

TV Analytics Market, Global Outlook and Forecast 2022-2028

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Abstracts

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

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

Global top five companies in 2021 (%)

The global TV Analytics market was valued at 1954.5 million in 2021 and is projected to reach US\$ 3683.2 million by 2028, at a CAGR of 9.5% during the forecast period.

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

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

The global key manufacturers of TV Analytics include IBM, Google, The Nielsen Company, Zapr Media, Alphonso, TVSQURED, Amobee, Clarivoy and Tvbeat, 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 Analytics 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 Analytics Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global TV Analytics Market Segment Percentages, by Type, 2021 (%)

Cable TV

Satellite TV/ DTH

IPTV

Over the Top (OTT)

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

Global TV Analytics Market Segment Percentages, by Application, 2021 (%)

Customer Lifetime Management

Content Development

Competitive Intelligence

Campaign Management

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

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

Key companies TV Analytics revenues share in global market, 2021 (%)

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

IBM

Google

The Nielsen Company

Zapr Media

Alphonso

TVSQUARED

Amobee

Clarivoy

Tvbeat

BLIX

H-Tech

SambaTV

iSpot.tv

Admo.TV

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