

# COVID-19 Impact on Global TV Ad-spending Market Size, Status and Forecast 2020-2026

<https://marketpublishers.com/r/C887783FE5E4EN.html>

Date: August 2020

Pages: 130

Price: US\$ 3,900.00 (Single User License)

ID: C887783FE5E4EN

## Abstracts

This report focuses on the global TV Ad-spending status, future forecast, growth opportunity, key market and key players. The study objectives are to present the TV Ad-spending development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

The key players covered in this study

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

Market segment by Type, the product can be split into

Linear Tv

Streaming Television

PC

Smartphone

Tablet

Market segment by Application, split into

Retail

Automobile

Financial Services

Telecom

Electronics

Travel

Media and Entertainment

Healthcare

Market segment by Regions/Countries, this report covers

North America

Europe

China

Japan

Southeast Asia

India

Central & South America

The study objectives of this report are:

To analyze global TV Ad-spending status, future forecast, growth opportunity, key market and key players.

To present the TV Ad-spending development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

To strategically profile the key players and comprehensively analyze their development plan and strategies.

To define, describe and forecast the market by type, market and key regions.

In this study, the years considered to estimate the market size of TV Ad-spending are as follows:

History Year: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Year 2020 to 2026

For the data information by region, company, type and application, 2019 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

## Contents

### 1 REPORT OVERVIEW

- 1.1 Study Scope
- 1.2 Key Market Segments
- 1.3 Players Covered: Ranking by TV Ad-spending Revenue
- 1.4 Market Analysis by Type
  - 1.4.1 Global TV Ad-spending Market Size Growth Rate by Type: 2020 VS 2026
  - 1.4.2 Linear Tv
  - 1.4.3 Streaming Television
  - 1.4.4 PC
  - 1.4.5 Smartphone
  - 1.4.6 Tablet
- 1.5 Market by Application
  - 1.5.1 Global TV Ad-spending Market Share by Application: 2020 VS 2026
  - 1.5.2 Retail
  - 1.5.3 Automobile
  - 1.5.4 Financial Services
  - 1.5.5 Telecom
  - 1.5.6 Electronics
  - 1.5.7 Travel
  - 1.5.8 Media and Entertainment
  - 1.5.9 Healthcare
- 1.6 Coronavirus Disease 2019 (Covid-19): TV Ad-spending Industry Impact
  - 1.6.1 How the Covid-19 is Affecting the TV Ad-spending Industry
    - 1.6.1.1 TV Ad-spending Business Impact Assessment - Covid-19
    - 1.6.1.2 Supply Chain Challenges
    - 1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products
  - 1.6.2 Market Trends and TV Ad-spending Potential Opportunities in the COVID-19 Landscape
  - 1.6.3 Measures / Proposal against Covid-19
    - 1.6.3.1 Government Measures to Combat Covid-19 Impact
    - 1.6.3.2 Proposal for TV Ad-spending Players to Combat Covid-19 Impact
- 1.7 Study Objectives
- 1.8 Years Considered

### 2 GLOBAL GROWTH TRENDS BY REGIONS

- 2.1 TV Ad-spending Market Perspective (2015-2026)
- 2.2 TV Ad-spending Growth Trends by Regions
  - 2.2.1 TV Ad-spending Market Size by Regions: 2015 VS 2020 VS 2026
  - 2.2.2 TV Ad-spending Historic Market Share by Regions (2015-2020)
  - 2.2.3 TV Ad-spending Forecasted Market Size by Regions (2021-2026)
- 2.3 Industry Trends and Growth Strategy
  - 2.3.1 Market Top Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Challenges
  - 2.3.4 Porter's Five Forces Analysis
  - 2.3.5 TV Ad-spending Market Growth Strategy
  - 2.3.6 Primary Interviews with Key TV Ad-spending Players (Opinion Leaders)

