

China Advertising Industry Indepth Research and Investment Strategy Planning Report, 2013-2017

目 录

CONTENTS

Chapter 1: Development Overview of Advertising Industry

1.1 Overview of Advertising Industry

- 1.1.1 Definition of Advertising Industry
- 1.1.2 Classification of Advertising Industry
 - (1) Classification by Media
 - (2) Classification by Advertising Purposes
 - (3) Classification by Advertising Spread Scope
 - (4) Classification by Advertising Objectives
- 1.1.3 Features and Essence of Advertising
 - (1) Features of Advertising
 - (2) Essence of Advertising
- 1.1.4 Features of Advertising
 - (1) Communicability
 - (2) Persuasiveness
 - (3) Value
- 1.1.5 Position and Function of Ad Industry
 - (1) Position of Ad Industry in National Economy
 - (2) Impact of Ad Industry on Commercial Business
 - (3) Impact of Ad Industry on Consumer
 - (4) Impact of Ad Industry on Mass Media

1.2 Analysis of Industrial Chain of Ad Industry

- 1.2.1 Industrial Chain Market form of Ad Industry
 - (1) New Trend of Advertising Market
 - (2) Analysis of Industrial Chain Structure of Ad Industry
- 1.2.2 Development Status and Problems of Advertising Industrial Chain
 - (1) Development Status of Advertising Industrial Chain
 - (2) Bottlenecks of Advertising Industrial Chain
- 1.2.3 Integration and Communication of Advertising Industrial Chain
 - (1) Functions and Effects of Integration and Communication of Advertising Industrial Chain
 - (2) Strategies and Policies of Integration and Communication of Advertising Industrial Chain

1.3 Analysis of Development Environment of Ad Industry

- 1.3.1 Industry Management Regulations
 - (1) Industry Supervision Departments
 - (2) Laws Related to Industry
 - (3) Standards Related to Industry
- 1.3.2 Analysis of Economic Environment
 - (1) Analysis of International Macro-environment
 - (2) Analysis of Domestic Macro-environment
 - (3) Impact of Macro-environment on Industry
- 1.3.3 Analysis of Social Environment
 - (1) Analysis of Advertiser Environment
 - (2) Media Environment
 - (3) Analysis of Consumption Environment

1.4 Report Research Departments and Research Methods

- 1.4.1 Introduction to Research Departments
- 1.4.2 Overview of Research Methods

Chapter 2: Development Analysis of Ad Industry

2.1 Development Analysis of International Ad Industry

- 2.1.1 Overall Information of International Ad Industry

- (1) Market Scale of Overall International Ad Industry
- (2) Market Scale of Ad Industry in Regions around the World
- (3) Market Scale of International Ad Industry in All Media Forms
- (4) Expenses of All Kinds of Internet Advertising in Globe
- 2.1.2 Development Status of USA Ad Industry
 - (1) Analysis of Supervision Mechanism of USA Ad Industry
 - (2) Analysis of Market Scope of Ad Industry
 - (3) Analysis of Main Media Advertising Markets in USA
 - (4) Analysis of Main Industries USA Intend to Launch Advertisement
- 2.1.3 Development Status of Europe Ad Industry
 - (1) Analysis of EU Advertising Supervision Mechanism
 - (2) Analysis of Market Size of Europe Ad Industry
 - (3) Analysis of Market Status of UK Ad Industry
 - (4) Analysis of Market Scale of Ad Industry
 - (5) Analysis of Development Status of Germany Ad Industry
- 2.1.4 Development Analysis of Japan Ad Industry
 - (1) Analysis of Supervision Mechanism of Japan Ad Industry
 - (2) Analysis of Market Scale of Japan Ad Industry
 - (3) Analysis of Main Media Advertising Markets in Japan
 - (4) Analysis of Main Industries Japan Intend to Launch Advertisement
- 2.1.5 Analysis of Development Prospects of International Ad Industry
- 2.2 Analysis of History and Status of China Ad Industry**
 - 2.2.1 Development History of China Ad Industry
 - (1) Recovery Development Period
 - (2) Preliminary Development Period
 - (3) High-speed Development Period
 - (4) Development Improvement Period
 - 2.2.2 Development Status of China Ad Industry
 - (1) Overall Steady Growth of Ad Industry
 - (2) Highlights of Unbalanced Development of Ad Industry
 - (3) Multinational Advertising Groups Rush into China's Market
- 2.3 Market Analysis of China Ad Industry**
 - 2.3.1 Overview of Market Status of Ad Industry
 - (1) Comprehensive Situation
 - (2) Market of Media Advertisement
 - (3) Media Contact Behavior with Consumer
 - 2.3.2 Analysis of Market Scale of Ad Industry
 - (1) Operation of Ad Industry
 - (2) Operation of Media Advertising
 - (3) Operation of Advertising Companies
 - (4) Operation of Advertising in Provinces and Cities
 - 2.3.3 Analysis of Market Competition of Ad Industry
 - (1) Competition between Professional Advertising Companies and Media Enterprises
 - (2) Competition between Local Advertising Companies and Multinational Advertising Companies
 - (3) Competition between Advertising Consumer Agencies and Media Agent Companies
 - (4) Analysis of Competition among Regional Markets of Advertising Companies
- 2.4 Analysis of Audience Media Contact Habits**
 - 2.4.1 Audience Spending Less time on TV, Internet Becoming Main Trend
 - 2.4.2 TV Audience Tending to Be the Age, While Video Audience Tending to Be Younger
 - 2.4.3 Long time Spent in Video, and Audience Tending to Favoring Video
 - 2.4.4 Both TV and Video Audiences Have Higher Loyalty Respectively
 - 2.4.5 TV Audience Favor Current News and Video Audience Prefer Movies and TV Dramas
- 2.5 Challenges and Opportunities of China Ad Industry**
 - 2.5.1 Challenges in Development of Ad Industry
 - (1) Ad Communication Effect Weakening
 - (2) Position of Ad Descending in Media Profit Model
 - (3) Network Disadvantages Threat Ad Safely Communication
 - 2.5.2 Opportunities of Development of Ad Industry
 - (1) More Convenient Transformation of Ad Cross Media Planning

