

# Europe Digital Advertising Market by Platform, Ad Format, Industry Vertical, and Country 2015-2026: Growth Opportunity and Business Strategy

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## Abstracts

Europe digital advertising market reached \$62.43 billion in 2018, representing the third largest regional market in the world following North America and APAC.

Highlighted with 27 tables and 42 figures, this 105-page report “Europe Digital Advertising Market by Platform, Ad Format, Industry Vertical, and Country 2015-2026: Growth Opportunity and Business Strategy” is based on a comprehensive research of the entire Europe digital advertising market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report provides historical market data for 2015-2017, revenue estimates for 2018, and forecasts from 2019 till 2026. (Please note: The report will be updated if necessary before delivery so that the latest historical year is the base year and the forecast covers the next 5-10 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

## Porter's Fiver Forces

The trend and outlook of Europe market is forecast in optimistic, balanced, and conservative view. The balanced (most likely) projection is used to quantify Europe digital advertising market in every aspect of the classification from perspectives of Platform, Ad Format, Industry Vertical, and Country.

Based on platform, the Europe market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Mobile Ad (further divided into In-APP and Mobile Web by channel)

Desktop Ad

Digital TV and Others

Based on ad format, the Europe market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Digital Display Ad (further split into Programmatic Transactions and Non-programmatic Transactions by purchase method)

Internet Paid Search

Social Media

Online Video

Others

Based on industrial vertical, the Europe market is segmented into the following sub-markets with annual revenue for 2015-2026 (historical and forecast) included in each section.

Media and Entertainment

Consumer Goods & Retail Industry

Banking, Financial Service & Insurance

Telecommunication IT Sector

Travel Industry

Healthcare Sector

Manufacturing & Supply Chain

Transportation and Logistics

Energy, Power, and Utilities

Other Industries

Geographically, the following national markets are fully investigated:

Germany

UK

France

Spain

Italy

Rest of Europe

For each of the aforementioned countries, detailed analysis and data for annual revenue are available for 2015-2026. The breakdown of key national markets by Platform, Ad Format, and Industry Vertical over the forecast years are also included.

The report also covers current competitive scenario and the predicted supply trend; and

profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in Europe digital advertising market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

#### Key Players:

Alibaba

Amazon

Apple Inc.

Applovin Corporation

Baidu

Facebook Inc.

Google, Inc.

Microsoft Corporation

Nokia

Sina

Tencent

Twitter

Verizon

Yahoo! Inc.

(Please note: The report will be updated if necessary before delivery so that the latest historical year is the base year and the forecast covers the next 5-10 years over the base year.)

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