

2017-2022 United States Internet Advertising Market Report (Status and Outlook)

https://marketpublishers.com/r/2359E796B84EN.html

Date: August 2017

Pages: 111

Price: US\$ 3,360.00 (Single User License)

ID: 2359E796B84EN

Abstracts

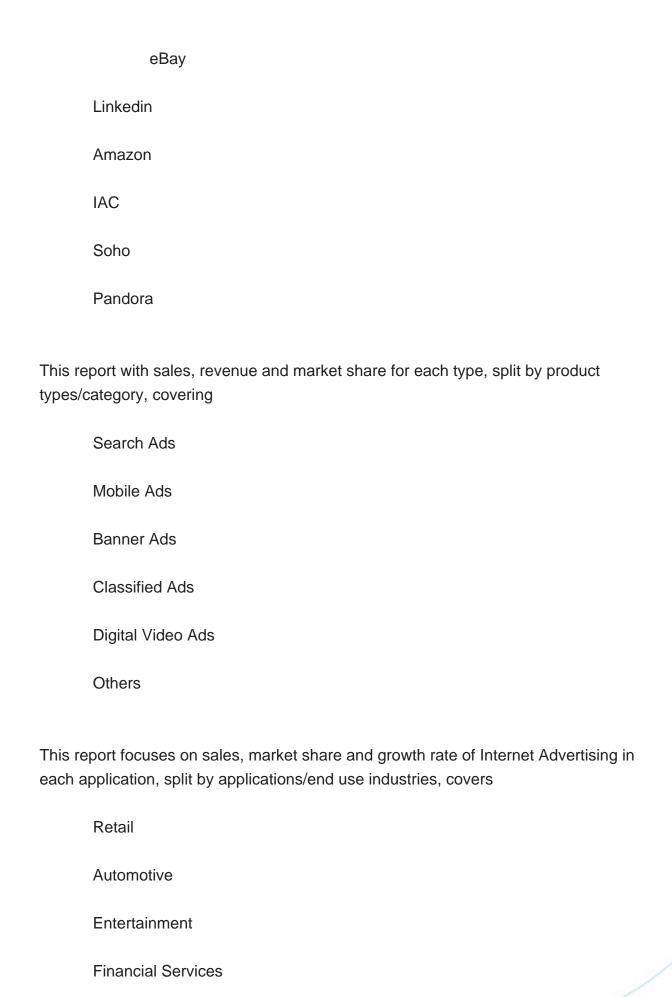
The report requires updating with new data and is sent in 48 hours after order is placed.

The Internet Advertising market size will be XX million (USD) in 2022 in United States, from the XX million (USD) in 2016, with a CAGR (Compound Annual Growth Rate) XX% from 2016 to 2022.

In United States market, the top players include

Alphabet
Facebook
Baidu
Yahoo! Inc
Microsoft
Alibaba
Tencent
Twitter
Aol(Verizon Communications)







-		
Le	lec	იm

Consumer Goods

Others



Contents

1 INTERNET ADVERTISING MARKET OVERVIEW

- 1.1 Product Overview and Scope of Internet Advertising
- 1.2 Internet Advertising Market Segment by Types
- 1.2.1 United States Internet Advertising Sales Present Situation and Outlook by Types (2012-2022)
- 1.2.2 United States Internet Advertising Sales Market Share by Types in 2016
- 1.2.3 Search Ads
- 1.2.4 Mobile Ads
- 1.2.5 Banner Ads
- 1.2.6 Classified Ads
- 1.2.7 Digital Video Ads

Others

- 1.3 United States Internet Advertising Market Segment by Applications/End Use Industries
- 1.3.1 United States Internet Advertising Sales Present Situation and Outlook by Applications/End Industrials (2012-2022)
- 1.3.2 United States Internet Advertising Sales Market Share by Applications/End Industrials in 2016
 - 1.3.3 Retail
 - 1.3.4 Automotive
 - 1.3.5 Entertainment
 - 1.3.6 Financial Services
 - 1.3.7 Telecom
 - 1.3.8 Consumer Goods

Others

- 1.4 United States Internet Advertising Overview and Market Size (Value) (2012-2022)
 - 1.4.1 United States Market Internet Advertising Overview
- 1.4.2 United States Internet Advertising Market Size (Value and Volume) Status and Forecast (2012-2022)

2 UNITED STATES INTERNET ADVERTISING SALES, REVENUE (VALUE) AND MARKET SHARE BY PLAYERS/MANUFACTURERS

- 2.1 United States Internet Advertising Sales and Market Share (2012-2017) by Vendors/Manufacturers
- 2.2 United States Internet Advertising Revenue and Market Share by Vendors