- (2) Ad Communication Efficiency Substantially Elevated
- (3) Major Transition Taking Place at Role of Advertiser and Their Profits

Chapter 3: Analysis of Ad Servicing of Advertisers

3.1 Analysis of Ad Servicing Scale of Advertisers

- 3.1.1 Analysis of Ad Cost in Ad Servicing Industry
- 3.1.2 Analysis of Enterprises' Ad Serving Amount

3.2 Analysis of Advertisers' Ad Servicing in Rising Heated Industries

- 3.2.1 Strategies for Advertisers' Ad Serving in Rising Heated Industries
 - (1) Strategies for Ad Servicing in Real Estate Industry
 - (2) Strategies for Ad Servicing in Dairy Product Industry
 - (3) Strategies for Ad Servicing in Financial Industry
 - (4) Strategies for Ad Servicing in Medicine and Health Products Industry
 - (5) Strategies for Ad Servicing in Auto Industry
 - (6) Strategies for Ad Servicing in Cosmetics/ Bathroom Products Industry
 - (7) Strategies for Ad Servicing in Clothes Industry

3.3 Advertisers' Ad Service Preference in Rising Heated Industry

- 3.3.1 Ad Servicing on Traditional Media Tending to Be More Cautious
- 3.3.2 Ad Servicing on Digital New Media Tending to Be Priorities

3.4 Ad Servicing Trend of Advertisers in Rising Heated Industries

- 3.4.1 Media Ad Cost Shifting towards PR Terminals
- 3.4.2 Rational Development of Advertiser's Ad Strategies
- 3.4.3 Clear Development of Advertiser's Main Media Servicing Idea

Chapter 4: Analysis of Traditional Media Ad Market

4.1 Analysis of Development of TV Ad Market

- 4.1.1 Analysis of Development Overview of TV Industry
 - (1) Quantity of China's TV Stations
 - (2) Population Coverage of China TV Viewers
 - (3) Quantity of China TV Users
 - (4) Analysis of China TV Viewing Conditions
 - (5) Analysis of Preference of China TV Audience
- 4.1.2 Development Situation of TV Ad Market
 - (1) Analysis of TV Ad Servicing Amount
 - (2) Ad Servicing Amount of Various Channels
 - (3) Analysis of TV Ad Regional Markets
 - (4) Competitive Landscape of TV Ad Market
- 4.1.3 Analysis of TV Ad Servicing Situation
 - (1) Analysis of TV Ad Servicing Industry
 - (2) Analysis of TV Ad Servicing Brands
- 4.1.4 Analysis of Development Prospects of TV Ad
 - (1) Operation and Management Prospects for TV Ad
 - (2) Development Prospects for TV Ad Market
 - (3) Quality Prospects for TV Ad Products

