

Digital Advertising in Australia

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Abstracts

Digital Advertising in Australia

SUMMARY

Digital Advertising in Australia industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 2015%li%19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The digital advertising market (other known as online marketing, Internet advertising or web advertising) consists of revenues gained by any advertising activities performed by the mean of Internet.

The Australian Digital advertising market had total revenues of \$3,820.1m in 2019, representing a compound annual growth rate (CAGR) of 22.6% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of \$3,167.6m, equivalent to 82.9% of the market's overall value.

In 2019, 33.4% of advertising revenue in Australia was received by the digital advertising market.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the digital advertising market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital advertising market in Australia

Leading company profiles reveal details of key digital advertising market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia digital advertising market with five year forecasts

REASONS TO BUY

What was the size of the Australia digital advertising market by value in 2019?

What will be the size of the Australia digital advertising market in 2024?

What factors are affecting the strength of competition in the Australia digital advertising market?

How has the market performed over the last five years?

What are the main segments that make up Australia's digital advertising market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

7.1. Who are the leading players?

7.2. What strategies do the leading players follow?

8 COMPANY PROFILES

8.1. Alphabet Inc

8.2. Facebook Inc.

8.3. Amazon.com, Inc.

8.4. Microsoft Corporation

9 MACROECONOMIC INDICATORS

9.1. Country data

10 APPENDIX

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Australia digital advertising market value: \$ million, 2015-19
Table 2: Australia digital advertising market category segmentation: \$ million, 2019
Table 3: Australia digital advertising market geography segmentation: \$ million, 2019
Table 4: Australia digital advertising market value forecast: \$ million, 2019-24
Table 5: Alphabet Inc: key facts
Table 6: Alphabet Inc: Annual Financial Ratios
Table 7: Alphabet Inc: Key Employees
Table 8: Facebook Inc.: key facts
Table 9: Facebook Inc.: Annual Financial Ratios
Table 10: Facebook Inc.: Key Employees
Table 11: Facebook Inc.: Key Employees Continued
Table 12: Amazon.com, Inc.: key facts
Table 13: Amazon.com, Inc.: Annual Financial Ratios
Table 14: Amazon.com, Inc.: Key Employees
Table 15: Microsoft Corporation: key facts
Table 16: Microsoft Corporation: Annual Financial Ratios
Table 17: Microsoft Corporation: Key Employees
Table 18: Microsoft Corporation: Key Employees Continued
Table 19: Microsoft Corporation: Key Employees Continued
Table 20: Microsoft Corporation: Key Employees Continued
Table 21: Australia size of population (million), 2015-19
Table 22: Australia gdp (constant 2005 prices, \$ billion), 2015-19
Table 23: Australia gdp (current prices, \$ billion), 2015-19
Table 24: Australia inflation, 2015-19
Table 25: Australia consumer price index (absolute), 2015-19
Table 26: Australia exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Australia digital advertising market value: \$ million, 2015-19

Figure 2: Australia digital advertising market category segmentation: % share, by value, 2019

Figure 3: Australia digital advertising market geography segmentation: % share, by value, 2019

Figure 4: Australia digital advertising market value forecast: \$ million, 2019-24

Figure 5: Forces driving competition in the digital advertising market in Australia, 2019

Figure 6: Drivers of buyer power in the digital advertising market in Australia, 2019

Figure 7: Drivers of supplier power in the digital advertising market in Australia, 2019

Figure 8: Factors influencing the likelihood of new entrants in the digital advertising market in Australia, 2019

Figure 9: Factors influencing the threat of substitutes in the digital advertising market in Australia, 2019

Figure 10: Drivers of degree of rivalry in the digital advertising market in Australia, 2019

COMPANIES MENTIONED

Alphabet Inc

Facebook Inc.

Amazon.com, Inc.

Microsoft Corporation

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