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India Cinema Advertising Market By Running Time (Under 30 Sec, 30 Sec - 60 Sec, 60 Sec - 90 Sec and Above 90 Sec), Competition Forecast and Opportunities, 2013 - 2023

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Abstracts

According to “India Cinema Advertising Market By Running Time, Competition Forecast and Opportunities, 2013 - 2023” cinema advertising market is projected to grow at a CAGR of more than 25% by 2023, predominantly on the back of growing number of multiplexes across India. Multiplexes are increasingly helping advertisers to reach a larger audience across the country. Moreover, Indian film industry is witnessing a significant growth with rising number of films being produced each year, thereby further increasing scope for cinema advertising. Additionally, technological developments such as use of VFX is anticipated to aid the growth of India cinema advertising market in the coming years. India cinema advertising market is controlled by these major players, namely PVR Limited, INOX Leisure Ltd., Cinepolis India Private Limited, Miraj Entertainment Limited, Carnival Films Private Limited, Mukta Arts Limited, Asian Cinema & Multiplexes Private Limited, Wave Digital Cinemas Private Limited, Movie Times Cineplex Private Limited and Gold Digitech Theaters Pvt Ltd. “India Cinema Advertising Market By Running Time, Competition Forecast and Opportunities, 2013 - 2023” discusses the following aspects of cinema advertising market in India:

Cinema Advertising Market Size, Share & Forecast

Segmental Analysis – By Running Time (Under 30 Sec, 30 Sec - 60 Sec, 60 Sec - 90 Sec and Above 90 Sec)

Competitive Analysis

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Changing Market Trends & Emerging Opportunities

Why You Should Buy This Report?

To gain an in-depth understanding of cinema advertising market in India

To identify the on-going trends and anticipated growth in the next five years

To help industry consultants, cinema advertising distributors and other stakeholders align their market-centric strategies

To obtain research-based business decisions and add weight to presentations and marketing material

To gain competitive knowledge of leading market players

To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer's specific needs

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interaction with cinema advertising distributors and industry experts. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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