

# **Philippines Online Advertising Market Outlook to 2018 - Driven by Rising Internet and Social Media Penetration Rate**

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## **Abstracts**

The report titled “Philippines Online Advertising Market Outlook to 2018- Driven by Rising Internet and Social Media Penetration Rate” presents a comprehensive analysis of the industry covering aspects including market size by ad spending on digital or online advertising and market segmentation by types of online advertising, types of revenue generation models, type of organizational structure and by different sectors contributing to the overall revenue of online advertising in Philippines. The report also entails a detailed description on the recent trends and developments in the market and competitive positioning of major players in the industry along with future projections of the Online Advertising Industry in Philippines.

Online Advertising in Philippines can be broadly classified into display advertising, mobile advertising, search advertising and online video advertising. Display Advertising has the largest share in the online advertising space in the country. Display advertising contributes nearly ~% to the total revenue of online advertising in Philippines. One of the major reasons responsible for such a large share is the increasing internet and social media usage rates in the country. The average time spent by an individual on social media sites is way more than any other sites on internet in Philippines.

Online Advertising Market in Philippines is still in the developing stage as compared to the other markets at the global level. The expenditure or spending on the online advertising industry in Philippines was nearly USD ~ million in 2008. Online Advertising industry has been developing and gaining popularity in the country on account of rising internet connectivity and coverage as well as increasing mobile penetration rate in the country. The internet penetration rate which was nearly 15% in 2008 has risen and reached to nearly 45% in 2013.

Philippines Online Advertising Market has shown a tremendous growth during the last few years. The market has grown at a CAGR of 43.4% during 2009-2013. This has been mainly on account of the increasing popularity of social media in Philippines. The revenues have gone up from USD ~ million in 2009 to nearly about USD ~ million in 2013. The contribution of online advertising to the overall ad spending in Philippines has been nearly ~% during the period 2010 to 2012.

The Online Advertising Market in Philippines consists of a mix of innovative and creative digital ad agencies. Some of the well established agencies in digital advertising industry globally such as MRM Worldwide, McCann Worldgroup, Tribal DDB, Group M, Starcom Mediavest Group and others are the leading players in the Philippines online advertising Industry.

The revenues generated by the Philippines online advertising industry are projected to reach USD ~ million by 2018 from USD ~ million in 2013, growing at a CAGR of nearly 15.0% during the period. One of the major reasons for this increase would be the increasing levels of brand engagement in Filipinos. The agencies would concentrate more on the content creation and the promotion part of any of the ad campaigns developed by them so as to increase the engagement level from the targeted audience. The number of people having net connectivity and staying online would increase exponentially as the reach of internet will increase in the coming years.

### **Key Topics Covered in the report:**

Market Size of Philippines Online Advertising Industry by Spending, 2009-2013

Value Chain of Philippines Online Advertising Industry

Market Segmentation of Philippines Online Advertising Industry by Types of Online Advertising, 2013

Market Segmentation of Philippines Online Advertising Industry by Types of Online Revenue Generation Models, 2013

Market Segmentation of Philippines Online Advertising Industry by Types of Organizational Structures, 2013

Market Segmentation of Philippines Online Advertising Industry by Different

Sectors, 2013

Philippines Online Advertising Industry Growth Drivers and Challenges

Trends and Developments in Philippines Online Advertising Industry

Regulating Boards and Associations in Philippines Online Advertising Industry

Regulations in the Philippines Online Advertising Industry

Comparative Analysis of Major Digital Advertising Agencies in Philippines

Future Outlook and Projections in Philippines Online Advertising Industry

## Contents

### **1. GLOBAL ONLINE ADVERTISING INDUSTRY: AN OVERVIEW**

### **2. PHILIPPINES ONLINE ADVERTISING INDUSTRY: AN OVERVIEW**

### **3. VALUE CHAIN OF ONLINE ADVERTISING INDUSTRY**

Philippines Online Advertising Value Chain

### **4. PHILIPPINES ONLINE ADVERTISING MARKET SIZE BY SPENDING, 2009-2013**

### **5. PHILIPPINES ONLINE ADVERTISING MARKET SEGMENTATION**

5.1. By Types of Online Advertising (Display, Mobile, Search and Online Video Ads), 2013

5.2. By Types of Revenue Generation Models (CPC, CPM and Other Models), 2013

5.3. By Organized and Unorganized Market, 2013

5.4. By Sectors (Retail and Consumer Goods, Telecommunications, Financial Services and Others), 2013

### **6. PHILIPPINES ONLINE ADVERTISING INDUSTRY GROWTH DRIVERS**

### **7. PHILIPPINES ONLINE ADVERTISING INDUSTRY CHALLENGES**

### **8. TRENDS AND DEVELOPMENTS IN PHILIPPINES ONLINE ADVERTISING INDUSTRY**

Internet Access On the Rise

Social Media Usage Rates

Mobile Penetration Exceeding 100%, Tablets and Smart phones also Catching Up

Brand Friendliness in Philippines

Digital Boom in Philippines

TVWS (TV White Space) Technology in Philippines

Increasing Popularity of Location Based Mobile Ads

Mergers and Acquisitions in Telecom Sector in Philippines

### **9. REGULATING BOARDS AND ASSOCIATIONS**

- 9.1. Advertising Board of Philippines (ADBOARD)
- 9.2. Advertising Standards Council
- 9.3. Philippines Association of National Advertisers
- 9.4. Internet and Mobile Marketing Association of Philippines

