

# Global Internet Ad Spending Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/GE6E2C3AC75EN.html>

Date: January 2019

Pages: 129

Price: US\$ 3,480.00 (Single User License)

ID: GE6E2C3AC75EN

## Abstracts

Internet advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

Scope of the Report:

This report studies the Internet Ad Spending market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Internet Ad Spending market by product type and applications/end industries.

Internet advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

The global Internet Ad Spending market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Internet Ad Spending.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Facebook

Google

LinkedIn

Twitter

BCC

Deutsche Telekom

IAC

Pinterest

Tumblr

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Search Advertising

Banner Ads

Digital Videos

Market Segment by Applications, can be divided into

Retail

Automobile

Financial services

Telecom

Electronics

Travel

Media and entertainment

Healthcare

## Contents

### 1 INTERNET AD SPENDING MARKET OVERVIEW

#### 1.1 Product Overview and Scope of Internet Ad Spending

#### 1.2 Classification of Internet Ad Spending by Types

##### 1.2.1 Global Internet Ad Spending Revenue Comparison by Types (2017-2023)

##### 1.2.2 Global Internet Ad Spending Revenue Market Share by Types in 2017

##### 1.2.3 Search Advertising

##### 1.2.4 Banner Ads

##### 1.2.5 Digital Videos

#### 1.3 Global Internet Ad Spending Market by Application

##### 1.3.1 Global Internet Ad Spending Market Size and Market Share Comparison by Applications (2013-2023)

##### 1.3.2 Retail

##### 1.3.3 Automobile

##### 1.3.4 Financial services

##### 1.3.5 Telecom

##### 1.3.6 Electronics

##### 1.3.7 Travel

##### 1.3.8 Media and entertainment

##### 1.3.9 Healthcare

#### 1.4 Global Internet Ad Spending Market by Regions

##### 1.4.1 Global Internet Ad Spending Market Size (Million USD) Comparison by Regions (2013-2023)

##### 1.4.1 North America (USA, Canada and Mexico) Internet Ad Spending Status and Prospect (2013-2023)

##### 1.4.2 Europe (Germany, France, UK, Russia and Italy) Internet Ad Spending Status and Prospect (2013-2023)

##### 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Internet Ad Spending Status and Prospect (2013-2023)

##### 1.4.4 South America (Brazil, Argentina, Colombia) Internet Ad Spending Status and Prospect (2013-2023)

##### 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Internet Ad Spending Status and Prospect (2013-2023)

#### 1.5 Global Market Size of Internet Ad Spending (2013-2023)

### 2 MANUFACTURERS PROFILES

## 2.1 Facebook

### 2.1.1 Business Overview

### 2.1.2 Internet Ad Spending Type and Applications

#### 2.1.2.1 Product A

#### 2.1.2.2 Product B

### 2.1.3 Facebook Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

## 2.2 Google

### 2.2.1 Business Overview

### 2.2.2 Internet Ad Spending Type and Applications

#### 2.2.2.1 Product A

#### 2.2.2.2 Product B

### 2.2.3 Google Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

## 2.3 LinkedIn

### 2.3.1 Business Overview

### 2.3.2 Internet Ad Spending Type and Applications

#### 2.3.2.1 Product A

#### 2.3.2.2 Product B

### 2.3.3 LinkedIn Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

## 2.4 Twitter

### 2.4.1 Business Overview

### 2.4.2 Internet Ad Spending Type and Applications

#### 2.4.2.1 Product A

#### 2.4.2.2 Product B

### 2.4.3 Twitter Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

## 2.5 BCC

### 2.5.1 Business Overview

### 2.5.2 Internet Ad Spending Type and Applications

#### 2.5.2.1 Product A

#### 2.5.2.2 Product B

### 2.5.3 BCC Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

## 2.6 Deutsche Telekom

### 2.6.1 Business Overview

### 2.6.2 Internet Ad Spending Type and Applications

#### 2.6.2.1 Product A

#### 2.6.2.2 Product B

2.6.3 Deutsche Telekom Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

### 2.7 IAC

#### 2.7.1 Business Overview

#### 2.7.2 Internet Ad Spending Type and Applications

##### 2.7.2.1 Product A

##### 2.7.2.2 Product B

2.7.3 IAC Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

### 2.8 Pinterest

#### 2.8.1 Business Overview

#### 2.8.2 Internet Ad Spending Type and Applications

##### 2.8.2.1 Product A

##### 2.8.2.2 Product B

2.8.3 Pinterest Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

