

# Video Games Advertising Market Insights 2019, Global and Chinese Analysis and Forecast to 2024

<https://marketpublishers.com/r/V9D1C56D87FEN.html>

Date: August 2019

Pages: 144

Price: US\$ 3,000.00 (Single User License)

ID: V9D1C56D87FEN

## Abstracts

Video Games Advertising Market Insights 2019, Global and Chinese Scenario is a professional and in-depth study on the current state of the global Video Games Advertising industry with a focus on the Chinese market. The report provides key statistics on the market status of the Video Games Advertising manufacturers and is a valuable source of guidance and direction for companies and individuals interested in the industry. Overall, the report provides an in-depth insight of 2014-2024 global and Chinese Video Games Advertising market covering all important parameters.

The key points of the report:

1. The report provides a basic overview of the industry including its definition, applications and manufacturing technology.
2. The report explores the international and Chinese major industry players in detail. In this part, the report presents the company profile, product specifications, capacity, production value, and 2014-2019 market shares for each company.
3. Through the statistical analysis, the report depicts the global and Chinese total market of Video Games Advertising industry including capacity, production, production value, cost/profit, supply/demand and Chinese import/export.
4. The total market is further divided by company, by country, and by application/type for the competitive landscape analysis.
5. The report then estimates 2019-2024 market development trends of Video Games Advertising industry. Analysis of upstream raw materials, downstream demand, and current market dynamics is also carried out.
6. The report makes some important proposals for a new project of Video Games Advertising Industry before evaluating its feasibility.

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

For competitor segment, the report includes global key players of Video Games Advertising as well as some small players. At least 18 companies are included:

BrightRoll

Flurry

Google

InMobi

AppNexus

Byyd

For complete companies list, please ask for sample pages.

The information for each competitor includes:

Company Profile

Main Business Information

SWOT Analysis

Sales, Revenue, Price and Gross Margin

Market Share

For product type segment, this report listed main product type of Video Games Advertising market in global and china.

Reward-Based Video Game Advertising

Banner Video Game Advertising

Native Video Game Advertising

For end use/application segment, this report focuses on the status and outlook for key applications. End users are also listed.

Commercial

Service Industry

Manufacturing Industry

Others

Reasons to Purchase this Report:

Estimates 2019-2024 Video Games Advertising market development trends with the recent trends and SWOT analysis

Market dynamics scenario, along with growth opportunities of the market in the years to come

Market segmentation analysis including qualitative and quantitative research incorporating the impact of economic and policy aspects

Regional and country level analysis integrating the demand and supply forces that are influencing the growth of the market.

Market value (USD Million) and volume (Units Million) data for each segment and sub-segment

Competitive landscape involving the market share of major players, along with the new projects and strategies adopted by players in the past five years

Comprehensive company profiles covering the product offerings, key financial information, recent developments, SWOT analysis, and strategies employed by

the major market players

1-year analyst support, along with the data support in excel format.

Any special requirements about this report, please let us know and we can provide custom report.

## Contents

### **CHAPTER ONE INTRODUCTION OF VIDEO GAMES ADVERTISING INDUSTRY**

- 1.1 Brief Introduction of Video Games Advertising
- 1.2 Development of Video Games Advertising Industry
- 1.3 Status of Video Games Advertising Industry

### **CHAPTER TWO MANUFACTURING TECHNOLOGY OF VIDEO GAMES ADVERTISING**

- 2.1 Development of Video Games Advertising Manufacturing Technology
- 2.2 Analysis of Video Games Advertising Manufacturing Technology
- 2.3 Trends of Video Games Advertising Manufacturing Technology

