

Video Games Advertising 2016 Global Market Expected to Grow at CAGR 13.71% and Forecast to 2020

WiseGuyReports.Com Publish a New Market Research Report On – “Video Games Advertising 2016 Global Market Expected to Grow at CAGR 13.71% and Forecast to 2020”

PUNE, INDIA, November 24, 2016
/EINPresswire.com/ --

The analysts forecast the global video games advertising market to grow at a CAGR of 13.71% during the period 2016-2020.

[Video games are electronic games](#) that require a video device for the user interface of the game. The device can be a mobile display or a PC monitor, or a TV screen. Based on the electronic system employed, they are categorized in the form of platforms such as mobile, PC, and TV. Different types of games are available for a number of gaming platforms. Video games are available in two major formats — physical and digital. The physical format comes in the form of compact discs, which are used while playing the game. In the digital format, the game is downloaded and played.

Get Sample Report @ <https://www.wiseguyreports.com/sample-request/676799-global-video-games-advertising-market-2016-2020>

For more information or any query mail at sales@wiseguyreports.com

Covered in this report

The report covers the present scenario and the growth prospects of the global video games advertising market for 2016-2020. To calculate the market size, the report considers the revenue generated from the sale of advertisements through video games.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report, Global Video Games Advertising Market 2016-2020, has been prepared based on an



in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- BrightRoll
- Flurry
- Google
- InMobi
- InMobi

Other prominent vendors

- AppNexus
- Byd
- Fiksu
- iAd
- Kiiip
- Matomy Media
- Millennial Media
- Platform One
- MobPartner
- MoPub
- Tapjoy
- SpotXchange
- Tremor Video
- TubeMogul

Market driver

- Improved measurement standards
- For a full, detailed list, view our report

Complete Report Details @ <https://www.wiseguyreports.com/reports/676799-global-video-games-advertising-market-2016-2020>

Market challenge

- High adoption of ad-blocks
- For a full, detailed list, view our report

Market trend

- Increased female participation
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 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?

Table Of Contents – Major Key Points

PART 01: Executive summary

- Highlights

PART 02: Scope of the report

- Market overview
- Definitions
- Base year and forecast period
- Vendor segmentation

PART 03: Market research methodology

- Research methodology
- Economic indicators

PART 04: Introduction

- Key market highlights

PART 05: Market landscape

- Market overview
- Market size and forecast
- Five forces analysis

PART 06: Market segmentation by type

- Global video game advertising market by type
- Global interstitial video game advertising market
- Global reward-based video game advertising market
- Global banner video game advertising market
- Global native video game advertising market
- Global video game advertising market attractiveness by type
- Segment comparison analysis

PART 07: Market segmentation by genre

- Global video game advertising market by genre
- Global action video game advertising market
- Global FPS video game advertising market
- Global sports video game advertising market
- Global role-playing video game advertising market
- Global video game advertising market attractiveness by genre
- Segment comparison analysis

PART 08: Geographical segmentation

- Global video game advertising market by geography
- Video game advertising market in APAC
- Video game advertising market in Americas
- Video game advertising market in EMEA
- Video game advertising market attractiveness by geography
- Segment comparison analysis

PART 09: Key leading countries

- Key leading countries in video game advertising market

PART 10: Market drivers

- Effective communication of information
- Growing popularity of e-sports
- Improved measurement standards

.....CONTINUED

For more information or any query mail at sales@wiseguyreports.com

Buy 1-User PDF @ https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=676799

ABOUT US:

Wise Guy Reports is part of the Wise Guy Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe. Wise Guy Reports features an exhaustive list of market research reports from hundreds of publishers worldwide. We boast a database spanning virtually every market category and an even more comprehensive collection of market research reports under these categories and sub-categories.

Norah Trent
wiseguyreports
+1 646 845 9349 / +44 208 133 9349
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.