

Television Advertising Market, Global Outlook and Forecast 2022-2028

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Abstracts

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

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

Global top five companies in 2021 (%)

The global Television 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.

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

The global key manufacturers of Television Advertising include British Broadcasting Corporation, CBS, Comcast Corporation, Viacom Inc., Cox Communication, Gray Television Inc., Sinclair Broadcast Group, Sun TV Network and The Walt Disney Company, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Television 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 Television Advertising Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Terrestrial Advertisement

Multichannel Advertisement

Online Advertisement

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

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

Companies

Government

Other

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

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

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

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

British Broadcasting Corporation

CBS

Comcast Corporation

Viacom Inc.

Cox Communication

Gray Television Inc.

Sinclair Broadcast Group

Sun TV Network

The Walt Disney Company

Charter Communications

Discovery Communications Inc.

TV Today Network

Vivendi SA.

Comcast Corporation

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