

# Global Internet Advertising Market Research Report 2023

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## Abstracts

This report aims to provide a comprehensive presentation of the global market for Internet Advertising, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Internet Advertising.

The Internet Advertising market size, estimations, and forecasts are provided in terms of and revenue (\$ millions), considering 2022 as the base year, with history and forecast data for the period from 2018 to 2029. This report segments the global Internet Advertising market comprehensively. Regional market sizes, concerning products by type, by application, and by players, are also provided.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the Internet Advertising companies, new entrants, and industry chain related companies in this market with information on the revenues for the overall market and the sub-segments across the different segments, by company, by type, by application, and by regions.

By Company

WPP

Interpublic Group

Omnicom

Bluefocus Intelligent Communications

PublicisGroupe

Liou Group Digital Technology

Dentsu Inc

Hakuhodo

Guangdong Advertising

Havas Group (Vivendi)

Hylink Digital Solution

Inly Media

ADK Holdings Inc. (Bain Capital)

Simei Media

Beijing Pairui Weixing Advertisin

Guangdong Insight Brand Marketing

Three's Company Media

Fs Development Investment Holdings

Guangdong Guangzhou Daily Media

Segment by Type

E-commerce Ads

Social Platform Ads

Short Video Ads

Search Engine Ads

Others

### Segment by Application

Food and Beverage

Auto Industry

Healthcare

Consumer Good

Travel

Education

Others

### By Region

North America

United States

Canada

Europe

Germany

France

UK

Italy

Russia

Nordic Countries

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

UAE

Rest of MEA

## Core Chapters

Chapter 1: Introduces the report scope of the report, executive summary of different market segments (by type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2: Introduces executive summary of global market size, regional market size, this section also introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by companies in the industry, and the analysis of relevant policies in the industry.

Chapter 3: Detailed analysis of Internet Advertising companies' competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6, 7, 8, 9, 10: North America, Europe, Asia Pacific, Latin America, Middle East and Africa segment by country. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 11: Provides profiles of key players, introducing the basic situation of the key companies in the market in detail, including product revenue, gross margin, product introduction, recent development, etc.

Chapter 12: The main points and conclusions of the report.

## Contents

### 1 REPORT OVERVIEW

1.1 Study Scope

1.2 Market Analysis by Type

1.2.1 Global Internet Advertising Market Size Growth Rate by Type: 2018 VS 2022 VS 2029

1.2.2 E-commerce Ads

1.2.3 Social Platform Ads

1.2.4 Short Video Ads

1.2.5 Search Engine Ads

1.2.6 Others

1.3 Market by Application

1.3.1 Global Internet Advertising Market Growth by Application: 2018 VS 2022 VS 2029

1.3.2 Food and Beverage

1.3.3 Auto Industry

1.3.4 Healthcare

1.3.5 Consumer Good

1.3.6 Travel

1.3.7 Education

1.3.8 Others

1.4 Study Objectives

1.5 Years Considered

1.6 Years Considered

### 2 GLOBAL GROWTH TRENDS

2.1 Global Internet Advertising Market Perspective (2018-2029)

2.2 Internet Advertising Growth Trends by Region

2.2.1 Global Internet Advertising Market Size by Region: 2018 VS 2022 VS 2029

2.2.2 Internet Advertising Historic Market Size by Region (2018-2023)

2.2.3 Internet Advertising Forecasted Market Size by Region (2024-2029)

2.3 Internet Advertising Market Dynamics

2.3.1 Internet Advertising Industry Trends

2.3.2 Internet Advertising Market Drivers

2.3.3 Internet Advertising Market Challenges

2.3.4 Internet Advertising Market Restraints

### **3 COMPETITION LANDSCAPE BY KEY PLAYERS**

#### 3.1 Global Top Internet Advertising Players by Revenue

3.1.1 Global Top Internet Advertising Players by Revenue (2018-2023)

3.1.2 Global Internet Advertising Revenue Market Share by Players (2018-2023)

#### 3.2 Global Internet Advertising Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.3 Players Covered: Ranking by Internet Advertising Revenue

