global Advertising Services Production and Market Share by Type (2014-2019)

4.2 Global Advertising Services Revenue and Market Share by Type (2014-2019)

4.3 Global Advertising Services Price by Type (2014-2019)

4.4 Global Advertising Services Production Growth Rate by Type (2014-2019)

4.4.1 Global Advertising Services Production Growth Rate of TV Advertising (2014-2019)

4.4.2 Global Advertising Services Production Growth Rate of Newspaper & Magazine Advertising (2014-2019)

4.4.3 Global Advertising Services Production Growth Rate of Outdoors Advertising (2014-2019)

4.4.4 Global Advertising Services Production Growth Rate of Radio Advertising (2014-2019)

4.4.5 Global Advertising Services Production Growth Rate of Internet Advertising (2014-2019)

4.4.6 Global Advertising Services Production Growth Rate of Other (2014-2019)

5 GLOBAL ADVERTISING SERVICES MARKET ANALYSIS BY APPLICATION

5.1 Global Advertising Services Consumption and Market Share by Application (2014-2019)

5.2 Global Advertising Services Consumption Growth Rate by Application (2014-2019)

5.2.1 Global Advertising Services Consumption Growth Rate of Food & Beverage Industry (2014-2019)

5.2.2 Global Advertising Services Consumption Growth Rate of Vehicles Industry (2014-2019)

5.2.3 Global Advertising Services Consumption Growth Rate of Health and Medical Industry (2014-2019)

5.2.4 Global Advertising Services Consumption Growth Rate of Commercial and Personal Services (2014-2019)

5.2.5 Global Advertising Services Consumption Growth Rate of Consumer Goods (2014-2019)

5.2.6 Global Advertising Services Consumption Growth Rate of Other (2014-2019)

6 GLOBAL ADVERTISING SERVICES PRODUCTION, CONSUMPTION, EXPORT, IMPORT BY REGION (2014-2019)

6.1 Global Advertising Services Consumption by Region (2014-2019)

6.2 United States Advertising Services Production, Consumption, Export, Import (2014-2019)

6.3 Europe Advertising Services Production, Consumption, Export, Import (2014-2019)

6.4 China Advertising Services Production, Consumption, Export, Import (2014-2019)

6.5 Japan Advertising Services Production, Consumption, Export, Import (2014-2019)

6.6 India Advertising Services Production, Consumption, Export, Import (2014-2019)

6.7 Southeast Asia Advertising Services Production, Consumption, Export, Import (2014-2019)

6.8 Central and South America Advertising Services Production, Consumption, Export, Import (2014-2019)

6.9 Middle East and Africa Advertising Services Production, Consumption, Export, Import (2014-2019)

7 GLOBAL ADVERTISING SERVICES PRODUCTION, REVENUE (VALUE) BY REGION (2014-2019)

7.1 Global Advertising Services Production and Market Share by Region (2014-2019)

7.2 Global Advertising Services Revenue (Value) and Market Share by Region (2014-2019)

7.3 Global Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

7.4 United States Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

7.5 Europe Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

7.6 China Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

7.7 Japan Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

7.8 India Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

7.9 Southeast Asia Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

7.10 Central and South America Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

7.11 Middle East and Africa Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

8 ADVERTISING SERVICES MANUFACTURING ANALYSIS

8.1 Advertising Services Key Raw Materials Analysis

8.1.1 Key Raw Materials Introduction

8.1.2 Price Trend of Key Raw Materials

8.1.3 Key Suppliers of Raw Materials

8.1.4 Market Concentration Rate of Raw Materials

8.2 Manufacturing Cost Analysis

8.2.1 Labor Cost Analysis

8.2.2 Manufacturing Cost Structure Analysis

8.3 Manufacturing Process Analysis of Advertising Services

9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

9.1 Advertising Services Industrial Chain Analysis

9.2 Raw Materials Sources of Advertising Services Major Players in 2018

