

Global Video Games Advertising Market 2016 Share, Trend, Segmentation and Forecast to 2020

WiseGuyReports.Com Publish a New Market Research Report On – “Global Video Games Advertising Market 2016 Share, Trend, Segmentation and Forecast to 2020”.

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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.

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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
- Byyd
- Fiksu
- iAd
- Kiip
- 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

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?

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- Growing popularity of e-sports
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- High adoption of ad-blocks
- Piracy in video games
- Heterogeneous audience

Continued.....

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