4.2 Development Analysis of Newspaper Ad Market

- 4.2.1 Analysis of Newspaper Development Situation
 - (1) Publishing Categories of China's Newspaper
 - (2) Total Printing Amount of China's Newspaper
 - (3) Retail Market Situation of Various Newspapers
 - (4) Circulation Situation of Various Newspapers
 - (5) Coverage Rate of Various Newspapers in Cities
 - (6) Regional Development of Newspaper Market
 - (7) Competition Situation of Newspaper Market
- 4.2.2 Development Situation of Newspaper Ad Market
 - (1) Analysis of Newspaper Ad Market Scale
 - (2) Analysis of Income Composition of Newspaper Ad
 - (3) Income Situation of Newspaper in Regions
- 4.2.3 Analysis of Newspaper Ad Servicing Situation
 - (1) Analysis of Newspaper Ad Servicing Industry
 - (2) Newspaper Ad Servicing Trend of Major Ad Servicing Industry
 - (3) Analysis of Newspaper Ad Servicing Value

- 4.2.4 Analysis of Influencing Factors to Newspaper Ad Communication Effect
 - (1) Communication Subject Factors
 - (2) Media Factors
 - (3) Ad Content Factors
 - (4) Ad Position Factors
 - (5) Audience Factors
- 4.2.5 Development Trend and Coping Strategies of Newspaper Ad
 - (1) Trend Analysis of Enterprise Ad Servicing
 - (2) Analysis of Newspaper Ad Operation Innovation
- 4.3 Development Analysis of Periodical Ad Market**
 - 4.3.1 Analysis of Periodical Development Situation
 - (1) China Periodical Categories
 - (2) Analysis of China Periodical Import and Export
 - (3) Analysis of China Periodical Product Structure
 - (4) Analysis China Periodical Sales Conditions
 - (5) Analysis of Periodical Sales Regional Market
 - (6) Analysis of Circulation Situation of Various Periodicals
 - 4.3.2 Development Situation of Periodical Ad Market
 - (1) Analysis of Periodical Ad Market Scale
 - (2) Ad Servicing Situation of Various Periodicals Ad
 - (3) Ad Servicing Distribution of Main Periodicals
 - (4) Analysis of Ad Income Composition of Main Periodicals
 - (5) Concentration Analysis of Periodical Ad Market
 - 4.3.3 Analysis of Periodical Ad Servicing Situation
 - (1) Analysis of Periodical Ad Servicing Industry
 - (2) Analysis of Periodical Ad Servicing Advertisers
 - (3) Analysis of Periodical Ad Servicing Brands
 - (4) Pixels Max File Size of Periodical Ad
 - 4.3.4 Analysis of Development Trend of Periodical Ad
- 4.4 Development Analysis of Broadcast Ad Market**
 - 4.4.1 Analysis of Development Situation of Broadcast Ad
 - (1) Analysis of China Broadcast Ad Scale
 - (2) Analysis of China Broadcast Ad Audience Market
 - (3) Analysis of China Broadcast Ad Audience Scale
 - (4) Analysis of China Broadcast Ad Audience's Act
 - (5) Analysis of China Broadcast Ad Market Competition
 - (6) Analysis of Development Trend of China Broadcast Ad
 - 4.4.2 Development Situation of Broadcast Ad Market
 - (1) Analysis of Broadcast Ad Market Scale
 - (2) Cost Ranking of Broadcast Ad
 - (3) Analysis of Broadcast Ad Servicing Industry
 - (4) Analysis of Broadcast Ad Servicing Brands
 - 4.4.3 Analysis of Broadcast Ad Development Prospects
- 4.5 Analysis of Outdoor Ad Market**
 - 4.5.1 Analysis of Outdoor Ad Development Features
 - (1) District Increasing Concentration of Outdoor Ad Industry
 - (2) Ad Planning Reach Levels of Professional Standards
 - (3) Outdoor Ad More Focusing on Creativity
 - (4) Fierce Competition of Ad Media Resources
 - 4.5.2 Development Situation of Outdoor Ad
 - (1) Analysis of Market Scale of Outdoor Ad Industry
 - (2) Analysis of Advertiser Scale of Outdoor Ad
 - (3) Analysis of Outdoor Ad Servicing Industry
 - (4) Analysis of Outdoor Ad Servicing Brands
 - (5) Analysis of Price Trend of Outdoor Media
 - (6) Analysis of Profits of Outdoor Ad Industry
 - 4.5.3 Competition Analysis of Outdoor Ad Industry
 - (1) Analysis of Competition Status of Outdoor Ad Industry
 - (2) Analysis of Competition Landscape of Outdoor Ad Industry

