

Global TV Advertising Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

TV Advertising (also called a television commercial, commercial or ad in American English and known in British English as a TV advert or simply an advert) is a span of television programming produced and paid for by an organization.

Based on the TV Advertising market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global TV Advertising market covered in Chapter 5:

Time Warner

IPG

Sun TV Network

PublicisGroupe

Havas SA

Comcast

News

WPP

The Walt Disney

LiveRail

Fisher Communication

Viacom

Gray Television

Univision Communication

TBC

Dentsu Inc.

Vivendi

TV Today Network

CBS

Sinclair Broadcast Group

Omnicom Group

In Chapter 6, on the basis of types, the TV Advertising market from 2015 to 2025 is primarily split into:

20 Seconds

60 Seconds

More than 60 Seconds

In Chapter 7, on the basis of applications, the TV Advertising market from 2015 to 2025 covers:

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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