

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

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Abstracts

A digital video ad is any ad containing a video that is delivered via an internet network (3G, 4G, Fiber, xDSL, etc.) and displayed on an internet-connected device (laptop, smartphone, tablet, TV).

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

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

Global top five companies in 2021 (%)

The global Digital Video Advertising 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.

In-stream Video Ad Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Digital Video Advertising include Conversant, JW Player, Tremor International, Verizon Media, Viant Technology, Interactive Advertising Bureau, BuzzFeed, Mashable Vice and Facebook, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Digital Video Advertising

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

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

In-stream Video Ad

Out-stream Video Ad

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

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

Retail

Automotive

Financial Services

Telecom

Consumer Goods and Electronics

Media and Entertainment

Others

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

Global Digital Video Advertising 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 Digital Video Advertising revenues in global market, 2017-2022 (estimated), (\$ millions)

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

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

Conversant

JW Player

Tremor International

Verizon Media

Viant Technology

Interactive Advertising Bureau

Buzzfeed

Mashable Vice

Facebook

Google

Yahoo

Microsoft

AOL

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