9.3 Downstream Buyers

10 MARKET DYNAMICS

10.1 Drivers

10.2 Restraints

10.3 Opportunities

10.3.1 Advances in Innovation and Technology for Advertising Services

10.3.2 Increased Demand in Emerging Markets

10.4 Challenges

10.4.1 The Performance of Alternative Product Type is Getting Better and Better

10.4.2 Price Variance Caused by Fluctuations in Raw Material Prices

10.5 Porter's Five Forces Analysis

10.5.1 Threat of New Entrants

10.5.2 Threat of Substitutes

10.5.3 Bargaining Power of Suppliers

10.5.4 Bargaining Power of Buyers

10.5.5 Intensity of Competitive Rivalry

11 GLOBAL ADVERTISING SERVICES MARKET FORECAST (2019-2026)

11.1 Global Advertising Services Production, Revenue Forecast (2019-2026)

11.1.1 Global Advertising Services Production and Growth Rate Forecast (2019-2026)

11.1.2 Global Advertising Services Revenue and Growth Rate Forecast (2019-2026)

11.1.3 Global Advertising Services Price and Trend Forecast (2019-2026)

11.2 Global Advertising Services Production, Consumption, Export and Import Forecast by Region (2019-2026)

11.2.1 United States Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

11.2.2 Europe Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

11.2.3 China Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

11.2.4 Japan Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

11.2.5 India Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

11.2.6 Southeast Asia Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

11.2.7 Central and South America Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

11.2.8 Middle East and Africa Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

11.3 Global Advertising Services Production, Revenue and Price Forecast by Type (2019-2026)

11.4 Global Advertising Services Consumption Forecast by Application (2019-2026)

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

13.1 Methodology

13.2 Research Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Advertising Services Product Picture

Table Global Advertising Services Production and CAGR (%) Comparison by Type

Table Profile of TV Advertising

Table Profile of Newspaper & Magazine Advertising

Table Profile of Outdoors Advertising

Table Profile of Radio Advertising

Table Profile of Internet Advertising

Table Profile of Other

Table Advertising Services Consumption (Sales) Comparison by Application
(2014-2026)

Table Profile of Food & Beverage Industry

Table Profile of Vehicles Industry

Table Profile of Health and Medical Industry

Table Profile of Commercial and Personal Services

Table Profile of Consumer Goods

Table Profile of Other

Figure Global Advertising Services Market Size (Value) and CAGR (%) (2014-2026)

Figure United States Advertising Services Revenue and Growth Rate (2014-2026)

Figure Europe Advertising Services Revenue and Growth Rate (2014-2026)

Figure Germany Advertising Services Revenue and Growth Rate (2014-2026)

Figure UK Advertising Services Revenue and Growth Rate (2014-2026)

Figure France Advertising Services Revenue and Growth Rate (2014-2026)

Figure Italy Advertising Services Revenue and Growth Rate (2014-2026)

Figure Spain Advertising Services Revenue and Growth Rate (2014-2026)

Figure Russia Advertising Services Revenue and Growth Rate (2014-2026)

Figure Poland Advertising Services Revenue and Growth Rate (2014-2026)

Figure China Advertising Services Revenue and Growth Rate (2014-2026)

Figure Japan Advertising Services Revenue and Growth Rate (2014-2026)

Figure India Advertising Services Revenue and Growth Rate (2014-2026)

Figure Southeast Asia Advertising Services Revenue and Growth Rate (2014-2026)

Figure Malaysia Advertising Services Revenue and Growth Rate (2014-2026)

Figure Singapore Advertising Services Revenue and Growth Rate (2014-2026)

Figure Philippines Advertising Services Revenue and Growth Rate (2014-2026)

Figure Indonesia Advertising Services Revenue and Growth Rate (2014-2026)

Figure Thailand Advertising Services Revenue and Growth Rate (2014-2026)

