

TV Advertising Media Services Market in China 2021

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Abstracts

The TV advertising media services market in China in terms of revenue is set to grow by US\$ 6 billion during 2021-2027, growing at a compound annual growth rate (CAGR) of 3.7% during the forecast period, according to data and analytics company StrategyHelix.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for TV advertising media services. The China TV advertising media services market is segmented on the basis of expenditure. By expenditure, it is categorized into soft-sell (including advertising solution packages), and traditional hard-sell.

The report has profiled some of the key players of the market such as CCTV (China central television) WR International Media Co. Ltd, Guangdong Advertising Group Co. Ltd., Ruicheng (China) Media Group Limited, Simei Media Co. Ltd..

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the TV advertising media services market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Expenditure: soft-sell (including advertising solution packages), and traditional hard-sell

Years Considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the China TV advertising media services market

Pinpoint growth sectors and trends for investment

Understand what the future of the TV advertising media services market in China looks

like

Identify the competitive landscape and window of opportunity

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