### **3 COMPETITION LANDSCAPE BY KEY PLAYERS**

- 3.1 Global Top TV Ad-spending Players by Market Size
  - 3.1.1 Global Top TV Ad-spending Players by Revenue (2015-2020)
  - 3.1.2 Global TV Ad-spending Revenue Market Share by Players (2015-2020)
  - 3.1.3 Global TV Ad-spending Market Share by Company Type (Tier 1, Tier 2 and Tier 3)
- 3.2 Global TV Ad-spending Market Concentration Ratio
  - 3.2.1 Global TV Ad-spending Market Concentration Ratio (CR5 and HHI)
  - 3.2.2 Global Top 10 and Top 5 Companies by TV Ad-spending Revenue in 2019
- 3.3 TV Ad-spending Key Players Head office and Area Served
- 3.4 Key Players TV Ad-spending Product Solution and Service
- 3.5 Date of Enter into TV Ad-spending Market
- 3.6 Mergers & Acquisitions, Expansion Plans

### **4 BREAKDOWN DATA BY TYPE (2015-2026)**

- 4.1 Global TV Ad-spending Historic Market Size by Type (2015-2020)
- 4.2 Global TV Ad-spending Forecasted Market Size by Type (2021-2026)

### **5 TV AD-SPENDING BREAKDOWN DATA BY APPLICATION (2015-2026)**

- 5.1 Global TV Ad-spending Market Size by Application (2015-2020)
- 5.2 Global TV Ad-spending Forecasted Market Size by Application (2021-2026)

### **6 NORTH AMERICA**

- 6.1 North America TV Ad-spending Market Size (2015-2020)
- 6.2 TV Ad-spending Key Players in North America (2019-2020)
- 6.3 North America TV Ad-spending Market Size by Type (2015-2020)
- 6.4 North America TV Ad-spending Market Size by Application (2015-2020)

## **7 EUROPE**

- 7.1 Europe TV Ad-spending Market Size (2015-2020)
- 7.2 TV Ad-spending Key Players in Europe (2019-2020)
- 7.3 Europe TV Ad-spending Market Size by Type (2015-2020)
- 7.4 Europe TV Ad-spending Market Size by Application (2015-2020)

## **8 CHINA**

- 8.1 China TV Ad-spending Market Size (2015-2020)
- 8.2 TV Ad-spending Key Players in China (2019-2020)
- 8.3 China TV Ad-spending Market Size by Type (2015-2020)
- 8.4 China TV Ad-spending Market Size by Application (2015-2020)

## **9 JAPAN**

- 9.1 Japan TV Ad-spending Market Size (2015-2020)
- 9.2 TV Ad-spending Key Players in Japan (2019-2020)
- 9.3 Japan TV Ad-spending Market Size by Type (2015-2020)
- 9.4 Japan TV Ad-spending Market Size by Application (2015-2020)

## **10 SOUTHEAST ASIA**

- 10.1 Southeast Asia TV Ad-spending Market Size (2015-2020)
- 10.2 TV Ad-spending Key Players in Southeast Asia (2019-2020)
- 10.3 Southeast Asia TV Ad-spending Market Size by Type (2015-2020)
- 10.4 Southeast Asia TV Ad-spending Market Size by Application (2015-2020)

## **11 INDIA**

- 11.1 India TV Ad-spending Market Size (2015-2020)
- 11.2 TV Ad-spending Key Players in India (2019-2020)
- 11.3 India TV Ad-spending Market Size by Type (2015-2020)