- (3) Analysis of Potential Threats of Outdoor Ad Industry
- 4.5.4 Development Trend and Prospects Forecast of Outdoor Ad
 - (1) Analysis of Development Trend of Outdoor Ad
 - (2) Development Prospects Forecast for Outdoor Ad

Chapter 5: Analysis of Emerging Media and Other Ad Markets

5.1 Development Analysis of Network Ad Industry

- 5.1.1 Development Situation of Network Ad
 - (1) Analysis of Basic Forms of Network Ad
 - (2) Analysis of Market Features of Network Ad
 - (3) Network Marketing Value of Network Ad
 - (4) Analysis of Development Status of Network Ad
- 5.1.2 Analysis of Operational Models of Network Ad
 - (1) Analysis of Release Channels of Network Ad
 - (2) Analysis of Charge Modes of Network Ad
- 5.1.3 Analysis of Network Ad Market Scale
 - (1) Market Scale of Network Ad
 - (2) Share Structure of Network Ad
 - (3) Analysis of Network Ad Servicing Industry
 - (4) Analysis of Network Ad Servicing Media
- 5.1.4 Development Trend and Prospects Forecast for Network Ad
 - (1) Analysis of Development Trend of Network Ad
 - (2) Development Prospects Forecast for Network Ad

5.2 Analysis of Mobile Phone Ad Market

- 5.2.1 Development Overview of Mobile Phone Ad
 - (1) Definition of Mobile Phone Ad
 - (2) Classification of Mobile Phone Ad
 - (3) Features of Mobile Phone Ad
 - (4) Development Environment of Mobile Phone Ad
- 5.2.2 Analysis of Mobile Phone Ad Industrial Chain
- 5.2.3 Analysis of Mobile Phone Ad Market Status
 - (1) Market Scale of Mobile Phone Ad
 - (2) Share Structure of Mobile Phone Ad
 - (3) Charge Models of Mobile Phone Ad
 - (4) Effect Evaluation of Mobile Phone Ad
- 5.2.4 Analysis of Mobile Phone Ad Market Segments
 - (1) Analysis of Mobile Phone Newspaper Ad Market
 - (2) Analysis of Interactive Marketing Ad Market
 - (3) Analysis of Mobile Phone Website Market
 - (4) Analysis of Mobile Phone Customer Terminal Ad Market
- 5.2.5 Analysis of Competitive Landscape of Mobile Phone Ad Market
- 5.2.6 Analysis of Mobile Phone Ad Audience Act Market
 - (1) Analysis of Users' Recognition on Types of Mobile Phone Ads
 - (2) Analysis of Users' Channels to Learn about Mobile Phone Ad
 - (3) Analysis of Users' Selection Preference on Mobile Phone Ad
- 5.2.7 Problems and Suggestions of Mobile Phone Ad Market
 - (1) Problems in Mobile Phone Ad Market
 - (2) Development Suggestions for Mobile Phone Ad Market

5.3 Analysis of Other Main Ad Markets

- 5.3.1 Analysis of Cinema Ad Market
 - (1) Market Status of Mobile Phone Ad
 - (2) Market Concerns about Mobile Phone Ad
 - (3) Development Suggestions for Mobile Phone Ad Market
- 5.3.2 Development Analysis of Packaging Ad Market
 - (1) Development Status of Packaging Ad Market
 - (2) Development Trend of Packaging Ad Market
- 5.3.3 Analysis of Direct Mail Ad Market
 - (1) Development Status of Direct Mail Ad Market
 - (2) Development Trend of Direct Mail Ad Market

Chapter 6: Analysis of Regional Markets in Ad Industry

6.1 Market Region Development Overview of Ad Industry

- 6.1.1 Regional Development Overview of Ad Industry
- 6.1.2 Fast Expanding of Second and Third-tiers Regional Ad Markets