- 2.3 United States Internet Advertising Average Price by Vendors in 2016
- 2.4 United States Internet Advertising Manufacturing Base Distribution, Sales Area, Product Types by Vendors
- 2.5 Internet Advertising Market Competitive Situation and Trends
 - 2.5.1 Internet Advertising Market Concentration Rate
- 2.5.2 Internet Advertising Market Share of Top 3 and Top 5 Vendors
- 2.5.3 Mergers & Acquisitions, Expansion

3 UNITED STATES INTERNET ADVERTISING SALES, REVENUE (VALUE) BY TYPE AND APPLICATION (2012-2017)

- 3.1 United States Internet Advertising Sales, Revenue, Market Share and Price by Type (2012-2017)
 - 3.1.1 United States Internet Advertising Sales and Market Share by Type (2012-2017)
- 3.1.2 United States Internet Advertising Revenue and Market Share by Type (2012-2017)
- 3.1.3 United States Internet Advertising Price by Type (2012-2017)
- 3.2 United States Internet Advertising Sales and Market Share by Application (2012-2017)
- 3.3 United States Market Internet Advertising Sales, Revenue (Million USD), Price and Gross Margin (2012-2017)

4 UNITED STATES INTERNET ADVERTISING VENDORS/MANUFACTURERS PROFILES AND SALES DATA

- 4.1 Alphabet
- 4.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.1.2 Internet Advertising Product Types, Application and Specification
 - 4.1.2.1 Type
 - 4.1.2.2 Type
- 4.1.3 Alphabet Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
- 4.1.4 Main Business/Business Overview
- 4.2 Facebook
- 4.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.2.2 Internet Advertising Product Types, Application and Specification



- 4.2.2.1 Type
- 4.2.2.2 Type
- 4.2.3 Facebook Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.2.4 Main Business/Business Overview
- 4.3 Baidu
- 4.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.3.2 Internet Advertising Product Types, Application and Specification
 - 4.3.2.1 Type
 - 4.3.2.2 Type
 - 4.3.3 Baidu Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.3.4 Main Business/Business Overview
- 4.4 Yahoo! Inc
- 4.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.4.2 Internet Advertising Product Types, Application and Specification
 - 4.4.2.1 Type
 - 4.4.2.2 Type
- 4.4.3 Yahoo! Inc Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.4.4 Main Business/Business Overview
- 4.5 Microsoft
- 4.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.5.2 Internet Advertising Product Types, Application and Specification
 - 4.5.2.1 Type
 - 4.5.2.2 Type
- 4.5.3 Microsoft Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.5.4 Main Business/Business Overview
- 4.6 Alibaba
- 4.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.6.2 Internet Advertising Product Types, Application and Specification
 - 4.6.2.1 Type
 - 4.6.2.2 Type
- 4.6.3 Alibaba Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)



- 4.6.4 Main Business/Business Overview
- 4.7 Tencent
- 4.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.7.2 Internet Advertising Product Types, Application and Specification
 - 4.7.2.1 Type
 - 4.7.2.2 Type
- 4.7.3 Tencent Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
- 4.7.4 Main Business/Business Overview
- 4.8 Twitter
- 4.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.8.2 Internet Advertising Product Types, Application and Specification
 - 4.8.2.1 Type
 - 4.8.2.2 Type
- 4.8.3 Twitter Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.8.4 Main Business/Business Overview
- 4.9 Aol(Verizon Communications)
- 4.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.9.2 Internet Advertising Product Types, Application and Specification
 - 9.9.2.1 Type
 - 9.9.2.2 Type
- 4.9.3 Aol(Verizon Communications) Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.9.4 Main Business/Business Overview
- 4.10 eBay
- 4.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.10.2 Internet Advertising Product Types, Application and Specification
 - 4.10.2.1 Type
 - 4.10.2.2 Type
 - 4.10.3 eBay Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.10.4 Main Business/Business Overview
- 4.11 Linkedin
- 4.11.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors



- 4.11.2 Internet Advertising Product Types, Application and Specification
 - 4.11.2.1 Type
 - 4.11.2.2 Type
- 4.11.3 Linkedin Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
- 4.11.4 Main Business/Business Overview
- 4.12 Amazon
- 4.12.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
- 4.12.2 Internet Advertising Product Types, Application and Specification
 - 4.12.2.1 Type
 - 4.12.2.2 Type
- 4.12.3 Amazon Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.12.4 Main Business/Business Overview
- 4.13 IAC
- 4.13.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.13.2 Internet Advertising Product Types, Application and Specification
 - 4.13.2.1 Type
 - 4.13.2.2 Type
 - 4.13.3 IAC Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.13.4 Main Business/Business Overview
- 4.14 Soho
- 4.14.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.14.2 Internet Advertising Product Types, Application and Specification
 - 4.14.2.1 Type
 - 4.14.2.2 Type
 - 4.14.3 Soho Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)
 - 4.14.4 Main Business/Business Overview
- 4.15 Pandora
- 4.15.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
 - 4.15.2 Internet Advertising Product Types, Application and Specification
 - 4.15.2.1 Type
 - 4.15.2.2 Type
- 4.15.3 Pandora Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)



