Global TV Ad-spending Market 2015-2019

Description: About TV Ad Spending
TV advertising enables advertisers to create awareness about their products and influence the buying decision of consumers. Since TV is the most widely viewed medium worldwide, advertisers are drawn to this medium of advertising. Advertising on TV can be done using traditional commercial channels or multichannel campaigns. Advertisers have increased their spending on TV advertising owing to a rise in consumer confidence.

The global TV ad spending market is expected to grow at a CAGR of 4.52% during the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the global TV ad spending market for the period 2015-2019. To calculate the market size, the report considers revenue generated from advertising through mediums such as free-to-air and multichannel TV. The report presents the vendor landscape and a corresponding detailed analysis of the leading vendors in the market.

Key Regions
- APAC
- Latin America
- North America
- ROI
- Western Europe

Key Vendors
- American Express
- Comcast
- Ford
- P&G
- Pfizer
- Verizon Communications

Other Prominent Vendors
- AT&T
- Chrysler
- General Motors
- Johnson & Johnson
- JP Morgan Chase
- L'Oreal
- Nissan
- Time Warner
- Toyota
- Walt Disney

Market Driver
- TV Advertisements with Digital Touch Points
- For a full, detailed list, view our report

Market Challenge
- Increase in Time Spent on Digital Media
- For a full, detailed list, view our report

Market Trend
- Subscription-based Models
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
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