11.4 India TV Ad-spending Market Size by Application (2015-2020)

## **12 CENTRAL & SOUTH AMERICA**

12.1 Central & South America TV Ad-spending Market Size (2015-2020)

12.2 TV Ad-spending Key Players in Central & South America (2019-2020)

12.3 Central & South America TV Ad-spending Market Size by Type (2015-2020)

12.4 Central & South America TV Ad-spending Market Size by Application (2015-2020)

## **13 KEY PLAYERS PROFILES**

13.1 American Express

13.1.1 American Express Company Details

13.1.2 American Express Business Overview and Its Total Revenue

13.1.3 American Express TV Ad-spending Introduction

13.1.4 American Express Revenue in TV Ad-spending Business (2015-2020))

13.1.5 American Express Recent Development

13.2 Comcast

13.2.1 Comcast Company Details

13.2.2 Comcast Business Overview and Its Total Revenue

13.2.3 Comcast TV Ad-spending Introduction

13.2.4 Comcast Revenue in TV Ad-spending Business (2015-2020)

13.2.5 Comcast Recent Development

13.3 Ford

13.3.1 Ford Company Details

13.3.2 Ford Business Overview and Its Total Revenue

13.3.3 Ford TV Ad-spending Introduction

13.3.4 Ford Revenue in TV Ad-spending Business (2015-2020)

13.3.5 Ford Recent Development

13.4 P&G

13.4.1 P&G Company Details

13.4.2 P&G Business Overview and Its Total Revenue

13.4.3 P&G TV Ad-spending Introduction

13.4.4 P&G Revenue in TV Ad-spending Business (2015-2020)

13.4.5 P&G Recent Development

13.5 Pfizer

13.5.1 Pfizer Company Details

13.5.2 Pfizer Business Overview and Its Total Revenue

13.5.3 Pfizer TV Ad-spending Introduction



- 13.5.4 Pfizer Revenue in TV Ad-spending Business (2015-2020)
- 13.5.5 Pfizer Recent Development
- 13.6 Verizon Communications
  - 13.6.1 Verizon Communications Company Details
  - 13.6.2 Verizon Communications Business Overview and Its Total Revenue
  - 13.6.3 Verizon Communications TV Ad-spending Introduction
  - 13.6.4 Verizon Communications Revenue in TV Ad-spending Business (2015-2020)
  - 13.6.5 Verizon Communications Recent Development
- 13.7 AT&T
  - 13.7.1 AT&T Company Details
  - 13.7.2 AT&T Business Overview and Its Total Revenue
  - 13.7.3 AT&T TV Ad-spending Introduction
  - 13.7.4 AT&T Revenue in TV Ad-spending Business (2015-2020)
  - 13.7.5 AT&T Recent Development
- 13.8 Chrysler
  - 13.8.1 Chrysler Company Details
  - 13.8.2 Chrysler Business Overview and Its Total Revenue
  - 13.8.3 Chrysler TV Ad-spending Introduction
  - 13.8.4 Chrysler Revenue in TV Ad-spending Business (2015-2020)
  - 13.8.5 Chrysler Recent Development
- 13.9 General Motors
  - 13.9.1 General Motors Company Details
  - 13.9.2 General Motors Business Overview and Its Total Revenue
  - 13.9.3 General Motors TV Ad-spending Introduction
  - 13.9.4 General Motors Revenue in TV Ad-spending Business (2015-2020)
  - 13.9.5 General Motors Recent Development
- 13.10 Johnson & Johnson
  - 13.10.1 Johnson & Johnson Company Details
  - 13.10.2 Johnson & Johnson Business Overview and Its Total Revenue
  - 13.10.3 Johnson & Johnson TV Ad-spending Introduction
  - 13.10.4 Johnson & Johnson Revenue in TV Ad-spending Business (2015-2020)
  - 13.10.5 Johnson & Johnson Recent Development
- 13.11 JP Morgan Chase
  - 10.11.1 JP Morgan Chase Company Details
  - 10.11.2 JP Morgan Chase Business Overview and Its Total Revenue
  - 10.11.3 JP Morgan Chase TV Ad-spending Introduction
  - 10.11.4 JP Morgan Chase Revenue in TV Ad-spending Business (2015-2020)
  - 10.11.5 JP Morgan Chase Recent Development
- 13.12 L'Oreal