### 2.9 Tumblr

#### 2.9.1 Business Overview

#### 2.9.2 Internet Ad Spending Type and Applications

##### 2.9.2.1 Product A

##### 2.9.2.2 Product B

2.9.3 Tumblr Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

## **3 GLOBAL INTERNET AD SPENDING MARKET COMPETITION, BY PLAYERS**

3.1 Global Internet Ad Spending Revenue and Share by Players (2013-2018)

3.2 Market Concentration Rate

3.2.1 Top 5 Internet Ad Spending Players Market Share

3.2.2 Top 10 Internet Ad Spending Players Market Share

3.3 Market Competition Trend

## **4 GLOBAL INTERNET AD SPENDING MARKET SIZE BY REGIONS**

4.1 Global Internet Ad Spending Revenue and Market Share by Regions

4.2 North America Internet Ad Spending Revenue and Growth Rate (2013-2018)

4.3 Europe Internet Ad Spending Revenue and Growth Rate (2013-2018)

4.4 Asia-Pacific Internet Ad Spending Revenue and Growth Rate (2013-2018)

- 4.5 South America Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa Internet Ad Spending Revenue and Growth Rate (2013-2018)

## **5 NORTH AMERICA INTERNET AD SPENDING REVENUE BY COUNTRIES**

- 5.1 North America Internet Ad Spending Revenue by Countries (2013-2018)
- 5.2 USA Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 5.3 Canada Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 5.4 Mexico Internet Ad Spending Revenue and Growth Rate (2013-2018)

## **6 EUROPE INTERNET AD SPENDING REVENUE BY COUNTRIES**

- 6.1 Europe Internet Ad Spending Revenue by Countries (2013-2018)
- 6.2 Germany Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 6.3 UK Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 6.4 France Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 6.5 Russia Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 6.6 Italy Internet Ad Spending Revenue and Growth Rate (2013-2018)

## **7 ASIA-PACIFIC INTERNET AD SPENDING REVENUE BY COUNTRIES**

- 7.1 Asia-Pacific Internet Ad Spending Revenue by Countries (2013-2018)
- 7.2 China Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 7.3 Japan Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 7.4 Korea Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 7.5 India Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia Internet Ad Spending Revenue and Growth Rate (2013-2018)

## **8 SOUTH AMERICA INTERNET AD SPENDING REVENUE BY COUNTRIES**

- 8.1 South America Internet Ad Spending Revenue by Countries (2013-2018)
- 8.2 Brazil Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 8.3 Argentina Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 8.4 Colombia Internet Ad Spending Revenue and Growth Rate (2013-2018)

## **9 MIDDLE EAST AND AFRICA REVENUE INTERNET AD SPENDING BY COUNTRIES**

- 9.1 Middle East and Africa Internet Ad Spending Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 9.3 UAE Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 9.4 Egypt Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria Internet Ad Spending Revenue and Growth Rate (2013-2018)
- 9.6 South Africa Internet Ad Spending Revenue and Growth Rate (2013-2018)

## **10 GLOBAL INTERNET AD SPENDING MARKET SEGMENT BY TYPE**

- 10.1 Global Internet Ad Spending Revenue and Market Share by Type (2013-2018)
- 10.2 Global Internet Ad Spending Market Forecast by Type (2018-2023)
- 10.3 Search Advertising Revenue Growth Rate (2013-2023)
- 10.4 Banner Ads Revenue Growth Rate (2013-2023)
- 10.5 Digital Videos Revenue Growth Rate (2013-2023)

## **11 GLOBAL INTERNET AD SPENDING MARKET SEGMENT BY APPLICATION**

- 11.1 Global Internet Ad Spending Revenue Market Share by Application (2013-2018)
- 11.2 Internet Ad Spending Market Forecast by Application (2018-2023)
- 11.3 Retail Revenue Growth (2013-2018)
- 11.4 Automobile Revenue Growth (2013-2018)
- 11.5 Financial services Revenue Growth (2013-2018)
- 11.6 Telecom Revenue Growth (2013-2018)
- 11.7 Electronics Revenue Growth (2013-2018)
- 11.8 Travel Revenue Growth (2013-2018)
- 11.9 Media and entertainment Revenue Growth (2013-2018)
- 11.10 Healthcare Revenue Growth (2013-2018)

## **12 GLOBAL INTERNET AD SPENDING MARKET SIZE FORECAST (2018-2023)**

- 12.1 Global Internet Ad Spending Market Size Forecast (2018-2023)
- 12.2 Global Internet Ad Spending Market Forecast by Regions (2018-2023)
- 12.3 North America Internet Ad Spending Revenue Market Forecast (2018-2023)
- 12.4 Europe Internet Ad Spending Revenue Market Forecast (2018-2023)
- 12.5 Asia-Pacific Internet Ad Spending Revenue Market Forecast (2018-2023)
- 12.6 South America Internet Ad Spending Revenue Market Forecast (2018-2023)
- 12.7 Middle East and Africa Internet Ad Spending Revenue Market Forecast (2018-2023)



## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Data

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Internet Ad Spending Picture

Table Product Specifications of Internet Ad Spending

Table Global Internet Ad Spending and Revenue (Million USD) Market Split by Product Type

Figure Global Internet Ad Spending Revenue Market Share by Types in 2017

Figure Search Advertising Picture

Figure Banner Ads Picture

Figure Digital Videos Picture

Table Global Internet Ad Spending Revenue (Million USD) by Application (2013-2023)

Figure Internet Ad Spending Revenue Market Share by Applications in 2017

Figure Retail Picture

Figure Automobile Picture

Figure Financial services Picture

Figure Telecom Picture

Figure Electronics Picture

Figure Travel Picture

Figure Media and entertainment Picture

Figure Healthcare Picture

Table Global Market Internet Ad Spending Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Internet Ad Spending Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Internet Ad Spending Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Internet Ad Spending Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Internet Ad Spending Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Internet Ad Spending Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Internet Ad Spending Revenue (Million USD) and Growth Rate (2013-2023)

Table Facebook Basic Information, Manufacturing Base and Competitors

Table Facebook Internet Ad Spending Type and Applications

Table Facebook Internet Ad Spending Revenue, Gross Margin and Market Share

(2016-2017)

Table Google Basic Information, Manufacturing Base and Competitors

Table Google Internet Ad Spending Type and Applications

Table Google Internet Ad Spending Revenue, Gross Margin and Market Share

(2016-2017)

Table LinkedIn Basic Information, Manufacturing Base and Competitors

Table LinkedIn Internet Ad Spending Type and Applications

Table LinkedIn Internet Ad Spending Revenue, Gross Margin and Market Share

(2016-2017)

Table Twitter Basic Information, Manufacturing Base and Competitors

Table Twitter Internet Ad Spending Type and Applications

Table Twitter Internet Ad Spending Revenue, Gross Margin and Market Share

(2016-2017)

Table BCC Basic Information, Manufacturing Base and Competitors

Table BCC Internet Ad Spending Type and Applications

Table BCC Internet Ad Spending Revenue, Gross Margin and Market Share

(2016-2017)

Table Deutsche Telekom Basic Information, Manufacturing Base and Competitors

Table Deutsche Telekom Internet Ad Spending Type and Applications

Table Deutsche Telekom Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

Table IAC Basic Information, Manufacturing Base and Competitors

Table IAC Internet Ad Spending Type and Applications

Table IAC Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

Table Pinterest Basic Information, Manufacturing Base and Competitors

Table Pinterest Internet Ad Spending Type and Applications

Table Pinterest Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

Table Tumblr Basic Information, Manufacturing Base and Competitors

Table Tumblr Internet Ad Spending Type and Applications

Table Tumblr Internet Ad Spending Revenue, Gross Margin and Market Share (2016-2017)

Table Global Internet Ad Spending Revenue (Million USD) by Players (2013-2018)

Table Global Internet Ad Spending Revenue Share by Players (2013-2018)

Figure Global Internet Ad Spending Revenue Share by Players in 2016

Figure Global Internet Ad Spending Revenue Share by Players in 2017

Figure Global Top 5 Players Internet Ad Spending Revenue Market Share in 2017

Figure Global Top 10 Players Internet Ad Spending Revenue Market Share in 2017

Figure Global Internet Ad Spending Revenue (Million USD) and Growth Rate (%)

(2013-2018)

Table Global Internet Ad Spending Revenue (Million USD) by Regions (2013-2018)

Table Global Internet Ad Spending Revenue Market Share by Regions (2013-2018)

Figure Global Internet Ad Spending Revenue Market Share by Regions (2013-2018)

Figure Global Internet Ad Spending Revenue Market Share by Regions in 2017

Figure North America Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Europe Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure South America Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Internet Ad Spending Revenue and Growth Rate  
(2013-2018)

Table North America Internet Ad Spending Revenue by Countries (2013-2018)

Table North America Internet Ad Spending Revenue Market Share by Countries  
(2013-2018)

Figure North America Internet Ad Spending Revenue Market Share by Countries  
(2013-2018)

Figure North America Internet Ad Spending Revenue Market Share by Countries in  
2017

Figure USA Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Canada Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Mexico Internet Ad Spending Revenue and Growth Rate (2013-2018)

Table Europe Internet Ad Spending Revenue (Million USD) by Countries (2013-2018)

Figure Europe Internet Ad Spending Revenue Market Share by Countries (2013-2018)

Figure Europe Internet Ad Spending Revenue Market Share by Countries in 2017

Figure Germany Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure UK Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure France Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Russia Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Italy Internet Ad Spending Revenue and Growth Rate (2013-2018)

