

# Global Digital Advertising Market 2020-2026 by Platform, Ad Format, Industry Vertical, and Region: COVID-19 Impact and Growth Opportunity

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## Abstracts

Considering the impact of COVID-19 pandemic, GMD predicts the revenue of global digital advertising market to reach a revised value of \$608.8 billion (compared with pre-COVID-19 forecast of \$664.7 billion) by 2026, representing a 2019-2026 CAGR of 9.12% (downgraded from 11.29%). The digital ad is becoming the lion's share in the whole pie of media advertising.

Highlighted with 78 tables and 74 figures, this 167-page report "Global Digital Advertising Market 2020-2026 by Platform, Ad Format, Industry Vertical, and Region: COVID-19 Impact and Growth Opportunity" is based on a comprehensive research of the entire global 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 2015-2019, revenue estimates for 2020, and forecasts from 2021 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 global market is forecast in optimistic, balanced, and conservative view. The balanced (most likely) projection is used to quantify global digital advertising market in every aspect of the classification from perspectives of Platform, Ad Format, Industry Vertical, and Region.

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

#### Mobile Ad

In-APP

Mobile Web

#### Desktop Ad

#### Digital TV and Others

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

#### Digital Display Ad

Programmatic Transactions

Non-programmatic Transactions

#### Internet Paid Search

Social Media

Online Video

## Others

Based on industrial vertical, the global 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 regions together with the listed national/local markets are fully investigated:

APAC (Japan, China, South Korea, Australia, Indonesia, and Rest of APAC)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

North America (U.S. and Canada)

Latin America (Brazil, Mexico, Argentina, Rest of Latin America)

RoW (Saudi Arabia, United Arab Emirates, Egypt)

For each of the aforementioned regions or countries, detailed analysis and data for annual revenue are available for 2015-2026. The breakdown of all regional markets by country and key national/local 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 global 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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