- 10.12.1 L'Oreal Company Details
- 10.12.2 L'Oreal Business Overview and Its Total Revenue
- 10.12.3 L'Oreal TV Ad-spending Introduction
- 10.12.4 L'Oreal Revenue in TV Ad-spending Business (2015-2020)
- 10.12.5 L'Oreal Recent Development
- 13.13 Nissan
  - 10.13.1 Nissan Company Details
  - 10.13.2 Nissan Business Overview and Its Total Revenue
  - 10.13.3 Nissan TV Ad-spending Introduction
  - 10.13.4 Nissan Revenue in TV Ad-spending Business (2015-2020)
  - 10.13.5 Nissan Recent Development
- 13.14 Time Warner
  - 10.14.1 Time Warner Company Details
  - 10.14.2 Time Warner Business Overview and Its Total Revenue
  - 10.14.3 Time Warner TV Ad-spending Introduction
  - 10.14.4 Time Warner Revenue in TV Ad-spending Business (2015-2020)
  - 10.14.5 Time Warner Recent Development
- 13.15 Toyota
  - 10.15.1 Toyota Company Details
  - 10.15.2 Toyota Business Overview and Its Total Revenue
  - 10.15.3 Toyota TV Ad-spending Introduction
  - 10.15.4 Toyota Revenue in TV Ad-spending Business (2015-2020)
  - 10.15.5 Toyota Recent Development
- 13.16 Walt Disney
  - 10.16.1 Walt Disney Company Details
  - 10.16.2 Walt Disney Business Overview and Its Total Revenue
  - 10.16.3 Walt Disney TV Ad-spending Introduction
  - 10.16.4 Walt Disney Revenue in TV Ad-spending Business (2015-2020)
  - 10.16.5 Walt Disney Recent Development

## **14 ANALYST'S VIEWPOINTS/CONCLUSIONS**

## **15 APPENDIX**

- 15.1 Research Methodology
  - 15.1.1 Methodology/Research Approach
  - 15.1.2 Data Source
- 15.2 Disclaimer
- 15.3 Author Details



## List Of Tables

### LIST OF TABLES

Table 1. TV Ad-spending Key Market Segments

Table 2. Key Players Covered: Ranking by TV Ad-spending Revenue

Table 3. Ranking of Global Top TV Ad-spending Manufacturers by Revenue (US\$ Million) in 2019

Table 4. Global TV Ad-spending Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026

Table 5. Key Players of Linear Tv

Table 6. Key Players of Streaming Television

Table 7. Key Players of PC

Table 8. Key Players of Smartphone

Table 9. Key Players of Tablet

Table 10. COVID-19 Impact Global Market: (Four TV Ad-spending Market Size Forecast Scenarios)

Table 11. Opportunities and Trends for TV Ad-spending Players in the COVID-19 Landscape

Table 12. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis

Table 13. Key Regions/Countries Measures against Covid-19 Impact

Table 14. Proposal for TV Ad-spending Players to Combat Covid-19 Impact

Table 15. Global TV Ad-spending Market Size Growth by Application (US\$ Million): 2020 VS 2026

Table 16. Global TV Ad-spending Market Size by Regions (US\$ Million): 2020 VS 2026

Table 17. Global TV Ad-spending Market Size by Regions (2015-2020) (US\$ Million)

Table 18. Global TV Ad-spending Market Share by Regions (2015-2020)

Table 19. Global TV Ad-spending Forecasted Market Size by Regions (2021-2026) (US\$ Million)

Table 20. Global TV Ad-spending Market Share by Regions (2021-2026)

Table 21. Market Top Trends

Table 22. Key Drivers: Impact Analysis

Table 23. Key Challenges

Table 24. TV Ad-spending Market Growth Strategy

Table 25. Main Points Interviewed from Key TV Ad-spending Players

Table 26. Global TV Ad-spending Revenue by Players (2015-2020) (Million US\$)

Table 27. Global TV Ad-spending Market Share by Players (2015-2020)

Table 28. Global Top TV Ad-spending Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in TV Ad-spending as of 2019)

