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Digital Advertising in China

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Abstracts

Digital Advertising in China

SUMMARY

Digital Advertising in China 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 Chinese Digital advertising market had total revenues of $37,103.5m in 2019, representing a compound annual growth rate (CAGR) of 14.7% between 2015 and 2019.

The Mobile segment was the market's most lucrative in 2019, with total revenues of $28,703.4m, equivalent to 77.4% of the market's overall value.

China’s digital advertising platforms are attracting revenues from traditional advertising markets by offering exposure to the mass markets at affordable prices. In addition, technologies such as mobile ID matching, geolocation and passive metering and AI will facilitate new ways to measure behavior and improve advertising effectiveness.

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SCOPE

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

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

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 China digital advertising market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Alibaba Group Holding Limited
Baidu, Inc.
Tencent Holdings Limited
Beijing ByteDance Technology Co Ltd

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