

Video Games Advertising: Market Share, Strategies, Segmentation, Opportunities And Forecasts, 2019 To 2025

Video Games Advertising – Global Market Growth, Opportunities, Analysis Of Top Key Players And Forecast To 2025

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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.

According to the report, one of the major drivers for this market is Increasing growth of the HDR technology. HDR is a technology for displaying a wider range of color tones with more emphasis on details.

In 2018, the global Video Games Advertising market size was xx million US\$ and it is expected to reach xx million US\$ by the end of 2025, with a CAGR of xx% during 2019-2025.

This report focuses on the global Video Games Advertising status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Video Games Advertising development in United States, Europe and China.

The key players covered in this study

BrightRoll

Flurry

Google

InMobi

AppNexus

Byyd
Fiksu
IAD
Kiip
Matomy Media
Millennial Media
Platform One
MobPartner
MoPub
Tapjoy
SpotXchange
Tremor Video
TubeMogul

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Market segment by Type, the product can be split into
Reward-Based Video Game Advertising
Banner Video Game Advertising
Native Video Game Advertising

Market segment by Application, split into
Commercial
Service Industry
Manufacturing Industry
Others

Market segment by Regions/Countries, this report covers
United States
Europe
China
Japan
Southeast Asia
India
Central & South America

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