

Video Games Advertising Market 2018 Global Share, Trend, Segmentation and Forecast to 2021

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

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/EINPresswire.com/ --

Global [Video Games Advertising Market](#)

WiseGuyReports.com Presents “Global Video Games Advertising Market 2016-2020” New Document to its Studies Database. The Report Contain 60 Pages With Detailed Analysis.

Description

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.

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.

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



- Americas
- APAC
- EMEA

The 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?

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

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