Table 29. Global TV Ad-spending by Players Market Concentration Ratio (CR5 and HHI)

Table 30. Key Players Headquarters and Area Served

Table 31. Key Players TV Ad-spending Product Solution and Service

Table 32. Date of Enter into TV Ad-spending Market

Table 33. Mergers & Acquisitions, Expansion Plans

Table 34. Global TV Ad-spending Market Size by Type (2015-2020) (Million US\$)

Table 35. Global TV Ad-spending Market Size Share by Type (2015-2020)

Table 36. Global TV Ad-spending Revenue Market Share by Type (2021-2026)

Table 37. Global TV Ad-spending Market Size Share by Application (2015-2020)

Table 38. Global TV Ad-spending Market Size by Application (2015-2020) (Million US\$)

Table 39. Global TV Ad-spending Market Size Share by Application (2021-2026)

Table 40. North America Key Players TV Ad-spending Revenue (2019-2020) (Million US\$)

Table 41. North America Key Players TV Ad-spending Market Share (2019-2020)

Table 42. North America TV Ad-spending Market Size by Type (2015-2020) (Million US\$)

Table 43. North America TV Ad-spending Market Share by Type (2015-2020)

Table 44. North America TV Ad-spending Market Size by Application (2015-2020) (Million US\$)

Table 45. North America TV Ad-spending Market Share by Application (2015-2020)

Table 46. Europe Key Players TV Ad-spending Revenue (2019-2020) (Million US\$)

Table 47. Europe Key Players TV Ad-spending Market Share (2019-2020)

Table 48. Europe TV Ad-spending Market Size by Type (2015-2020) (Million US\$)

Table 49. Europe TV Ad-spending Market Share by Type (2015-2020)

Table 50. Europe TV Ad-spending Market Size by Application (2015-2020) (Million US\$)

Table 51. Europe TV Ad-spending Market Share by Application (2015-2020)

Table 52. China Key Players TV Ad-spending Revenue (2019-2020) (Million US\$)

Table 53. China Key Players TV Ad-spending Market Share (2019-2020)

Table 54. China TV Ad-spending Market Size by Type (2015-2020) (Million US\$)

Table 55. China TV Ad-spending Market Share by Type (2015-2020)

Table 56. China TV Ad-spending Market Size by Application (2015-2020) (Million US\$)

Table 57. China TV Ad-spending Market Share by Application (2015-2020)

Table 58. Japan Key Players TV Ad-spending Revenue (2019-2020) (Million US\$)

Table 59. Japan Key Players TV Ad-spending Market Share (2019-2020)

Table 60. Japan TV Ad-spending Market Size by Type (2015-2020) (Million US\$)

Table 61. Japan TV Ad-spending Market Share by Type (2015-2020)

Table 62. Japan TV Ad-spending Market Size by Application (2015-2020) (Million US\$)

Table 63. Japan TV Ad-spending Market Share by Application (2015-2020)

Table 64. Southeast Asia Key Players TV Ad-spending Revenue (2019-2020) (Million US\$)

Table 65. Southeast Asia Key Players TV Ad-spending Market Share (2019-2020)

Table 66. Southeast Asia TV Ad-spending Market Size by Type (2015-2020) (Million US\$)

Table 67. Southeast Asia TV Ad-spending Market Share by Type (2015-2020)

Table 68. Southeast Asia TV Ad-spending Market Size by Application (2015-2020) (Million US\$)

Table 69. Southeast Asia TV Ad-spending Market Share by Application (2015-2020)

Table 70. India Key Players TV Ad-spending Revenue (2019-2020) (Million US\$)

Table 71. India Key Players TV Ad-spending Market Share (2019-2020)

Table 72. India TV Ad-spending Market Size by Type (2015-2020) (Million US\$)

Table 73. India TV Ad-spending Market Share by Type (2015-2020)

Table 74. India TV Ad-spending Market Size by Application (2015-2020) (Million US\$)

Table 75. India TV Ad-spending Market Share by Application (2015-2020)