### **CHAPTER THREE ANALYSIS OF GLOBAL KEY MANUFACTURERS**

- 3.1 BrightRoll
  - 3.1.1 Company Profile
  - 3.1.2 Product Information
  - 3.1.3 2014-2019 Production Information
  - 3.1.4 Contact Information
- 3.2 Flurry
  - 3.2.1 Company Profile
  - 3.2.2 Product Information
  - 3.2.3 2014-2019 Production Information
  - 3.2.4 Contact Information
- 3.3 Google
  - 3.2.1 Company Profile
  - 3.3.2 Product Information
  - 3.3.3 2014-2019 Production Information
  - 3.3.4 Contact Information
- 3.4 InMobi
  - 3.4.1 Company Profile
  - 3.4.2 Product Information
  - 3.4.3 2014-2019 Production Information
  - 3.4.4 Contact Information
- 3.5 AppNexus
  - 3.5.1 Company Profile

- 3.5.2 Product Information
- 3.5.3 2014-2019 Production Information
- 3.5.4 Contact Information
- 3.6 Byyd
  - 3.6.1 Company Profile
  - 3.6.2 Product Information
  - 3.5.3 2014-2019 Production Information
  - 3.6.4 Contact Information
- 3.7 Fiksu
  - 3.7.1 Company Profile
  - 3.7.2 Product Information
  - 3.7.3 2014-2019 Production Information
  - 3.7.4 Contact Information
- 3.8 Company H
  - 3.8.1 Company Profile
  - 3.8.2 Product Information
  - 3.8.3 2014-2019 Production Information
  - 3.8.4 Contact Information

## **CHAPTER FOUR 2014-2019 GLOBAL AND CHINESE MARKET OF VIDEO GAMES ADVERTISING**

- 4.1 2014-2019 Global Capacity, Production and Production Value of Video Games Advertising Industry
- 4.2 2014-2019 Global Cost and Profit of Video Games Advertising Industry
- 4.3 Market Comparison of Global and Chinese Video Games Advertising Industry
- 4.4 2014-2019 Global and Chinese Supply and Consumption of Video Games Advertising
- 4.5 2014-2019 Chinese Import and Export of Video Games Advertising

## **CHAPTER FIVE MARKET STATUS OF VIDEO GAMES ADVERTISING INDUSTRY**

- 5.1 Market Competition of Video Games Advertising Industry by Company
- 5.2 Market Competition of Video Games Advertising Industry by Country (USA, EU, Japan, Chinese etc.)
- 5.3 Market Analysis of Video Games Advertising Consumption by Application/Type

## **CHAPTER SIX 2019-2024 MARKET FORECAST OF GLOBAL AND CHINESE VIDEO GAMES ADVERTISING INDUSTRY**

6.1 2019-2024 Global and Chinese Capacity, Production, and Production Value of Video Games Advertising

6.2 2019-2024 Video Games Advertising Industry Cost and Profit Estimation

6.3 2019-2024 Global and Chinese Market Share of Video Games Advertising

6.4 2019-2024 Global and Chinese Supply and Consumption of Video Games Advertising

