

COVID-19 Outbreak-Global Internet Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

Internet advertising is a way to win publicity by promoting a brand. The goal is to ignite and maintain interest and stay online for widespread adoption. The options available make this form of advertising effective, flexible and measurable.

The Internet Advertising market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Internet Advertising industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Internet Advertising market can be split based on product types, major applications, and important countries as follows:

Key players in the global Internet Advertising market covered in Chapter 12:

King James Advertising Cape Town (Pty) Ltd
Outdoor Network Ltd
Kena Outdoor (Pty) Ltd
JCDeCaux South Africa (Pty) Ltd
Saatchi and Saatchi (Pty) Ltd
Horsley's Marketing Services CC
McCann Worldgroup South Africa (Pty) Ltd
MetropolitanRepublic Integrated Communications (JHB) (Pty) Ltd
ADreach (Pty) Ltd
Black Khaki Advertising (Pty) Ltd
Jupiter Drawing Room (Cape Town) (Pty) Ltd (The)
Penny Black Outdoor (Pty) Ltd
Mullen Lowe Group (South Africa) (Pty) Ltd
J Walter Thompson Company South Africa (Pty) Ltd
Outsmart Out of Home Advertising (Pty) Ltd
MMS Communications South Africa (Pty) Ltd
Ad Outpost (Pty) Ltd
Ogilvy and Mather South Africa (Pty) Ltd
Ad Outpost Two Thousand and Seven (Pty) Ltd
VML South Africa (Pty) Ltd
TBWA South Africa (Pty) Ltd
Boo Media and Communication (Pty) Ltd
Elements Creative Dynamics (Pty) Ltd
Nethwork BBDO (Pty) Ltd
Aegis Media South Africa (Pty) Ltd
Tractor Media Holdings (Pty) Ltd
Boomtown (Pty) Ltd
Posterscope (Pty) Ltd
Catgraphics (Pty) Ltd
Primedia (Pty) Ltd
Mfelane Creations CC
Provantage (Pty) Ltd
Southern Ambition 1385 CC
Busi Ntuli Communications (Pty) Ltd
Black Powder Studios (Pty) Ltd
FCB Africa (Pty) Ltd

In Chapter 4 and 14.1, on the basis of types, the Internet Advertising market from 2015 to 2025 is primarily split into:

- Search Ads
- Mobile Ads
- Banner Ads
- Classified Ads
- Digital Video Ads
- Others

In Chapter 5 and 14.2, on the basis of applications, the Internet Advertising market from 2015 to 2025 covers:

- Retail
- Automotive
- Entertainment
- Financial Services
- Telecom
- Consumer Goods
- Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 10 and 14)
Saudi Arabia
UAE
Egypt
Nigeria
South Africa
Others
South America (Covered in Chapter 11 and 14)
Brazil
Argentina
Columbia
Chile
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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