4.15.4 Main Business/Business Overview

5 PRODUCTION COST ANALYSIS OF INTERNET ADVERTISING

- 5.1 Main Raw Materials of Internet Advertising
 - 5.1.1 List of Internet Advertising Main Raw Materials
 - 5.1.2 Internet Advertising Main Raw Materials Price Analysis
 - 5.1.3 Internet Advertising Raw Materials Major Suppliers
 - 5.1.4 Internet Advertising Main Raw Materials Market Concentration Rate
- 5.2 Production Cost Structure of Internet Advertising
 - 5.2.1 Raw Materials
 - 5.2.2 Labor Cost
 - 5.2.3 Production Expenses
- 5.3 Internet Advertising Manufacturing Process/Method

6 VALUE CHAIN, PURCHASING STRATEGY AND DOWNSTREAM BUYERS

- 6.1 Internet Advertising Value Chain Analysis
- 6.2 Upstream Raw Materials Purchasing
- 6.3 Raw Materials Sources of Internet Advertising Major Vendors in 2016
- 6.4 Downstream Buyers

7 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 7.1 Sales Channel
 - 7.1.1 Direct Sales
 - 7.1.2 Indirect Sales
 - 7.1.3 Sales Channel Development Trend
- 7.2 Product Market Positioning
 - 7.2.1 Pricing Strategy
 - 7.2.2 Brand Strategy
 - 7.2.3 Target Client
- 7.3 Internet Advertising Distributors/Traders List in United States

8 MARKET INFLUENCES FACTORS ANALYSIS

- 8.1 Changes from the Related Industries
- 8.2 Substitutes Threat
- 8.3 Customer Preference Change



- 8.4 Economic/Political Environmental Change
- 8.5 Upstream and Downstream Fluctuation

9 UNITED STATES INTERNET ADVERTISING MARKET FORECAST (2017-2022)

- 9.1 United States Internet Advertising Sales, Revenue and Price Forecast (2017-2022)
- 9.1.1 United States Internet Advertising Sales and Growth Rate Forecast (2017-2022)
- 9.1.2 United States Internet Advertising Revenue and Growth Rate Forecast (2017-2022)
 - 9.1.3 United States Internet Advertising Price Trend Forecast (2017-2022)
- 9.2 United States Internet Advertising Sales Forecast by Type (2017-2022)
- 9.3 United States Internet Advertising Sales Forecast by Application (2017-2022)

10 RESEARCH FINDINGS AND CONCLUSION

11 APPENDIX

- 11.1 Methodology
- 11.2 Data Source



List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Internet Advertising

Table Product Specifications of Internet Advertising

Figure United States Internet Advertising Sales (volume) for Each Type (2012-2022)

Figure United States Internet Advertising Sales Market Share by Types in 2016

Table Types of Internet Advertising

Figure Product Picture of Search Ads

Table Major Players of Search Ads

Figure Product Picture of Mobile Ads

Table Major Players of Mobile Ads

Figure Product Picture of Banner Ads

Table Major Players of Banner Ads

Figure Product Picture of Classified Ads

Table Major Players of Classified Ads

Figure Product Picture of Digital Video Ads

Table Major Players of Digital Video Ads

Figure Product Picture of Others

Table Major Players of Others

Figure United States Internet Advertising Sales Present Situation and Outlook by Applications (2012-2022)

Figure United States Internet Advertising Sales Market Share by Applications/End Industrials in 2016

Table Applications of Internet Advertising

Figure Retail Examples

Figure Automotive Examples

Figure Entertainment Examples

Figure Financial Services Examples

Figure Telecom Examples

Figure Consumer Goods Examples

Figure Others Examples

Figure United States Internet Advertising Revenue (Million USD) Status and Forecast (2012-2022)

Figure United States Internet Advertising Sales (Volume) Status and Forecast (2012-2022)

Table United States Internet Advertising Sales by Vendors (2012-2017)

Table United States Internet Advertising Sales Market Share (%) by Vendors



Figure United States Internet Advertising Sales Share by Vendors in 2016 Figure United States Internet Advertising Sales Share by Vendors in 2017 Table United States Internet Advertising Revenue (Million USD) by Vendors (2012-2017)

Table United States Internet Advertising Revenue Market Share (%) by Vendors (2012-2017)

Figure United States Internet Advertising Revenue Share by Vendors in 2016
Figure United States Internet Advertising Revenue Share by Vendors in 2017
Figure United States Internet Advertising Average Price by Vendors in 2016
Table United States Internet Advertising Manufacturing Base Distribution and Sales
Area by Vendors

