



The global digital video advertising market is expected to grow at a CAGR of 35% during the forecast period of 2018-2023

Advertising media are those devices which are used by the advertiser to transmit advertising message to the existing consumers.

HYDERABAD, TELANGANA, INDIA, September 4, 2018 /EINPresswire.com/ -- AR and VR are the next Big Trends in [Digital Video Advertising](#)

Advertising media are those devices which are used by the advertiser to transmit advertising message to the existing consumers. The types of advertising media are broadly categorized into five divisions, such as- print advertising, broadcast advertising, outdoor advertising, digital advertising and product/brand integration.

Among the above mentioned forms of media, video remains the most powerful tool of an advertiser in attracting the customer. Digital video advertising or online video advertising, simply means advertising a particular product or a service in a video format and viewing it over network connected devices such as- Facebook, websites or using certain mobile applications and games.

The advancement of technology has made internet accessible everywhere; and hence web is the most preferred medium by the advertisers to promote a product/service. The present day consumers prefer viewing videos on mobile phones and tablets than viewing videos on TV. As a result, even advertisers have migrated online to grab customers' attention. These significant changes have led to the growth of digital video advertising.

The emergence of Internet of Things has posed challenge to the advertising industry. It has become difficult for advertisers to choose the media functionality over a wide array of devices which have different network capabilities in terms of bandwidth. The advertisement industry has seen an increase in the measurement of metrics due to the content and device proliferation. Lack of standardization in measurement can cause inefficiency in understanding the market. The occurrence of ad fraud is also a major concern faced by the market. These are the challenges that hinder the growth of digital video advertising.

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<https://industryarc.com/Report/18095/digital-video-advertising-market.html>

The digital advertising market is trying to come up with innovative technologies that will be used in improving customers' experience.

GushCloud is a Singapore based startup marketing advertising agency. The company has raised a funding of \$ 3 million. The funding was supported by YG investment. GushCloud will use this funds in penetrating into the Southeast Asian consumer market and aims to build out the digital entertainment and distribution infrastructure

Virtual Reality (VR) is the next big trend in the field of digital advertising. Companies like Apple, Google, Facebook and Microsoft have already invested in this new framework. Google will be coming up with VR cube to enhance the advertising experience.

Augmented Reality (AR) will help in enhancing user experience by layering computer-generated images over a person's current environment. Brands like IKEA have already started using AR as part of their advertising strategy. IKEA's AR furniture application allows users to virtually place furniture pieces in their rooms with the help of the camera on their mobile phone.

Bidalgo a specialized provider of ad creative automation has come up with a technology called as Creative AI. Creative AI is the first Artificial Intelligence based technology which helps advertisers in creating high performing creative ads. The solution measures the impact of all the variables used for marketing campaign goals and provides recommendation as to which creative elements to promote and which ones to replace.

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Ad fraud is a type of scam where advertisers are tricked to pay for something that is worthless. They can be in the form of fake traffic or fake leads. Interactive Advertising Bureau (IAB), an advertising business organization, has come up with 'Gold Standard' to address key issues faced by the advertising industry. The Gold Standard currently focuses on reducing ad fraud, improving digital advertising experience and also increasing brand safety.

The digital video advertising sector is expected to have a steady growth in the future as mobile video advertising will be the highest revenue generator of the advertising market. The use of AR and VR technologies for advertising purpose can help in the growth of the market.