Table Asia-Pacific Internet Ad Spending Revenue (Million USD) by Countries  
(2013-2018)

Figure Asia-Pacific Internet Ad Spending Revenue Market Share by Countries  
(2013-2018)

Figure Asia-Pacific Internet Ad Spending Revenue Market Share by Countries in 2017

Figure China Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Japan Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Korea Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure India Internet Ad Spending Revenue and Growth Rate (2013-2018)

Figure Southeast Asia Internet Ad Spending Revenue and Growth Rate (2013-2018)

Table South America Internet Ad Spending Revenue by Countries (2013-2018)  
Table South America Internet Ad Spending Revenue Market Share by Countries (2013-2018)  
Figure South America Internet Ad Spending Revenue Market Share by Countries (2013-2018)  
Figure South America Internet Ad Spending Revenue Market Share by Countries in 2017  
Figure Brazil Internet Ad Spending Revenue and Growth Rate (2013-2018)  
Figure Argentina Internet Ad Spending Revenue and Growth Rate (2013-2018)  
Figure Colombia Internet Ad Spending Revenue and Growth Rate (2013-2018)  
Table Middle East and Africa Internet Ad Spending Revenue (Million USD) by Countries (2013-2018)  
Table Middle East and Africa Internet Ad Spending Revenue Market Share by Countries (2013-2018)  
Figure Middle East and Africa Internet Ad Spending Revenue Market Share by Countries (2013-2018)  
Figure Middle East and Africa Internet Ad Spending Revenue Market Share by Countries in 2017  
Figure Saudi Arabia Internet Ad Spending Revenue and Growth Rate (2013-2018)  
Figure UAE Internet Ad Spending Revenue and Growth Rate (2013-2018)  
Figure Egypt Internet Ad Spending Revenue and Growth Rate (2013-2018)  
Figure Nigeria Internet Ad Spending Revenue and Growth Rate (2013-2018)  
Figure South Africa Internet Ad Spending Revenue and Growth Rate (2013-2018)  
Table Global Internet Ad Spending Revenue (Million USD) by Type (2013-2018)  
Table Global Internet Ad Spending Revenue Share by Type (2013-2018)  
Figure Global Internet Ad Spending Revenue Share by Type (2013-2018)  
Figure Global Internet Ad Spending Revenue Share by Type in 2017  
Table Global Internet Ad Spending Revenue Forecast by Type (2018-2023)  
Figure Global Internet Ad Spending Market Share Forecast by Type (2018-2023)  
Figure Global Search Advertising Revenue Growth Rate (2013-2018)  
Figure Global Banner Ads Revenue Growth Rate (2013-2018)  
Figure Global Digital Videos Revenue Growth Rate (2013-2018)  
Table Global Internet Ad Spending Revenue by Application (2013-2018)  
Table Global Internet Ad Spending Revenue Share by Application (2013-2018)  
Figure Global Internet Ad Spending Revenue Share by Application (2013-2018)  
Figure Global Internet Ad Spending Revenue Share by Application in 2017  
Table Global Internet Ad Spending Revenue Forecast by Application (2018-2023)  
Figure Global Internet Ad Spending Market Share Forecast by Application (2018-2023)  
Figure Global Retail Revenue Growth Rate (2013-2018)

Figure Global Automobile Revenue Growth Rate (2013-2018)  
Figure Global Financial services Revenue Growth Rate (2013-2018)  
Figure Global Telecom Revenue Growth Rate (2013-2018)  
Figure Global Electronics Revenue Growth Rate (2013-2018)  
Figure Global Travel Revenue Growth Rate (2013-2018)  
Figure Global Media and entertainment Revenue Growth Rate (2013-2018)  
Figure Global Healthcare Revenue Growth Rate (2013-2018)  
Figure Global Internet Ad Spending Revenue (Million USD) and Growth Rate Forecast (2018 -2023)  
Table Global Internet Ad Spending Revenue (Million USD) Forecast by Regions (2018-2023)  
Figure Global Internet Ad Spending Revenue Market Share Forecast by Regions (2018-2023)  
Figure North America Internet Ad Spending Revenue Market Forecast (2018-2023)  
Figure Europe Internet Ad Spending Revenue Market Forecast (2018-2023)  
Figure Asia-Pacific Internet Ad Spending Revenue Market Forecast (2018-2023)  
Figure South America Internet Ad Spending Revenue Market Forecast (2018-2023)  
Figure Middle East and Africa Internet Ad Spending Revenue Market Forecast (2018-2023)

## I would like to order

Product name: Global Internet Ad Spending Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

Product link: <https://marketpublishers.com/r/GE6E2C3AC75EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE6E2C3AC75EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

