

Global Digital Advertisement Market with Focus on Online Classifieds (2015 – 2019)

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Abstracts

Scope of the Report

The report titled “Global Digital Advertisement Market with Focus on Online Classifieds (2015 – 2019)” provides an in-depth analysis of the digital advertisement market with main focus on online classifieds advertisement. The market size and forecast in terms of US\$ for the market has been provided for the period 2015 to 2019, considering 2014 as the base year. The report also provides the compounded annual growth rate (% CAGR) for the forecast period 2015 to 2019. Over the next five years, digital advertisement market will go through its boom period and is forecasted to grow at a rapid pace due to advancement of technologies, increasing mobile and internet penetration, increasing user base of social networking sites etc.

The report provides detailed country analysis of the US, Europe and Australia in terms of value. Australian digital advertisement market particularly focuses on online classified and their different categories. The US is the market leader globally in terms of spending/expenditure on digital advertisement.

Furthermore, the report also profiles key market players such as WPP Group, Omnicom Group, Publicis Group, Interpublic Group of Companies and Dentsu Aegis Network on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Country Coverage

The US

Europe

Australia

Company Coverage

WPP Group

Omnicom Group

Publicis Groupe

Interpublic Group of Companies

Dentsu Aegis Network

Executive Summary

Online classifieds market has shown increasing trend over the past few years. The growth in the market is due to increased penetration rate of mobile and internet, advancement of technologies, consumer preference towards digital media and popularity of social network sites among the population globally.

The major factors driving the growth of online classifieds markets are increased use of smartphones. Among the digital devices, mobile devices have taken over as the preferred medium of consuming online media. The smartphone market has seen an unprecedented growth in the last 5 years. Mobile advertising is the key driver of growth for digital advertising market. Growth of E-Commerce market, rapidly increasing internet users and increasing user base in social networking site are other drivers that contribute to the growth of the market.

But, digital advertising market still has to face lot of challenges that hinder the growth of the market in coming years. The challenges before the market are advertisement fraud, lack of customer privacy, operational issues that need to be addressed as more advertising moves through programmatic channels etc. One more challenge before the market is weak economies. People are spending about 30 percent of their media

consumption time online, only about 10 percent of media budgets are dedicated to online.

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