Table Vendors Internet Advertising Product Types

Figure Internet Advertising Market Share of Top 3 Vendors

Figure Internet Advertising Market Share of Top 5 Vendors

Table United States Internet Advertising Sales by Type (2012-2017)

Table United States Internet Advertising Sales and Market Share by Type (2012-2017)

Figure United States Internet Advertising Sales Market Share by Type 2016

Figure 2016 United States Internet Advertising Sales Market Share by Type

Table United States Internet Advertising Revenue (Million USD) by Type (2012-2017)

Table United States Internet Advertising Revenue Market Share by Type (2012-2017)

Figure United States Internet Advertising Revenue Market Share by Type 2016

Figure 2016 United States Internet Advertising Revenue Market Share by Type

Table United States Internet Advertising Price by Type (2012-2017)

Table United States Internet Advertising Sales by Application (2012-2017)

Table United States Internet Advertising Sales and Market Share by Application (2012-2017)

Figure United States Internet Advertising Sales Market Share by Application (2012-2017)

Figure 2016 United States Internet Advertising Sales Market Share by Application Table United States Market Internet Advertising Sales, Revenue (Million USD), Price and Gross Margin (2012-2017)

Table Alphabet Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Alphabet Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Alphabet Internet Advertising Market Share (2012-2017)

Table Facebook Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Facebook Internet Advertising Sales, Revenue, Price and Gross Margin



Figure Facebook Internet Advertising Market Share (2012-2017)

Table Baidu Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Baidu Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017) Figure Baidu Internet Advertising Market Share (2012-2017)

Table Yahoo! Inc Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Yahoo! Inc Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Yahoo! Inc Internet Advertising Market Share (2012-2017)

Table Microsoft Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Microsoft Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Microsoft Internet Advertising Market Share (2012-2017)

Table Alibaba Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Alibaba Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Alibaba Internet Advertising Market Share (2012-2017)

Table Tencent Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Tencent Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Tencent Internet Advertising Market Share (2012-2017)

Table Twitter Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Twitter Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017) Figure Twitter Internet Advertising Market Share (2012-2017)

Table Aol(Verizon Communications) Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Aol(Verizon Communications) Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Aol(Verizon Communications) Internet Advertising Market Share (2012-2017) Table eBay Basic Information, Manufacturing Base, Sales Area and Its Competitors Table eBay Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017) Figure eBay Internet Advertising Market Share (2012-2017)

Table Linkedin Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Linkedin Internet Advertising Sales, Revenue, Price and Gross Margin

(2012-2017)

Figure Linkedin Internet Advertising Market Share (2012-2017)

Table Amazon Basic Information, Manufacturing Base, Sales Area and Its Competitors Table Amazon Internet Advertising Sales, Revenue, Price and Gross Margin



Figure Amazon Internet Advertising Market Share (2012-2017)

Table IAC Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table IAC Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)

Figure IAC Internet Advertising Market Share (2012-2017)

Table Soho Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Soho Internet Advertising Sales, Revenue, Price and Gross Margin (2012-2017)

Figure Soho Internet Advertising Market Share (2012-2017)

Table Pandora Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Pandora Internet Advertising Sales, Revenue, Price and Gross Margin

(2012-2017)

Figure Pandora Internet Advertising Market Share (2012-2017)

Table Production Base and Market Concentration Rate of Raw Material

Figure Internet Advertising Main Raw Materials Price Trend

Table Internet Advertising Raw Materials Major Suppliers List

Figure Production Cost Structure of Internet Advertising

Figure Internet Advertising Manufacturing Process/Method

Figure Internet Advertising Value Chain Analysis

Table Raw Materials Sources of Internet Advertising Major Vendors in 2016

Table Major Buyers of Internet Advertising

Table Internet Advertising Distributors/Traders List in United States

Figure United States Internet Advertising Sales and Growth Rate Forecast (2017-2022)

Figure United States Internet Advertising Revenue and Growth Rate Forecast (2017-2022)

Figure United States Internet Advertising Price Trend Forecast (2017-2022)

Table United States Internet Advertising Sales Forecast by Type (2017-2022)

Figure United States Internet Advertising Sales Market Share Forecast by Type (2017-2022)

Figure United States Internet Advertising Sales Market Share Forecast by Type in 2022

Table United States Internet Advertising Sales Forecast by Application (2017-2022)

Figure United States Internet Advertising Sales Market Share Forecast by Application (2017-2022)

Figure United States Internet Advertising Sales Market Share Forecast by Application in 2022



I would like to order

Product name: 2017-2022 United States Internet Advertising Market Report (Status and Outlook)

Product link: https://marketpublishers.com/r/2359E796B84EN.html

Price: US\$ 3,360.00 (Single User License / Electronic Delivery)

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

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/2359E796B84EN.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	
	Custumer 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