Table 76. Central & South America Key Players TV Ad-spending Revenue (2019-2020) (Million US\$)

Table 77. Central & South America Key Players TV Ad-spending Market Share (2019-2020)

Table 78. Central & South America TV Ad-spending Market Size by Type (2015-2020) (Million US\$)

Table 79. Central & South America TV Ad-spending Market Share by Type (2015-2020)

Table 80. Central & South America TV Ad-spending Market Size by Application (2015-2020) (Million US\$)

Table 81. Central & South America TV Ad-spending Market Share by Application (2015-2020)

Table 82. American Express Company Details

Table 83. American Express Business Overview

Table 84. American Express Product

Table 85. American Express Revenue in TV Ad-spending Business (2015-2020) (Million US\$)

Table 86. American Express Recent Development

Table 87. Comcast Company Details

Table 88. Comcast Business Overview

Table 89. Comcast Product

Table 90. Comcast Revenue in TV Ad-spending Business (2015-2020) (Million US\$)

Table 91. Comcast Recent Development

Table 92. Ford Company Details

Table 93. Ford Business Overview

- Table 94. Ford Product
- Table 95. Ford Revenue in TV Ad-spending Business (2015-2020) (Million US\$)
- Table 96. Ford Recent Development
- Table 97. P&G Company Details
- Table 98. P&G Business Overview
- Table 99. P&G Product
- Table 100. P&G Revenue in TV Ad-spending Business (2015-2020) (Million US\$)
- Table 101. P&G Recent Development
- Table 102. Pfizer Company Details
- Table 103. Pfizer Business Overview
- Table 104. Pfizer Product
- Table 105. Pfizer Revenue in TV Ad-spending Business (2015-2020) (Million US\$)
- Table 106. Pfizer Recent Development
- Table 107. Verizon Communications Company Details
- Table 108. Verizon Communications Business Overview
- Table 109. Verizon Communications Product
- Table 110. Verizon Communications Revenue in TV Ad-spending Business (2015-2020) (Million US\$)
- Table 111. Verizon Communications Recent Development
- Table 112. AT&T Company Details
- Table 113. AT&T Business Overview
- Table 114. AT&T Product
- Table 115. AT&T Revenue in TV Ad-spending Business (2015-2020) (Million US\$)
- Table 116. AT&T Recent Development
- Table 117. Chrysler Business Overview
- Table 118. Chrysler Product
- Table 119. Chrysler Company Details
- Table 120. Chrysler Revenue in TV Ad-spending Business (2015-2020) (Million US\$)
- Table 121. Chrysler Recent Development
- Table 122. General Motors Company Details
- Table 123. General Motors Business Overview
- Table 124. General Motors Product
- Table 125. General Motors Revenue in TV Ad-spending Business (2015-2020) (Million US\$)
- Table 126. General Motors Recent Development
- Table 127. Johnson & Johnson Company Details
- Table 128. Johnson & Johnson Business Overview
- Table 129. Johnson & Johnson Product
- Table 130. Johnson & Johnson Revenue in TV Ad-spending Business (2015-2020)

(Million US\$)

Table 131. Johnson & Johnson Recent Development

Table 132. JP Morgan Chase Company Details

Table 133. JP Morgan Chase Business Overview

Table 134. JP Morgan Chase Product

Table 135. JP Morgan Chase Revenue in TV Ad-spending Business (2015-2020)

(Million US\$)

Table 136. JP Morgan Chase Recent Development

Table 137. L'Oreal Company Details

Table 138. L'Oreal Business Overview

Table 139. L'Oreal Product

Table 140. L'Oreal Revenue in TV Ad-spending Business (2015-2020) (Million US\$)

Table 141. L'Oreal Recent Development

Table 142. Nissan Company Details

Table 143. Nissan Business Overview

Table 144. Nissan Product

Table 145. Nissan Revenue in TV Ad-spending Business (2015-2020) (Million US\$)

