

Global Advertising Industry Analysis 2012-2017: Trend, Profit, and Forecast Analysis, September 2012

<https://marketpublishers.com/r/GD24F9B8F9BEN.html>

Date: September 2012

Pages: 170

Price: US\$ 1,980.00 (Single User License)

ID: GD24F9B8F9BEN

Abstracts

The global advertising industry experienced slow growth over the last five years and is expected to grow moderately with a CAGR of 3.5% over the next five years (2012-2017) and reach approximately US \$563 billion in 2017.

Lucintel, a leading global management consulting and market research firm, has analyzed the global advertising market and presents its findings in “Global Advertising Industry Analysis 2012-2017: Trend, Profit, and Forecast Analysis.”

The advertising industry is expected to witness growth over the next five years due to improved economic conditions. Newspaper and magazine advertising segments are expected to benefit from double-digit annual growth in digital advertising and a developing digital circulation spending market. The regulatory drive on digitization with increasing mobile and broadband penetration is likely to lead to advertising market growth. The future of the industry is characterized by digital advertising, with the advent of smartphones, cheaper wireless devices, and the growth local advertising from different media. Governments of developing nations are anticipated to support this growth.

As per the study, economic development, emerging media environment, government regulation, ongoing technological advances, and changing distribution platforms are the major drivers. The advertising industry is expected to face certain challenges such as monetizing growing demand for digital content, consumer control over content, need to enhance the creative level, and structural shift as consumers move to the Internet from traditional media.

Lucintel's research report provides an overview of the global advertising industry. The

report tracks seven segments for four geographic regions of this market sector, thus it covers 28 segments. The scope of this study includes annual trends for past five years and forecasts for next five years in the advertising industry.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global advertising industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

Contents

- 1. EXECUTIVE SUMMARY**
- 2. INDUSTRY DEFINITION AND SCOPE**
- 3. INDUSTRY OVERVIEW**
- 4. GLOBAL MACROECONOMIC OVERVIEW**
- 5. INDUSTRY TRENDS**
- 6. INDUSTRY FORECASTS**
- 7. EMERGING TRENDS**
- 8. CONCLUSIONS**

List Of Figures

LIST OF FIGURES

Chapter 3. Industry Overview

Figure 3.1: External forces shaping global advertising industry

Chapter 4. Global Macroeconomic Overview

Figure 4.1: Global GDP growth rate trend

Figure 4.2: Global inflation rate trend

Figure 4.3: Global population growth rate trend

Figure 4.4: Global unemployment rate trend

Figure 4.5: Regional GDP growth rate trend

Figure 4.6: Regional inflation rate trend

Figure 4.7: Regional population growth rate trend

Figure 4.8: Regional unemployment rate trend

Chapter 5. Industry Trends

Figure 5.1: Global advertising industry annual trend 2006-11 (US \$B)

Figure 5.2: Global advertising industry regional trend: 2006-11 (US \$B)

Figure 5.3: Global advertising industry regional trend: 2006-11 (%)

Figure 5.3: Global advertising industry segment trend: 2006-11 (US \$B)

Figure 5.4: Global advertising industry segment trend: 2006-11 (%)

Figure 5.5: Global advertising industry quarterly trend 2010-11 (US \$B)

Figure 5.6: Global advertising industry profitability trend 2006-11

Figure 5.7: Global advertising industry revenue per employee Trend 2006-11

Figure 5.8: Cost structure of global advertising industry 2006-11

Figure 5.9: Cost structure in North American advertising industry: 2006-11

Figure 5.10: Cost structure in European advertising industry: 2006-11

Figure 5.11: Cost structure in Asia Pacific advertising industry: 2006-11

Figure 5.12: Top 5 companies vs. advertising gross profit & net profit analysis: 2011

Figure 5.13: Cash on hand for global advertising industry 2006-11 (US \$B)

Figure 5.14: Cash on hand for global advertising industry 2006-11 (%)

Figure 5.15: Asset for global advertising industry 2006-11 (US \$B)

Figure 5.16: Assets for global advertising industry 2006-11 (%)

Figure 5.17: Debt for global advertising industry 2006-11 (US \$B)

Figure 5.18: Debt for global advertising industry 2006-11 (%)

Figure 5.19: Industry shares of top players in global advertising industry in 2006

Figure 5.20: Industry shares of top players in global advertising industry in 2011

Figure 5.21: Global advertising industry 2006 market share analysis

Figure 5.22: Global advertising industry 2011 market share analysis

Chapter 6. Industry Forecasts

Figure 6.1: Global advertising industry annual forecast 2012-17 (US \$B)

Figure 6.2: Global advertising industry quarterly forecast 2011-12 (US \$B)

Figure 6.3: Global GDP growth rate forecast

Figure 6.4: Global inflation rate forecast

Figure 6.5: Global population growth rate forecast

Figure 6.6: Global unemployment rate forecast

Figure 6.7: Regional GDP growth rate forecast

Figure 6.8: Regional inflation rate forecast

Figure 6.9: Regional population growth rate forecast

Figure 6.10: Regional unemployment rate forecast

Figure 6.11: Global advertising industry regional forecast 2012-17 (US \$B)

Figure 6.12: Global advertising industry regional forecast 2012-17 (%)

Figure 6.11: Global advertising industry segment forecast 2012-17 (US \$B)

Figure 6.12: Global advertising industry segment forecast 2012-17 (%)

Chapter 7. Emerging Trends

Figure 7.1: Emerging trends in global generic drugs industry

Figure 7.2: Global advertising industry opportunity by region

Figure 7.3: Global advertising industry opportunity by segment

List Of Tables

LIST OF TABLES

Chapter 3. Industry Overview

Table 3.1: Industry parameters of global advertising industry

Table 3.2: Relative industry attractiveness by region

Chapter 5. Industry Trends

Table 5.1: Regional revenue growth rate

Table 5.2: Segment revenue growth rate

Table 5.3: Percentage change in cost structure

Table 5.4: Percentage change in cash on hand

Table 5.5: Percentage change in total asset

Table 5.6: Percentage change in total debt

Table 5.7: Key companies by revenue growth

Table 5.8: Key companies by revenue decline

Chapter 6. Industry Forecasts

Table 6.1: Global advertising regional forecast growth rate

I would like to order

Product name: Global Advertising Industry Analysis 2012-2017: Trend, Profit, and Forecast Analysis, September 2012

Product link: <https://marketpublishers.com/r/GD24F9B8F9BEN.html>

Price: US\$ 1,980.00 (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/GD24F9B8F9BEN.html>