

Advertising Video Production Market, Global Outlook and Forecast 2022-2028

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Abstracts

Video advertising encompasses online display advertisements that have video within them, but it is generally accepted that it refers to advertising that occurs before, during and/or after a video stream on the internet.

The advertising units used in this instance are pre-roll, mid-roll, and post-roll and all of these ad units are like the traditional spot advertising you see on television, although often they are 'cut-down' to be a shorter version than their TV counterparts if they are run online.

Broadcast websites such as Sky.com and itv.com have such advertising on their sites, as do newspaper websites such as The Telegraph, and The Guardian. In 2010, video ads accounted for 12.8% of all videos viewed and 1.2% of all minutes spent viewing video online.

In July 2014 Facebook paid an estimated \$400 million to acquire LiveRail, a video advertising distributor which uses Real-time bidding to place more than 7 billion video ads a month.

This report contains market size and forecasts of Advertising Video Production in Global, including the following market information:

Global Advertising Video Production Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Advertising Video Production market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Product Video Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Advertising Video Production include WPP Group, Omnicom Group, Publicis Group, Interpublic Group, Dentsu, The Mill, BBDO, One Media Group and Allua Limited, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Advertising Video Production companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Advertising Video Production Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Advertising Video Production Market Segment Percentages, by Type, 2021 (%)

Product Video

Explainer Videos

Branded Video

Interactive Video

Others

Global Advertising Video Production Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Advertising Video Production Market Segment Percentages, by Application, 2021 (%)

Retail

Manufacturing

Education

Finances

HealthCare

Music Industry

Professional Services

Others

Global Advertising Video Production Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Advertising Video Production Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Advertising Video Production revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Advertising Video Production revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

WPP Group

Omnicom Group

Publicis Group

Interpublic Group

Dentsu

The Mill

BBDO

One Media Group

Allua Limited

Yum Yum Videos

Epipheo Studios

Sandwich Video

Demo Duck

Thinkmojo

Explanify

Switch Video

Grumo Media

Wyzowl

Blink Tower

Industrial Light and Magic

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Deluxe Entertainment

DNEG

Pinewood Studios

Sony Pictures Imageworks

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