

Qatar Online Advertising Market Outlook to 2017- Growth Steered by Government Initiatives in the ICT Sector

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Abstracts

The industry research publication titled 'Qatar Online Advertising Market Outlook to 2017- Growth Steered by Government Initiatives in the ICT Sector' presents a comprehensive analysis of market size by value of online advertisement in Qatar. 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.

The Qatar online advertising industry has grown at a robust CAGR of 85.6% during 2007-2012, registering a market size of USD ~ million in 2012. Internet usage in Qatar has changed the way people work and live in the country. The platform has opened multiple opportunities for businesses and individuals to reach a vast and diverse population. The Supreme Council of Information and Communication Technology (ICT Qatar) has taken various initiatives in order to promote broadband penetration in the country. The online advertising spending in Qatar is majorly concentrated in four industries namely, telecom services, banking and finance, automotive industry and real estate and property, which together accounted for 50.0% of the overall online advertising spending in the country in 2012. The largest spending in the online advertising industry was on the display advertisements, contributing ~% of the share in 2012, growing from ~% in 2007. Search advertisements held the second position with ~% while mobile advertising has been the third largest segment of online advertising in the country and accounted for a share of 10.0% in 2012. Video advertising and sponsorship advertising accounted for 5.0% each in 2012 while lead generation contributed only about 2.0% of the industry in 2012. The leading advertising agencies of the country include Agency 222, Universal Media and Frame Communications while the majority of advertisements are displayed on international platforms such as Facebook,

Twitter, Google and Yahoo.

The Qatar online advertising has a promising foundation and sophistication needed to further expand the market in the coming years. Currently, the large companies in the country have a greater focus and a robust presence in the digital platform. However, in the coming years, smaller firms would also explore online advertising medium, as going online would become even more economically viable. In the coming years, with use of fiber optic connections, users will be able to enjoy a greater variety of interactive content, which would further the success of internet marketing campaigns in the country. The spending on online advertising in the country is expected to reach USD ~ million in 2017, representing a CAGR of USD 40.1% during 2012-2017.

KEY TOPICS COVERED IN THE REPORT

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

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

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

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

Competitive landscape players operating in online advertising market of Qatar in search, display and video advertising. (for platforms such as Google, Facebook) and leading advertising agencies such as Agency 222, Universal Media, and Frame Communications)

Future projections and macro economic factors of Qatar online advertising.

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