

TV Ad-spending Market, Global Outlook and Forecast 2022-2028

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Abstracts

TV advertising enables advertisers to create awareness about their products and influence the buying decision of consumers.

This report contains market size and forecasts of TV Ad-spending in Global, including the following market information:

Global TV Ad-spending Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global TV Ad-spending 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.

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

The global key manufacturers of TV Ad-spending include American Express, Comcast, Ford, P&G, Pfizer, Verizon Communications, AT&T, Chrysler and General Motors, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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

Global TV Ad-spending Market Segment Percentages, by Type, 2021 (%)

Linear Tv

Streaming Television

PC

Smartphone

Tablet

Global TV Ad-spending Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global TV Ad-spending Market Segment Percentages, by Application, 2021 (%)

Retail

Automobile

Financial Services

Telecom

Electronics

Travel

Media and Entertainment

Healthcare

Global TV Ad-spending Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global TV Ad-spending 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 TV Ad-spending revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies TV Ad-spending revenues share in global market, 2021 (%)

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

American Express

Comcast

Ford

P&G

Pfizer

Verizon Communications

AT&T

Chrysler

General Motors

Johnson & Johnson

JP Morgan Chase

L'Oreal

Nissan

Time Warner

Toyota

Walt Disney

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