

2018-2023 Global Internet Advertising Market Report (Status and Outlook)

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Abstracts

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

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Internet Advertising market for 2018-2023.

Online advertising, also called online or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications.

Currently, there are many vendors in the world Internet Advertising industry, especially in North America, Europe and Asia regions.

The main market players are Alphabet, Facebook, Baidu, Yahoo! Inc, Microsoft and so on.

North America region is the largest market of Internet Advertising, with a revenue market share nearly 39.18% in 2015.

Over the next five years, LPI(LP Information) projects that Internet Advertising will register a 10.8% CAGR in terms of revenue, reach US\$ 361900 million by 2023, from US\$ 195300 million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Internet Advertising market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

Search Ads

Mobile Ads

Classified Ads

Digital Video Ads

Others

Segmentation by application:

Retail

Automotive

Entertainment

Financial Services

Telecom

Consumer Goods

Others

We can also provide the customized separate regional or country-level reports, for the following regions:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Alphabet

Facebook

Baidu

Yahoo! Inc

Microsoft

Alibaba

Tencent

Twitter

Aol(Verizon Communications)

eBay

Linkedin

Amazon

IAC

Soho

Pandora

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Internet Advertising market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Internet Advertising market by identifying its various subsegments.

Focuses on the key global Internet Advertising players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Internet Advertising with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Internet Advertising submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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