## **10. REGULATIONS FOR THE PHILIPPINES ONLINE ADVERTISING INDUSTRY**

## **11. COMPARATIVE ANALYSIS OF MAJOR DIGITAL ADVERTISING AGENCIES (MRM MANILA, STARCOM MEDIAVEST GROUP, DDB GROUP AND GROUP M) IN THE PHILIPPINES**

Competitive Landscape of Online Platforms in Philippines  
List of Online Advertising Agencies in Philippines

## **12. PHILIPPINES ONLINE ADVERTISING FUTURE OUTLOOK AND PROJECTIONS, 2014-2018**

Future Outlook by Types of Online Advertisements, 2014-2018  
12.1. Cause and Effect Relationship Between Industry factors and Online Advertising Market in Philippines

## **13. MACRO-ECONOMIC AND INDUSTRY FACTORS: HISTORICAL AND PROJECTIONS**

- 13.1. Number of Internet Users in Philippines, 2008-2018
- 13.2. Personal Disposable Income per household, 2008-2018
- 13.3. Gross Domestic Product, 2008-2018
- 13.4. Population and Demography in Philippines, 2008-2018

## **14. APPENDIX**

- 14.1. Market Definition
- 14.2. Abbreviations
- 14.3. Research Methodology
  - Data Collection Methods
  - Approach
  - Variables (Dependent and Independent)
  - Final Conclusion

#### 14.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Online Advertising Industry Share in Global Advertising Spending in Percentage (%), 2008-2013

Figure 2: Global Online Advertising Spending in USD Million, 2008-2013

Figure 3: Value Chain in Online Advertising Industry

Figure 4: Philippines Online Advertising Market Size on the Basis of Advertisement Spending in USD Million and Contribution of Online Ad Spending to Total Advertising Spending in Percentage (%), 2009-2013

Figure 5: Philippines Online Advertising Market Segmentation by Display, Mobile, Search and Online Video Ads on the Basis of Ad Spending in Percentage (%), 2013

Figure 6: Philippines Online Advertising Market Segmentation by Types of Revenue Generation Models (CPM, CPC and Other Models) on the Basis of Contribution to Total Revenue in Percentage (%), 2013

Figure 7: Philippines Online Advertising Market Segmentation by Types of Organizational Structures on the Basis of Contribution to Total Revenue in Percentage (%), 2013

Figure 8: Philippines Online Advertising Market Segmentation by Sectors (Retail and Consumer Goods, Telecommunications, Financial Services and Others) on the Basis of Contribution to Total Revenue in Percentage (%), 2013

Figure 9: Internet Penetration Rate in Philippines in Percentage (%) represented as Number of Internet Users out of Total Population in Philippines, 2008-2013

Figure 10: Mobile Phone Penetration Rate in Percentage (%) Represented as Number of Mobile Phone Subscribers out of Total Population in Philippines, 2008-2013

Figure 11: Number of Internet Users in Philippines in Million and Year on Year Growth Rate in Percentage (%), 2008-2013

Figure 12: Social Media Engagement in Philippines as a Percentage (%) of Total Internet Population by Different Social Media Platforms, 2013

Figure 13: Smartphone vs. Featured Phone Penetration in Percentage (%) in Southeast Asia, 2013

Figure 14: Philippines Online Advertising Industry Future Projection on the Basis of Revenue in USD Million, 2014-2018

Figure 15: Philippines Online Advertising Industry Future Projections by Contribution to Total Revenue in Percentage (%), 2014-2018

Figure 16: Philippines Total Number of Internet Users in Million, 2008-2018

Figure 17: Philippines Personal Disposable Income per Household in USD, 2008-2018

Figure 18: Philippines Gross Domestic Product in USD Million, 2008-2018

Figure 19: Total Population of Philippines in Million, 2008-2018



## List Of Tables

### LIST OF TABLES

Table 1: Advertising Spending on Different Mediums and its Contribution to Overall Advertising Spending in Philippines in USD Million, 2009-2013

Table 2: Philippines Online Advertising Market Segmentation by Display, Mobile, Search and Online Video Ads on the Basis of Ad Spending in USD Million, 2013

Table 3: Top 10 Overall Searches on Google in Philippines in 2013

Table 4: Philippines Online Advertising Market Segmentation by Types of Revenue Generation Models (CPM, CPC and other models) on the Basis of Revenue in USD Million, 2013

Table 5: Philippines Online Advertising Market Segmentation by Different Types of Organizational Structures on the Basis of Contribution to Total Revenue in USD Million, 2013

Table 6: Philippines Online Advertising Market Segmentation by Sectors (Retail and Consumer Goods, Telecommunications, Financial Services and Others) on the Basis of Total Revenue in USD Million, 2013

Table 7: The Key Benefits of Mobile advertising According to Marketers in Philippines Based on Percentage (%) of Respondents in Agreement with Benefits, 2013

Table 8: List of Mobile Advertising Agencies in Philippines

Table 9: Regulatory Framework/Format Followed For Online Advertising by Different Advertisements

Table 10: Competitive Landscape of Major Digital Ad Agencies (MRM Manila, Starcom Mediavest Grop, DDB Group and Group M) in Online Advertising Industry in Philippines

Table 11: Competitive Landscape of Online Platforms in Philippines

Table 12: List of Online Advertising Agencies in Philippines

Table 13: Philippines Online Advertising Industry Future Projections by Contribution to Total Revenue in USD Million, 2014-2018

Table 14: Cause and Effect Relationship Analysis between Industry Factors and Expected Prospects of Philippines Online Advertising Industry

Table 15: Population on the Basis of Age Group in Philippines in Million and Contribution in Percentage, 2008-2013

Table 16: Correlation Matrix of Philippines Online Advertising Market

Table 17: Regression Coefficients Output

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