

# **World Online Advertising Market: Programmatic - RTB - Search - Display - Mobile - Social networking - Video: Markets at December 2015 & Forecasts to 2020**

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## **Abstracts**

The World Online Advertising market package includes:

a database with quantitative data on online advertising, the key market for monetization of personal data, up to 2020 for 15 countries (USA- UK –France –Germany –Italy –Spain –Japan -South Korea –China - Brazil – India – Russia – Turkey - South Africa – Switzerland), 7 zones and world consolidated. Six sub-segments are estimated for each country: search, display, mobile, programmatic, RTB, social networking and video.

a status report providing an analysis of key trends and technologies around personal data today (including privacy challenge, retargeting, VRM, regulation, new data measurement techniques, etc.) and also includes an overview of the world leaders and their KPIs (Google – Facebook – Yahoo! – Microsoft – Twitter – Amazon – Apple)

Access

Fixed

Internet subscribers (millions)

Annual growth rate

Internet density

## Mobile

Mobile subscribers (millions)

Annual growth rate

Mobile density

## Internet usages

### Fixed

Fixed Internet users (millions)

Annual growth rate

Fixed Internet penetration

### Mobile

Mobile Internet users (millions)

Annual growth rate

Mobile Internet penetration (% among mobile subscribers)

## Advertising revenues

### Online & total media advertising revenues

Online advertising revenues (million EUR)

Annual growth rate

## Online advertising revenues by advertising format

Display revenues (million EUR)

Programmatic

RTB

Search marketing and assimilated revenues (million EUR)

Other online advertising revenues (million EUR)

## Total online advertising revenues (% share of format)

Display

Search marketing and assimilated

Other

## Advertising revenues breakdown (included in above online revenues)

Mobile advertising revenues (million EUR)

Annual growth rate (%)

Share of mobile advertising revenues over online ad revenues

Social networking advertising revenues (million EUR)

Annual growth rate (%)

OTT video advertising revenues (million EUR)

Annual growth rate (%)

## Geographical coverage

### Zones

World

EU 5

EU28

Asia Pacific

North America

Latin America

Middle East-Africa

### Countries

Brazil

China

France

Germany

India

Italy

Japan

Russia

South Africa

South Korea

Spain

Switzerland

Turkey

UK

USA

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