Table 146. Nissan Recent Development

Table 147. Time Warner Company Details

Table 148. Time Warner Business Overview

Table 149. Time Warner Product

Table 150. Time Warner Revenue in TV Ad-spending Business (2015-2020) (Million US\$)

Table 151. Time Warner Recent Development

Table 152. Toyota Company Details

Table 153. Toyota Business Overview

Table 154. Toyota Product

Table 155. Toyota Revenue in TV Ad-spending Business (2015-2020) (Million US\$)

Table 156. Toyota Recent Development

Table 157. Walt Disney Company Details

Table 158. Walt Disney Business Overview

Table 159. Walt Disney Product

Table 160. Walt Disney Revenue in TV Ad-spending Business (2015-2020) (Million US\$)

Table 161. Walt Disney Recent Development

Table 162. Research Programs/Design for This Report

Table 163. Key Data Information from Secondary Sources

Table 164. Key Data Information from Primary Sources



## List Of Figures

### LIST OF FIGURES

- Figure 1. Global TV Ad-spending Market Share by Type: 2020 VS 2026
- Figure 2. Linear Tv Features
- Figure 3. Streaming Television Features
- Figure 4. PC Features
- Figure 5. Smartphone Features
- Figure 6. Tablet Features
- Figure 7. Global TV Ad-spending Market Share by Application: 2020 VS 2026
- Figure 8. Retail Case Studies
- Figure 9. Automobile Case Studies
- Figure 10. Financial Services Case Studies
- Figure 11. Telecom Case Studies
- Figure 12. Electronics Case Studies
- Figure 13. Travel Case Studies
- Figure 14. Media and Entertainment Case Studies
- Figure 15. Healthcare Case Studies
- Figure 16. TV Ad-spending Report Years Considered
- Figure 17. Global TV Ad-spending Market Size YoY Growth 2015-2026 (US\$ Million)
- Figure 18. Global TV Ad-spending Market Share by Regions: 2020 VS 2026
- Figure 19. Global TV Ad-spending Market Share by Regions (2021-2026)
- Figure 20. Porter's Five Forces Analysis
- Figure 21. Global TV Ad-spending Market Share by Players in 2019
- Figure 22. Global Top TV Ad-spending Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in TV Ad-spending as of 2019)
- Figure 23. The Top 10 and 5 Players Market Share by TV Ad-spending Revenue in 2019
- Figure 24. North America TV Ad-spending Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 25. Europe TV Ad-spending Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 26. China TV Ad-spending Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 27. Japan TV Ad-spending Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 28. Southeast Asia TV Ad-spending Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 29. India TV Ad-spending Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 30. Central & South America TV Ad-spending Market Size YoY Growth (2015-2020) (Million US\$)

Figure 31. American Express Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 32. American Express Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 33. Comcast Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 34. Comcast Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 35. Ford Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 36. Ford Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 37. P&G Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 38. P&G Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 39. Pfizer Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 40. Pfizer Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 41. Verizon Communications Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 42. Verizon Communications Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 43. AT&T Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 44. AT&T Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 45. Chrysler Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 46. Chrysler Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 47. General Motors Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 48. General Motors Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 49. Johnson & Johnson Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 50. Johnson & Johnson Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 51. JP Morgan Chase Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 52. JP Morgan Chase Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 53. L'Oreal Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 54. L'Oreal Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 55. Nissan Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 56. Nissan Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 57. Time Warner Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 58. Time Warner Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 59. Toyota Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 60. Toyota Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 61. Walt Disney Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 62. Walt Disney Revenue Growth Rate in TV Ad-spending Business (2015-2020)

Figure 63. Bottom-up and Top-down Approaches for This Report

Figure 64. Data Triangulation

Figure 65. Key Executives Interviewed

## I would like to order

Product name: COVID-19 Impact on Global TV Ad-spending Market Size, Status and Forecast 2020-2026

Product link: <https://marketpublishers.com/r/C887783FE5E4EN.html>

Price: US\$ 3,900.00 (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/C887783FE5E4EN.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

