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Plunkett's Advertising & Branding Industry Almanac 2016: Advertising & Branding Industry Market Research, Statistics, Trends & Leading Companies

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Abstracts

PLUNKETT'S ADVERTISING & BRANDING INDUSTRY ALMANAC 2016

Key Findings:

Plunkett Research lists top 400 companies in Advertising & Branding and names top trends changing the industry for the mid term.

Key Features:

Industry trends analysis, market data and competitive intelligence

Market forecasts and Industry Statistics

Industry Associations and Professional Societies List

In-Depth Profiles of hundreds of leading companies

Industry Glossary

Buyer may register for free access to search and export data at Plunkett Research Online

Link to our 5-minute video overview of this industry

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Pages: 500
Statistical Tables Provided: 10
Companies Profiled: 359
Geographic Focus: Global

A complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms. You will gain vital insights that can help you shape your own strategy for business development, product development and investments.

How is the industry evolving?

How is the industry being shaped by new technologies?

How is demand growing in emerging markets and mature economies?

What is the size of the market now and in the future?

What are the financial results of the leading companies?

What are the names and titles of top executives?

What are the top companies and what are their revenues?

Contents, Statistics, Forecasts and Analysis Include:

Major Trends Affecting the Advertising & Branding Industry

1) Introduction to the Advertising and Branding Industry
2) Agencies Face Both Evolving Client Needs and Vast Changes in Media
3) Global Media Giants Acquire both Content and Distribution/Merger Activity Slows
4) Online Advertising Becomes More Targeted, Takes 32.6 Percent Share of U.S. Advertising Market
5) Programmatic Ad Buying Dominates the Market
6) Global Internet Market Tops 3.2 Billion Users/Ultrafast Broadband Expands, both Fixed and Wireless
7) Television Ads Evolve to Face New Challenges, Formats and Online Competitors
8) DVR Market Evolves/Time-Shifting Hurts Advertisers

9) Embedded Advertising/Product Placement/Branded Entertainment and Marketing Soar
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