

Egypt Online Advertising Market Outlook to 2017- Favorable Prospects in Online Search Advertising

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Abstracts

The industry research publication titled 'Egypt Online Advertising Market Outlook to 2017- Favorable Prospects in Online Search Advertising' presents a comprehensive analysis of market size of online advertisement, display, search, lead generation, sponsorship advertisement, digital video, e-mail, mobile and classifieds segment in Egypt. The report entails the market share analysis and company profiles of major players in the online advertising industry. The future analysis and segmentation by type of advertisements have also been discussed.

Egypt has a resilient advertising industry which was buoyant even during the financial crisis during 2009. Majority of the advertisement spending came from the public sector and the telecommunications industry. The online advertising industry of Egypt has grown at a CAGR of 71.9% during 2007-2012 reaching a market size of USD ~ million in 2012. Online advertising industry spending in Egypt has been headed by the telecom services, which contributed a 15.0% in 2012, with a spending of USD ~ million. Other important sectors included banking and finance, automotive and real estate sector which had a share of ~%, ~% and ~% respectively in 2012 in the overall online advertising spending in the country. The Egypt online advertising industry mainly comprises of search engine advertising and display advertisement, which cumulatively accounted for 80.0% of the total market in 2012. Currently in Egypt, online display advertising tops with its share of ~% in online advertisement spending, particularly due to its resemblance to the traditional banner type advertisements. However, the importance of online search advertisements is gradually increasing as the advertisers have started to realize the significance of compact and targeted advertisements. Other segments such as video, mobile, lead and online sponsorship were minimal contributing segments in the industry. The leading platforms in the online display advertising industry included players such as Google, Facebook and Yahoo while the leading advertising

agencies included Starcom, OMD, Universal Media and few others.

The online advertising industry in Egypt is set to witness an immense rise as the economy is recovering from political turmoil and the internet penetration and computer literacy is expected to increase tremendously. During 2013-2017, the online advertising spending in the country is expected to reach USD ~ million in 2017, growing at a CAGR of 36.7% during 2012-2017. Most of the internet advertisements would continue to be driven by the display advertisements and search advertisements, with display making a contribution of ~% and search advertising contributing ~% in 2017.

KEY TOPICS COVERED IN THE REPORT

The market size of the Egypt online advertising market in terms of value during 2007 - 2012

Egypt online advertising market segmentation by type of advertisement (display, search, social, lead generation, sponsorship, mobile and video advertising)

Egypt online advertising market segmentation by spending on industry (banking, real estate, telecom services and others)

Egypt online search, display advertising, lead generation, sponsorship, mobile and video advertising market size in terms of value (2007-2012)

Trends and Developments in the online advertising market in Egypt

Competitive landscape of players operating in online advertising market of Egypt in search, display and video advertising. (for both platforms such as Google, Facebook) and leading advertising agencies such as Starcom, OMD, Universal Media, Initiative and others)

Future projections and macro economic factors of Egypt online advertising.

Contents

1. EGYPT ONLINE ADVERTISING MARKET SIZE AND INTRODUCTION

2. EGYPT ONLINE ADVERTISING MARKET REVENUE MODELS, 2012

3. EGYPT ONLINE ADVERTISING MARKET SEGMENTATION BY TYPE OF INDUSTRY, 2007-2012

4. EGYPT ONLINE ADVERTISING MARKET SEGMENTATION BY TYPE OF ADVERTISEMENT, 2007-2012

4.1. Market Size of Different segments in the Egypt Online Advertising Market

4.1.1. Egypt Online Display Advertisement Market, 2007-2012

4.1.2. Egypt Online Search Advertisement Market, 2007-2012

4.1.3. Egypt Online Lead Generation Advertisement Market, 2007-2012

4.1.4. Egypt Online Sponsorship Advertisement, 2007-2012

4.1.5. Egypt Video Advertisement Market, 2007-2012

4.1.6. Egypt Mobile Advertisement Market, 2007-2012

4.1.7. Egypt E-Mail Advertisement Market, 2007-2012

4.1.8. Egypt Online Classifieds Advertisement Market, 2007-2012

5. MARKET SHARE OF MAJOR PLAYERS IN EGYPT ONLINE ADVERTISING MARKET, 2012

6. COMPETITIVE LANDSCAPE OF MAJOR PLAYERS IN EGYPT ONLINE ADVERTISING INDUSTRY

7. EGYPT ONLINE ADVERTISEMENT MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017

8. MACRO ECONOMIC INDICATORS OF EGYPT ONLINE ADVERTISING INDUSTRY, 2007-2017

8.1. Gross Domestic Product of Egypt, 2007-2017

8.2. Internet Users in Egypt, 2007-2017

8.3. Mobile Subscribers in Egypt, 2007-2017

8.4. E-Commerce Industry in Egypt, 2007-2017

8.5. Average Online Time Spent in Egypt, 2007-2017

8.6. M-Commerce Industry in Egypt, 2007-2017

9. EGYPT ONLINE ADVERTISING MARKET TRENDS AND DEVELOPMENT

Social Media Revolutionizing the Online Advertising

Emergence of Online Group Buying Sites

10. APPENDIX

10.1. Market Definitions

10.2. Abbreviations

10.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

10.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Egypt Online Advertising Market Size on the Basis of Spending in USD Million, 2007-2012

Figure 2: Market Share of Major Players in Egypt Online Display Advertising (Google, Facebook, Yahoo, Twitter) on the Basis of Spending in Percentage, 2012

Figure 3: Egypt Online Advertising Market Future Projections on the Basis of Spending in USD Million, 2013-2017

Figure 4: Gross Domestic Product of Egypt in USD Million, 2007-2017

Figure 5: Internet Users in Egypt in Million, 2007-2017

Figure 6: Mobile Subscribers in Egypt in Million, 2007-2017

Figure 7: E-Commerce Industry in Egypt in USD Million, 2007-2017

Figure 8: Average Online Time Spent in Egypt per Day in Hours, 2007-2017

Figure 9: M-Commerce Industry in Egypt in USD Million, 2007-2017

List Of Tables

LIST OF TABLES

Table 1: Cost of Revenue Models in Egypt Online Advertising Industry in USD, 2012

Table 2: Egypt Online Advertising Market Spending by Type of Industry in USD Million and Contribution on the Basis of Spending in Percentage, 2012

Table 3: Egypt Online Advertising Market Segmentation by Type of Advertisement on the Basis of Spending in Percentage, 2007-2012

Table 4: Market Size of Different Types of Online Advertisements (Display, Search, Lead Generation, Sponsorship Advertisement, Digital Video, E mail, Mobile and Classifieds) on the Basis of Spending in USD Million, 2007-2012

Table 5: Competitive Landscape of Major Advertising Agencies (Starcom Media Vest Group, OMD, Universal Media, Initiative Group, Digital Republic, Techno Wireless) in the Egypt Online Advertising Industry

Table 6: Egypt Online Advertising Market Future Projections by Type of Advertisement (Display, Search, Digital Video, Mobile, Lead Generation, Sponsorship Advertisements, E mail, Classifieds) on the Basis on Spending in USD Million, 2013-2017

Table 7: Correlation Matrix for Egypt Online Advertising Market

Table 8: Regression Coefficients Output

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