Figure Vietnam Advertising Services Revenue and Growth Rate (2014-2026)
Figure Central and South America Advertising Services Revenue and Growth Rate (2014-2026)
Figure Brazil Advertising Services Revenue and Growth Rate (2014-2026)
Figure Mexico Advertising Services Revenue and Growth Rate (2014-2026)
Figure Colombia Advertising Services Revenue and Growth Rate (2014-2026)
Figure Middle East and Africa Advertising Services Revenue and Growth Rate (2014-2026)
Figure Saudi Arabia Advertising Services Revenue and Growth Rate (2014-2026)
Figure United Arab Emirates Advertising Services Revenue and Growth Rate (2014-2026)
Figure Turkey Advertising Services Revenue and Growth Rate (2014-2026)
Figure Egypt Advertising Services Revenue and Growth Rate (2014-2026)
Figure South Africa Advertising Services Revenue and Growth Rate (2014-2026)
Figure Nigeria Advertising Services Revenue and Growth Rate (2014-2026)
Figure Global Advertising Services Production Status and Outlook (2014-2026)
Table Global Advertising Services Production by Player (2014-2019)
Table Global Advertising Services Production Share by Player (2014-2019)
Figure Global Advertising Services Production Share by Player in 2018
Table Advertising Services Revenue by Player (2014-2019)
Table Advertising Services Revenue Market Share by Player (2014-2019)
Table Advertising Services Price by Player (2014-2019)
Table Advertising Services Manufacturing Base Distribution and Sales Area by Player
Table Advertising Services Product Type by Player
Table Mergers & Acquisitions, Expansion Plans
Table Focus Media Group Profile
Table Focus Media Group Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)
Table Guangdong Advertising Co., Ltd. Profile
Table Guangdong Advertising Co., Ltd. Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)
Table Dahe Group Profile
Table Dahe Group Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)
Table IPG Profile
Table IPG Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)
Table Havas SA Profile
Table Havas SA Advertising Services Production, Revenue, Price and Gross Margin

(2014-2019)

Table WPP Profile

Table WPP Advertising Services Production, Revenue, Price and Gross Margin
(2014-2019)

Table Beijing Bashi Media Co., Ltd. Profile

Table Beijing Bashi Media Co., Ltd. Advertising Services Production, Revenue, Price
and Gross Margin (2014-2019)

Table Bluefocus Communication Group Co., Ltd. Profile

Table Bluefocus Communication Group Co., Ltd. Advertising Services Production,
Revenue, Price and Gross Margin (2014-2019)

Table Guangdong Guangzhou Daily Media Co., Ltd. Profile

Table Guangdong Guangzhou Daily Media Co., Ltd. Advertising Services Production,
Revenue, Price and Gross Margin (2014-2019)

Table PublicisGroupe Profile

Table PublicisGroupe Advertising Services Production, Revenue, Price and Gross
Margin (2014-2019)

Table AVIC Culture Co.,Ltd. Profile

Table AVIC Culture Co.,Ltd. Advertising Services Production, Revenue, Price and
Gross Margin (2014-2019)

Table Dentsu Inc. Profile

Table Dentsu Inc. Advertising Services Production, Revenue, Price and Gross Margin
(2014-2019)

Table SiMei Media Profile

Table SiMei Media Advertising Services Production, Revenue, Price and Gross Margin
(2014-2019)

Table Yinlimedia Profile

Table Yinlimedia Advertising Services Production, Revenue, Price and Gross Margin
(2014-2019)

Table Omnicom Group Profile

Table Omnicom Group Advertising Services Production, Revenue, Price and Gross
Margin (2014-2019)

Table Hunan TV and Broadcast Intermediary Co., Ltd. Profile

Table Hunan TV and Broadcast Intermediary Co., Ltd. Advertising Services Production,
Revenue, Price and Gross Margin (2014-2019)

Table Global Advertising Services Production by Type (2014-2019)

Table Global Advertising Services Production Market Share by Type (2014-2019)

Figure Global Advertising Services Production Market Share by Type in 2018

Table Global Advertising Services Revenue by Type (2014-2019)

Table Global Advertising Services Revenue Market Share by Type (2014-2019)