6.5 2019-2024 Chinese Import and Export of Video Games Advertising

## **CHAPTER SEVEN ANALYSIS OF VIDEO GAMES ADVERTISING INDUSTRY CHAIN**

7.1 Industry Chain Structure

7.2 Upstream Raw Materials

7.3 Downstream Industry

## **CHAPTER EIGHT GLOBAL AND CHINESE ECONOMIC IMPACT ON VIDEO GAMES ADVERTISING INDUSTRY**

8.1 Global and Chinese Macroeconomic Environment Analysis

8.1.1 Global Macroeconomic Analysis

8.1.2 Chinese Macroeconomic Analysis

8.2 Global and Chinese Macroeconomic Environment Development Trend

8.2.1 Global Macroeconomic Outlook

8.2.2 Chinese Macroeconomic Outlook

8.3 Effects to Video Games Advertising Industry

## **CHAPTER NINE MARKET DYNAMICS OF VIDEO GAMES ADVERTISING INDUSTRY**

9.1 Video Games Advertising Industry News

9.2 Video Games Advertising Industry Development Challenges

9.3 Video Games Advertising Industry Development Opportunities

## **CHAPTER TEN PROPOSALS FOR NEW PROJECT**

10.1 Market Entry Strategies

10.2 Countermeasures of Economic Impact

10.3 Marketing Channels

10.4 Feasibility Studies of New Project Investment

## **CHAPTER ELEVEN RESEARCH CONCLUSIONS OF GLOBAL AND CHINESE VIDEO GAMES ADVERTISING INDUSTRY**



## Tables & Figures

### TABLES AND FIGURES

Figure Video Games Advertising Product Picture

Table Development of Video Games Advertising Manufacturing Technology

Figure Manufacturing Process of Video Games Advertising

Table Trends of Video Games Advertising Manufacturing Technology

Figure Video Games Advertising Product and Specifications

Table 2014-2019 Video Games Advertising Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Video Games Advertising Capacity Production and Growth Rate

Figure 2014-2019 Video Games Advertising Production Global Market Share

Figure Video Games Advertising Product and Specifications

Table 2014-2019 Video Games Advertising Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Video Games Advertising Capacity Production and Growth Rate

Figure 2014-2019 Video Games Advertising Production Global Market Share

Figure Video Games Advertising Product and Specifications

Table 2014-2019 Video Games Advertising Product Capacity Production Price Cost Production Value List

Figure 2014-2019 Video Games Advertising Capacity Production and Growth Rate

Figure 2014-2019 Video Games Advertising Production Global Market Share

Figure Video Games Advertising Product and Specifications

Table 2014-2019 Video Games Advertising Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Video Games Advertising Capacity Production and Growth Rate

Figure 2014-2019 Video Games Advertising Production Global Market Share

Figure Video Games Advertising Product and Specifications

Table 2014-2019 Video Games Advertising Product Capacity Production Price Cost Production Value List

Figure 2014-2019 Video Games Advertising Capacity Production and Growth Rate

Figure 2014-2019 Video Games Advertising Production Global Market Share

Figure Video Games Advertising Product and Specifications

Table 2014-2019 Video Games Advertising Product Capacity, Production, and Production Value etc. List

Figure 2014-2019 Video Games Advertising Capacity Production and Growth Rate

Figure 2014-2019 Video Games Advertising Production Global Market Share

Figure Video Games Advertising Product and Specifications

Table 2014-2019 Video Games Advertising Product Capacity, Production, and Production Value etc. List  
Figure 2014-2019 Video Games Advertising Capacity Production and Growth Rate  
Figure 2014-2019 Video Games Advertising Production Global Market Share  
Figure Video Games Advertising Product and Specifications  
Table 2014-2019 Video Games Advertising Product Capacity, Production, and Production Value etc. List  
Figure 2014-2019 Video Games Advertising Capacity Production and Growth Rate  
Figure 2014-2019 Video Games Advertising Production Global Market Share  
Table 2014-2019 Global Video Games Advertising Capacity List  
Table 2014-2019 Global Video Games Advertising Key Manufacturers Capacity Share List  
Figure 2014-2019 Global Video Games Advertising Manufacturers Capacity Share  
Table 2014-2019 Global Video Games Advertising Key Manufacturers Production List  
Table 2014-2019 Global Video Games Advertising Key Manufacturers Production Share List  
Figure 2014-2019 Global Video Games Advertising Manufacturers Production Share  
Figure 2014-2019 Global Video Games Advertising Capacity Production and Growth Rate  
Table 2014-2019 Global Video Games Advertising Key Manufacturers Production Value List  
Figure 2014-2019 Global Video Games Advertising Production Value and Growth Rate  
Table 2014-2019 Global Video Games Advertising Key Manufacturers Production Value Share List  
Figure 2014-2019 Global Video Games Advertising Manufacturers Production Value Share  
Table 2014-2019 Global Video Games Advertising Capacity Production Cost Profit and Gross Margin List  
Figure 2014-2019 Chinese Share of Global Video Games Advertising Production  
Table 2014-2019 Global Supply and Consumption of Video Games Advertising  
Table 2014-2019 Import and Export of Video Games Advertising  
Figure 2018 Global Video Games Advertising Key Manufacturers Capacity Market Share  
Figure 2018 Global Video Games Advertising Key Manufacturers Production Market Share  
Figure 2018 Global Video Games Advertising Key Manufacturers Production Value Market Share  
Table 2014-2019 Global Video Games Advertising Key Countries Capacity List  
Figure 2014-2019 Global Video Games Advertising Key Countries Capacity

