
Description:
Plunkett Research lists top 400 companies in Advertising & Branding and names top trends changing the industry for the mid term.

Key Findings:
- Industry trends analysis, market data and competitive intelligence
- Market forecasts and Industry Statistics
- Industry Associations and Professional Societies List
- In-Depth Profiles of hundreds of leading companies
- Industry Glossary
- Buyer may register for free access to search and export data
- Link to our 5-minute video overview of this industry

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Pages: 490
Statistical Tables Provided: 10
Companies Profiled: 397
Geographic Focus: Global

A complete market research report, including forecasts and market estimates, technologies analysis and developments at innovative firms.

You will gain vital insights that can help you shape your own strategy for business development, product development and investments.

Understand the Following Questions:
- How is the industry evolving?
- How is the industry being shaped by new technologies?
- How is demand growing in emerging markets and mature economies?
- What is the size of the market now and in the future?
- What are the financial results of the leading companies?
- What are the names and titles of top executives?
- What are the top companies and what are their revenues?

Contents, Statistics, Forecasts and Analysis Include:
- Major Trends Affecting the Advertising & Branding Industry
- Introduction to the Advertising and Branding Industry
- Agencies Face Both Evolving Client Needs and Vast Changes in Media
- Global Media Giants Acquire both Content and Distribution/Merger Activity Slows
- Online Advertising Becomes More Targeted, Takes 36.8% Share of U.S. Advertising Market
- Programmatic Ad Buying Dominates the Market
- Global Internet Market Tops 3.5 Billion Users/Ultrafast Broadband Expands, both Fixed and Wireless
- Television Ads Evolve to Face New Challenges, Formats and Online Competitors
- DVR Market Evolves/Time-Shifting Hurts Advertisers
- Embedded Advertising/Product Placement/Branded Entertainment and Marketing Soar
- Market Research Evolves to Include Digital Interaction with Consumers/Ads May Be Consumer-Generated
- Social Media to Generate $31 Billion in Global Online and Mobile Ad Revenues
- Email Reigns as One of the Single Most Effective Advertising Tools
- Newspapers and Magazines See Excellent Growth in Digital Editions and Apps
- Billboards Go Digital
- Location-Based Technology Delivers Targeted Ads and Discounts/Mobile Advertising Grows at an
Exceptional Rate
- Private Label Brands Grow in Share of Total Store Sales
- LOHAS-Socially Conscious Consumers Create Challenges and Opportunities for Advertisers and Marketers
- Growth in China's Ad Market
- Growth in Big Data Supported by Expansion of Cloud Computing and Predictive Analytics

Advertising & Branding Industry Statistics:
- Advertising & Branding Industry Statistics and Market Size Overview
- Cable & Other Subscription Programming: Estimated Sources of Revenue & Expenses, U.S.: 2011-2016

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How to Use This Book

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- Advertising & Branding Industry Statistics and Market Size Overview
- Cable & Other Subscription Programming: Estimated Sources of Revenue & Expenses, U.S.: 2011-2016

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- A Short Advertising & Branding Industry Glossary


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