

# Online Advertising Market in India 2014

<https://marketpublishers.com/r/O6269FA7DC9EN.html>

Date: October 2014

Pages: 89

Price: US\$ 950.00 (Single User License)

ID: O6269FA7DC9EN

## Abstracts

The report is sent in 0-2 business days after order is placed.

Global market intelligence firm, Netscribes, Inc. released its latest report on the 'Online Advertising Market in India 2014'. Rise in internet users coupled with proliferation of social media networking sites have stimulated the sector for enhanced growth prospects.

Netscribes' latest market research report titled Online Advertising Market in India 2014 outlines how online advertising has overshadowed traditional advertising as internet penetration in the country continues to soar. Presently, marketing has graduated into a quintessential aspect in a product's success, be it a good or a service and online medium have developed as a prospective means of communication for the purpose. Online advertising is much more economical from the cost advantage perspective and has a much wider reach than its traditional counterpart. Riding high on the soaring internet users in the country, online advertising is poised for further growth as net penetration is slated to grow in future.

Recent trends like advent of mobile marketing have also opened up avenues for the sector with more and more mobile internet users on the rise. The sector abounds with a lot of transactional activities with major players getting thrust from leading funding firms. The sector has also witnessed innovation through different forms of online advertising that corporates have indulged to create more visibility for their products. Social media is yet another proposition that corporate players have focused and higher proportion of marketing budget in such forms can be predicted in years to come.

## Contents

Slide 1: Executive Summary

### Macroeconomic Indicators

Slide 2: GDP at Factor Cost: Quarterly (2010-11, 2011-12, 2012-13, 2013-14), Inflation Rate: Monthly (Jul 2013 – Dec 2013)

Slide 3: Gross Fiscal Deficit: Monthly (Feb 2013 – Jul 2013), Exchange Rate: Half Yearly (Oct 2013 – Mar 2014)

Slide 4: Lending Rate: Annual (2008-09, 2009-10, 2010-11, 2011-12), Trade Balance: Annual (2010-11, 2011-12, 2012-13, 2013-14), FDI: Annual (2009-10, 2010-11, 2011-12, 2012-13)

### Introduction

Slide 5: Advertising – Classification

### Market Overview

Slide 6: Advertising Industry – Market Overview, Market Size & Growth (Value-Wise, 2013 – 2018e), Segmentation (2013)

Slide 7: Online Advertising Industry – Market Overview, Market Size & Growth (Value-Wise, 2013 – 2018e), Segmentation (2013)

Slide 8-9: Online Advertising – Types, Technological Advancements

### Business Model

Slide 10-11: Business Model adopted by Companies

Slide 12-13: Online Advertising Tools

### Drivers & Challenges

Slide 14: Drivers & Challenges – Summary

Slide 15-18: Drivers

Slide 19-20: Challenges

### Trends

Slide 21: Summary

Slide 22-31: Major Trends

### Competitive Landscape

Slide 32: Porter's Five Forces Analysis

Slide 33-36: Competitive Benchmarking

Slide 37-77: Major Online Advertising Players

Slide 78-86: Traffic Statistics

Strategic Recommendations

Slide 87: Strategic Insights

Appendix

Slide 88: Key Ratios Description

Slide 89: Sources of Information

## I would like to order

Product name: Online Advertising Market in India 2014

Product link: <https://marketpublishers.com/r/O6269FA7DC9EN.html>

Price: US\$ 950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O6269FA7DC9EN.html>