Table 2014-2019 Global Video Games Advertising Key Countries Capacity Share List  
Figure 2014-2019 Global Video Games Advertising Key Countries Capacity Share  
Table 2014-2019 Global Video Games Advertising Key Countries Production List  
Figure 2014-2019 Global Video Games Advertising Key Countries Production  
Table 2014-2019 Global Video Games Advertising Key Countries Production Share List  
Figure 2014-2019 Global Video Games Advertising Key Countries Production Share  
Table 2014-2019 Global Video Games Advertising Key Countries Consumption Volume List  
Figure 2014-2019 Global Video Games Advertising Key Countries Consumption Volume  
Table 2014-2019 Global Video Games Advertising Key Countries Consumption Volume Share List  
Figure 2014-2019 Global Video Games Advertising Key Countries Consumption Volume Share  
Figure 78 2014-2019 Global Video Games Advertising Consumption Volume Market by Application  
Table 89 2014-2019 Global Video Games Advertising Consumption Volume Market Share List by Application  
Figure 79 2014-2019 Global Video Games Advertising Consumption Volume Market Share by Application  
Table 90 2014-2019 Chinese Video Games Advertising Consumption Volume Market List by Application  
Figure 80 2014-2019 Chinese Video Games Advertising Consumption Volume Market by Application  
Figure 2019-2024 Global Video Games Advertising Capacity Production and Growth Rate  
Figure 2019-2024 Global Video Games Advertising Production Value and Growth Rate  
Table 2019-2024 Global Video Games Advertising Capacity Production Cost Profit and Gross Margin List  
Figure 2019-2024 Chinese Share of Global Video Games Advertising Production  
Table 2019-2024 Global Supply and Consumption of Video Games Advertising  
Table 2019-2024 Import and Export of Video Games Advertising  
Figure Industry Chain Structure of Video Games Advertising Industry  
Figure Production Cost Analysis of Video Games Advertising  
Figure Downstream Analysis of Video Games Advertising  
Table Growth of World output, 2014 - 2019, Annual Percentage Change  
Figure Unemployment Rates in Selected Developed Countries, January 2014 - March 2018  
Figure Nominal Effective Exchange Rate: Japan and Selected Emerging Economies,

September 2014-March 2018

Figure 2014-2019 Chinese GDP and Growth Rates

Figure 2014-2019 Chinese CPI Changes

Figure 2014-2019 Chinese PMI Changes

Figure 2014-2019 Chinese Financial Revenue and Growth Rate

Figure 2014-2019 Chinese Total Fixed Asset Investment and Growth Rate

Figure 2019-2024 Chinese GDP and Growth Rates

Figure 2019-2024 Chinese CPI Changes

Table Economic Effects to Video Games Advertising Industry

Table Video Games Advertising Industry Development Challenges

Table Video Games Advertising Industry Development Opportunities

Figure Map of Chinese 33 Provinces and Administrative Regions

Table Selected Cities According to Industrial Orientation

Figure Chinese IPR Strategy

Table Brief Summary of Suggestions

Table New Video Games Advertisings Project Feasibility Study

## I would like to order

Product name: Video Games Advertising Market Insights 2019, Global and Chinese Analysis and Forecast to 2024

Product link: <https://marketpublishers.com/r/V9D1C56D87FEN.html>

Price: US\$ 3,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V9D1C56D87FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

