

# 2018 Global Media Planning and Buying Industry Report - History, Present and Future

<https://marketpublishers.com/r/22A3870E66DPEN.html>

Date: November 2018

Pages: 147

Price: US\$ 3,500.00 (Single User License)

ID: 22A3870E66DPEN

## Abstracts

The global market size of Media Planning and Buying is \$XX million in 2017 with XX CAGR from 2013 to 2017, and it is expected to reach \$XX million by the end of 2023 with a CAGR of XX% from 2018 to 2023.

There are 3 key segments covered in this report: geography segment, end use/application segment and competitor segment.

For geography segment, regional supply, application-wise and type-wise demand, major players, price is presented from 2013 to 2023. This report covers following regions:

North America

South America

Asia & Pacific

Europe

MEA (Middle East and Africa)

The key countries in each region are taken into consideration as well, such as United States, China, Japan, India, Korea, ASEAN, Germany, France, UK, Italy, Spain, CIS, and Brazil etc.

For end use/application segment, this report focuses on the status and outlook for key

applications. End users also can be listed.

For competitor segment, the report includes global key players of Media Planning and Buying as well as some small players. The information for each competitor includes:

Company Profile

Main Business Information

SWOT Analysis

Sales, Revenue, Price and Gross Margin

Market Share

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