

Global Online Advertising Industry 2013-2018: Trend, Profit, and Forecast Analysis, January 2013

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Abstracts

Annual revenue in the global online advertising industry is forecast to reach an estimated \$139.8 billion in 2018 with a CAGR of 7.3% during 2013-2018. The global online advertising industry witnessed a CAGR of 12.4% during 2007-2012 as revenue reached \$91.6 billion in 2012. The top three and top five players of the industry accounted for 64% and 69% of global revenue, respectively, in 2012. There is a medium degree of competition in the industry due to its moderate to high threat of substitutes and moderate buyers' power.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the industry and presents its findings in "Global Online Advertising Industry 2013-2018: Trend, Profit, and Forecast Analysis." Search advertising is expected to be the fastest-growing sector with the increasing usage of search engines.

Lucintel analyzes the major challenges of the industry. Social networking has changed the way online advertising is done. Lack of language skills and illiteracy are major challenges for this industry. The media market has undergone structural changes that have forced changes in advertisement presentation and content. Internet regulation has also affected media profitability. Lucintel's report also focuses on the industry's key drivers. The online advertising media industry is bolstered by economic growth, mobile advertising, mobile subscribers' base, and the growing online distribution of music and films. Evolving consumer behavior and the migration of users to digital media are also key drivers of this industry.

The study provides up-to-date information on the market share, profit margins, and capabilities of the leaders. The report can help current manufacturers realistically

assess their strategies vis-avis leading competitors and benefits executives with strategic competitor information, data analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

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 online 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.

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