6.2 Market Analysis of Key Regional Ad Industry

- 6.2.1 Analysis of Market Development of Beijing Ad Industry
 - (1) Development Status of Beijing Ad Industry
 - (2) Scale Analysis of Beijing Ad Industry
 - (3) Competition Trend of Beijing Ad Industry
 - (4) Development Trend of Beijing Ad Industry
 - (5) Problems in Beijing Ad Industry
 - (6) Development Strategies for Beijing Ad Industry
- 6.2.2 Analysis of Market Development of Shanghai Ad Industry
 - (1) Management Standards of Shanghai Ad Industry
 - (2) Operation Conditions of Shanghai Ad Industry
 - (3) Competition Trend of Shanghai Ad Industry
 - (4) Development Advantages of Shanghai Ad Industry
 - (5) Group Features of Shanghai Ad Audience
 - (6) Development Strategies for Shanghai Ad Firms
- 6.2.3 Analysis of Market Development of Guangzhou Ad Industry
 - (1) Management Conditions of Guangzhou Ad Industry
 - (2) Operation Conditions of Guangzhou Ad Industry
 - (3) Foreign Traders' Investment conditions of Guangzhou Ad Industry
 - (4) Competition Trend of Guangzhou Ad Industry
 - (5) Development Advantages of Guangzhou Ad Industry
 - (6) Development Prospects for Guangzhou Ad Industry
- 6.2.4 Analysis of Market Development of Shenzhen Ad Industry
 - (1) Monitoring Conditions of Shenzhen Ad Industry
 - (2) Market Conditions of Shenzhen Ad Industry
 - (3) Ad Servicing Conditions of Shenzhen Ad Industry
 - (4) Development Advantages of Shenzhen Ad Industry
 - (5) Problems in Shenzhen Ad Industry
 - (6) Development Prospects for Shenzhen Ad Industry
- 6.2.5 Analysis of Market Development of Jiangsu Ad Industry
 - (1) Policies Related to Jiangsu Ad Industry
 - (2) Development Status of Jiangsu Ad Industry
 - (3) Operation Conditions of Jiangsu Ad Industry
 - (4) Development Suggestions for Jiangsu Ad Industry
- 6.2.6 Analysis of Market Development of Zhejiang Ad Industry
 - (1) Policy Planning of Zhejiang Ad Industry
 - (2) Operation Conditions of Zhejiang Ad Industry
 - (3) Development Features of Zhejiang Ad Industry
 - (4) Problems in Zhejiang Ad Industry
 - (5) Development Suggestions for Zhejiang Ad Industry
- 6.2.7 Analysis of Market Development of Tianjin Ad Industry
 - (1) Monitoring Conditions of Tianjin Ad Industry
 - (2) Operation Status of Tianjin Ad Industry
 - (3) Regional Features of Tianjin Ad Industry
 - (4) Conditions of Tianjin Ad Servicing Industry
 - (5) Development Advantages of Tianjin Ad Industry
 - (6) Problems in Tianjin Ad Industry
 - (7) Development Suggestions for Tianjin Ad Industry
- 6.2.8 Analysis of Market Development of Fujian Ad Industry
 - (1) Development Planning of Fujian Ad Industry
 - (2) Development Features of Fujian Ad Industry
 - (3) Operation Status of Fujian Ad Industry
 - (4) Main Media Ad Status in Fujian Province
 - (5) Development Prospects for Fujian Ad Industry

6.3 Analysis of Regional Development Trend of Ad Industry

- 6.3.1 "Twelfth Five-year" Development Strategies for Regional Ad Industry

- (1) Development Strategies for Ad Industry in Eastern Areas
- (2) Development Strategies for Ad Industry in Western Areas
- (3) Scale Development Strategies for Leading Ad Enterprises
- (4) Development Strategies for Regional Ad Capital Market

6.3.2 Analysis of Regional Development Trend of Ad Industry

Chapter 7: Operation Analysis of Leading Enterprises in Ad Industry

7.1 Overall Development Situation of Enterprises in Ad Industry

7.2 Operation Analysis of Leading Enterprises among Media Institutions

7.2.1 Operation Analysis of CCTV

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation Conditions
- (3) Analysis of Enterprise Organization Structure
- (4) Analysis of Enterprise Ad Business System
- (5) Analysis of Business Coverage Scope of Ad Firms
- (6) Analysis of Enterprise Ad Business Customer Conditions
- (7) Analysis of Enterprise Development Advantages and Disadvantages
- (8) Analysis of Enterprise Latest Development Trend

7.2.2 Operation Analysis of Shanghai Media Group

- (1) Analysis of Enterprise Development Profile
- (2) Analysis of Enterprise Operation Conditions
- (3) Analysis of Enterprise Organization Structure
- (4) Analysis of Enterprise Ad Business System
- (5) Analysis of Business Coverage Scope of Ad Firms
- (6) Analysis of Enterprise Ad Business Customer Conditions
- (7) Analysis of Enterprise Development Advantages and Disadvantages
- (8) Analysis of Enterprise Latest Development Trend

如需了解报告详细内容，请直接致电前瞻客服中心。

全国免费服务热线：400-068-7188 0755-82925195 82925295 83586158

或发电子邮件：service@qianzhan.com

或登录网站：<https://bg.qianzhan.com/>

我们会竭诚为您服务！