Digital Video Advertising Market report is segmented as indicated below:

1. Digital Video Advertising Market – By Type of Advertisement

1.1. Introduction

1.2. Ad formats

1.2.1. Linear video Ad

1.2.1.1. Pre roll

1.2.1.2. Mid roll

1.2.1.3. Post roll

1.2.2. Nonlinear video Ad

1.3. By Ad units

1.3.1. In stream video Ad

1.3.1.1. Journalistic ads

1.3.1.2. Syndicated ads

1.3.1.3. User generated ads

1.3.2. Out stream video Ad

1.3.2.1. In banner

1.3.2.2. In article

1.3.2.3. Native video

1.3.2.4. In feed video

1.3.2.5. Interstitial video

2. Digital Video Advertising Market –By devices

2.1. Introduction

2.2. Desktop

2.3. Mobile devices

2.4. Tablets

2.5. Over the top devices

2.6. Advanced TV

2.7. Gaming consoles

2.8. Digital bill boards

2.9. Others

3. Digital Video Advertising Market-By Service Platforms

- 3.1. Introduction
- 3.2. Ad Exchange
- 3.3. Ad Networks
- 3.4. Agencies
- 3.5. Agencies Trading Desk
- 3.6. Data Management Platform
- 3.7. Delivery system tools & Analytics
- 3.8. Demand Side Platform
- 3.9. Verification & Privacy
- 3.10. Others

4. Digital Video Advertising Market – By End Users

- 4.1. Introduction
- 4.2. Manufacturing
- 4.3. Automobile
- 4.4. Retails
- 4.5. Healthcare
- 4.6. E-commerce
- 4.7. Educational Institutions
- 4.8. Movie Industry
- 4.9. Others

5. Digital Video Advertising Market – By Market Entropy

6. Digital Video Advertising Market – By Geography

Companies Cited/Referenced/Interviewed

Buzzfeed
Mashable
Viceland
Mic
Interactive Advertising Bureau
Assoscaition of National Advertisers
American Advertisng Federation
American Assosiation of Advertising
Carrot Creative
Netflix
Youtube
Hulu
Company 20+

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<https://industryarc.com/Report/16315/interactive-display-market.html>

B. In-Car Infotainment Multimedia System Market

<https://industryarc.com/Report/18206/in-car-infotainment-multimedia-systems-market.html>

What can you expect from the report?

The Digital Video Advertising Market Report is Prepared with the Main Agenda to Cover the following 20 points:

- 1. Market Size by Product Categories
- 2. Market trends

3. Manufacturer Landscape
4. Distributor Landscape
5. Pricing Analysis
6. Top 10 End user Analysis
7. Product Benchmarking
8. Product Developments
9. Mergers & Acquisition Analysis
10. Patent Analysis
11. Demand Analysis (By Revenue & Volume)
12. Country level Analysis (15+)
13. Competitor Analysis
14. Market Shares Analysis
15. Value Chain Analysis
16. Supply Chain Analysis
17. Strategic Analysis
18. Current & Future Market Landscape Analysis
19. Opportunity Analysis
20. Revenue and Volume Analysis

Frequently Asked Questions:

Q. Does IndustryARC publish country, or application based reports in Digital Video Advertising Market?

Response: Yes, we do have separate reports and database as mentioned below:

1. North America Digital Video Advertising Market (2018-2023)
2. South America Digital Video Advertising Market (2018-2023)
3. Europe Digital Video Advertising Market (2018-2023)
4. Asia Pacific Digital Video Advertising Market (2018-2023)
5. Middle East and Africa Digital Video Advertising Market (2018-2023)
6. Linear video Ad Market in Digital Video Advertising Market (2018-2023)
7. Mobile devices Market in Digital Video Advertising Market (2018-2023)
8. Ad Networks Services Market in Digital Video Advertising Market (2018-2023)
9. Manufacturing Digital Video Advertising Market (2018-2023)

Q. Does IndustryARC provide customized reports and charge additionally for limited customization?

Response: Yes, we can customize the report by extracting data from our database of reports and annual subscription databases. We can provide the following free customization

1. Increase the level of data in application or end user industry.
2. Increase the number of countries in geography or product chapter.
3. Find out market shares for other smaller companies or companies which are of interest to you.
4. Company profiles can be requested based on your interest.
5. Patent analysis, pricing, product analysis, product benchmarking, value and supply chain analysis can be requested for a country or end use segment.

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