

Global TV Advertising Market Insight 2020, Forecast to 2025

<https://marketpublishers.com/r/G594D973BC4FEN.html>

Date: June 2020

Pages: 150

Price: US\$ 3,360.00 (Single User License)

ID: G594D973BC4FEN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The TV Advertising market was valued at US\$ xx in 2019, prior to COVID-19. Whereas post-COVID-19 scenario, the market for TV Advertising is projected to grow from US\$ xx million in 2020, and is projected to reach xx by 2025, at a CAGR of xx% during the forecast period. Projected and forecast revenue values are in constant U.S. dollars, unadjusted for inflation. Product values are estimated based on manufacturers' revenue.

The report offers detailed coverage of TV Advertising industry and main market trends. The market research includes historical and forecast market data, demand, application details, price trends, and company shares of the leading TV Advertising by geography. The report splits the market size, by volume and value, on the basis of application type and geography.

In addition to this data, the report provides insight into drivers of market demand and strategies of suppliers. Key players are profiled, and their market shares in the global TV Advertising market are discussed.

The market is segmented by types:

20 Seconds

60 Seconds

More than 60 Seconds

It can be also divided by applications:

Food & Beverage Industry

Vehicles Industry

Health and Medical Industry

Commercial and Personal Services

Consumer Goods

Others

And this report covers the historical situation, present status and the future prospects of the global TV Advertising market for 2015-2025. In this report, we analyze global market from 5 geographies: Asia-Pacific, Europe, North America, Middle East & Africa, South America.

Finally, the report provides detailed profile and data information analysis of leading company.

CBS

Comcast

News

Viacom

Fisher Communication

Gray Television

LiveRail

Sinclair Broadcast Group

Sun TV Network

The Walt Disney

Time Warner

TBC

TV Today Network

Univision Communication

Vivendi

WPP

Omnicom Group

DENTSU INC.

Publicis Groupe

IPG

Havas

Report Includes:

xx data tables and xx additional tables

An overview of global TV Advertising market

An detailed key players analysis across regions

Analyses of global market trends, with historical data, estimates for 2020 and projections of compound annual growth rates (CAGRs) through 2025

Insights into regulatory and environmental developments

Information on the supply and demand scenario and evaluation of technological and investment opportunities in the TV Advertising market

Profiles of major players in the industry, including CBS, Comcast, News, Viacom, Fisher Communication.....

Research objectives

To study and analyze the global TV Advertising consumption (value & volume) by key regions/countries, product type and application, history data from 2015 to 2019, and forecast to 2025.

To understand the structure of TV Advertising market by identifying its various subsegments.

Focuses on the key global TV Advertising manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, Porter's five forces analysis, SWOT analysis and development plans in next few years.

To analyze the TV Advertising with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of TV Advertising submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

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

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