Figure Global Advertising Services Revenue Market Share by Type in 2018
Table Advertising Services Price by Type (2014-2019)
Figure Global Advertising Services Production Growth Rate of TV Advertising (2014-2019)
Figure Global Advertising Services Production Growth Rate of Newspaper & Magazine Advertising (2014-2019)
Figure Global Advertising Services Production Growth Rate of Outdoors Advertising (2014-2019)
Figure Global Advertising Services Production Growth Rate of Radio Advertising (2014-2019)
Figure Global Advertising Services Production Growth Rate of Internet Advertising (2014-2019)
Figure Global Advertising Services Production Growth Rate of Other (2014-2019)
Table Global Advertising Services Consumption by Application (2014-2019)
Table Global Advertising Services Consumption Market Share by Application (2014-2019)
Table Global Advertising Services Consumption of Food & Beverage Industry (2014-2019)
Table Global Advertising Services Consumption of Vehicles Industry (2014-2019)
Table Global Advertising Services Consumption of Health and Medical Industry (2014-2019)
Table Global Advertising Services Consumption of Commercial and Personal Services (2014-2019)
Table Global Advertising Services Consumption of Consumer Goods (2014-2019)
Table Global Advertising Services Consumption of Other (2014-2019)
Table Global Advertising Services Consumption by Region (2014-2019)
Table Global Advertising Services Consumption Market Share by Region (2014-2019)
Table United States Advertising Services Production, Consumption, Export, Import (2014-2019)
Table Europe Advertising Services Production, Consumption, Export, Import (2014-2019)
Table China Advertising Services Production, Consumption, Export, Import (2014-2019)
Table Japan Advertising Services Production, Consumption, Export, Import (2014-2019)
Table India Advertising Services Production, Consumption, Export, Import (2014-2019)
Table Southeast Asia Advertising Services Production, Consumption, Export, Import (2014-2019)
Table Central and South America Advertising Services Production, Consumption, Export, Import (2014-2019)
Table Middle East and Africa Advertising Services Production, Consumption, Export,

Import (2014-2019)

Table Global Advertising Services Production by Region (2014-2019)

Table Global Advertising Services Production Market Share by Region (2014-2019)

Figure Global Advertising Services Production Market Share by Region (2014-2019)

Figure Global Advertising Services Production Market Share by Region in 2018

Table Global Advertising Services Revenue by Region (2014-2019)

Table Global Advertising Services Revenue Market Share by Region (2014-2019)

Figure Global Advertising Services Revenue Market Share by Region (2014-2019)

Figure Global Advertising Services Revenue Market Share by Region in 2018

Table Global Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

Table United States Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

Table Europe Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

Table China Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

Table Japan Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

Table India Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

Table Southeast Asia Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

Table Central and South America Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

Table Middle East and Africa Advertising Services Production, Revenue, Price and Gross Margin (2014-2019)

Table Key Raw Materials Introduction of Advertising Services

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Market Concentration Rate of Raw Materials

Figure Manufacturing Cost Structure Analysis

Figure Manufacturing Process Analysis of Advertising Services

Figure Advertising Services Industrial Chain Analysis

Table Raw Materials Sources of Advertising Services Major Players in 2018

Table Downstream Buyers

Figure Global Advertising Services Production and Growth Rate Forecast (2019-2026)

Figure Global Advertising Services Revenue and Growth Rate Forecast (2019-2026)

Figure Global Advertising Services Price and Trend Forecast (2019-2026)

Table United States Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

Table Europe Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

Table China Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

Table Japan Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

Table India Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

Table Southeast Asia Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

Table Southeast Asia Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

Table Middle East and Africa Advertising Services Production, Consumption, Export and Import Forecast (2019-2026)

Table Global Advertising Services Market Production Forecast, by Type

Table Global Advertising Services Production Volume Market Share Forecast, by Type

Table Global Advertising Services Market Revenue Forecast, by Type

Table Global Advertising Services Revenue Market Share Forecast, by Type

Table Global Advertising Services Price Forecast, by Type

Table Global Advertising Services Market Production Forecast, by Application

Table Global Advertising Services Production Volume Market Share Forecast, by Application

Table Global Advertising Services Market Revenue Forecast, by Application

Table Global Advertising Services Revenue Market Share Forecast, by Application

Table Global Advertising Services Price Forecast, by Application

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