#### 3.4 Global Internet Advertising Market Concentration Ratio

3.4.1 Global Internet Advertising Market Concentration Ratio (CR5 and HHI)

3.4.2 Global Top 10 and Top 5 Companies by Internet Advertising Revenue in 2022

#### 3.5 Internet Advertising Key Players Head office and Area Served

#### 3.6 Key Players Internet Advertising Product Solution and Service

#### 3.7 Date of Enter into Internet Advertising Market

#### 3.8 Mergers & Acquisitions, Expansion Plans

### **4 INTERNET ADVERTISING BREAKDOWN DATA BY TYPE**

#### 4.1 Global Internet Advertising Historic Market Size by Type (2018-2023)

#### 4.2 Global Internet Advertising Forecasted Market Size by Type (2024-2029)

### **5 INTERNET ADVERTISING BREAKDOWN DATA BY APPLICATION**

#### 5.1 Global Internet Advertising Historic Market Size by Application (2018-2023)

#### 5.2 Global Internet Advertising Forecasted Market Size by Application (2024-2029)

### **6 NORTH AMERICA**

#### 6.1 North America Internet Advertising Market Size (2018-2029)

#### 6.2 North America Internet Advertising Market Growth Rate by Country: 2018 VS 2022 VS 2029

#### 6.3 North America Internet Advertising Market Size by Country (2018-2023)

#### 6.4 North America Internet Advertising Market Size by Country (2024-2029)

#### 6.5 United States

#### 6.6 Canada

### **7 EUROPE**



- 7.1 Europe Internet Advertising Market Size (2018-2029)
- 7.2 Europe Internet Advertising Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 7.3 Europe Internet Advertising Market Size by Country (2018-2023)
- 7.4 Europe Internet Advertising Market Size by Country (2024-2029)
- 7.5 Germany
- 7.6 France
- 7.7 U.K.
- 7.8 Italy
- 7.9 Russia
- 7.10 Nordic Countries

## **8 ASIA-PACIFIC**

- 8.1 Asia-Pacific Internet Advertising Market Size (2018-2029)
- 8.2 Asia-Pacific Internet Advertising Market Growth Rate by Region: 2018 VS 2022 VS 2029
- 8.3 Asia-Pacific Internet Advertising Market Size by Region (2018-2023)
- 8.4 Asia-Pacific Internet Advertising Market Size by Region (2024-2029)
- 8.5 China
- 8.6 Japan
- 8.7 South Korea
- 8.8 Southeast Asia
- 8.9 India
- 8.10 Australia

## **9 LATIN AMERICA**

- 9.1 Latin America Internet Advertising Market Size (2018-2029)
- 9.2 Latin America Internet Advertising Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 9.3 Latin America Internet Advertising Market Size by Country (2018-2023)
- 9.4 Latin America Internet Advertising Market Size by Country (2024-2029)
- 9.5 Mexico
- 9.6 Brazil

## **10 MIDDLE EAST & AFRICA**

- 10.1 Middle East & Africa Internet Advertising Market Size (2018-2029)

10.2 Middle East & Africa Internet Advertising Market Growth Rate by Country: 2018 VS 2022 VS 2029

10.3 Middle East & Africa Internet Advertising Market Size by Country (2018-2023)

10.4 Middle East & Africa Internet Advertising Market Size by Country (2024-2029)

10.5 Turkey

10.6 Saudi Arabia

10.7 UAE

## **11 KEY PLAYERS PROFILES**

11.1 WPP

11.1.1 WPP Company Detail

11.1.2 WPP Business Overview

11.1.3 WPP Internet Advertising Introduction

11.1.4 WPP Revenue in Internet Advertising Business (2018-2023)

11.1.5 WPP Recent Development

11.2 Interpublic Group

11.2.1 Interpublic Group Company Detail

11.2.2 Interpublic Group Business Overview

11.2.3 Interpublic Group Internet Advertising Introduction

11.2.4 Interpublic Group Revenue in Internet Advertising Business (2018-2023)

11.2.5 Interpublic Group Recent Development

11.3 Omnicom

11.3.1 Omnicom Company Detail

11.3.2 Omnicom Business Overview

11.3.3 Omnicom Internet Advertising Introduction

11.3.4 Omnicom Revenue in Internet Advertising Business (2018-2023)

11.3.5 Omnicom Recent Development

11.4 Bluefocus Intelligent Communications

11.4.1 Bluefocus Intelligent Communications Company Detail

11.4.2 Bluefocus Intelligent Communications Business Overview

11.4.3 Bluefocus Intelligent Communications Internet Advertising Introduction

11.4.4 Bluefocus Intelligent Communications Revenue in Internet Advertising Business (2018-2023)

11.4.5 Bluefocus Intelligent Communications Recent Development

11.5 PublicisGroupe

11.5.1 PublicisGroupe Company Detail

11.5.2 PublicisGroupe Business Overview

11.5.3 PublicisGroupe Internet Advertising Introduction

- 11.5.4 PublicisGroupe Revenue in Internet Advertising Business (2018-2023)
- 11.5.5 PublicisGroupe Recent Development
- 11.6 Liou Group Digital Technology
  - 11.6.1 Liou Group Digital Technology Company Detail
  - 11.6.2 Liou Group Digital Technology Business Overview
  - 11.6.3 Liou Group Digital Technology Internet Advertising Introduction
  - 11.6.4 Liou Group Digital Technology Revenue in Internet Advertising Business (2018-2023)
  - 11.6.5 Liou Group Digital Technology Recent Development
- 11.7 Dentsu Inc
  - 11.7.1 Dentsu Inc Company Detail
  - 11.7.2 Dentsu Inc Business Overview
  - 11.7.3 Dentsu Inc Internet Advertising Introduction
  - 11.7.4 Dentsu Inc Revenue in Internet Advertising Business (2018-2023)
  - 11.7.5 Dentsu Inc Recent Development
- 11.8 Hakuhodo
  - 11.8.1 Hakuhodo Company Detail
  - 11.8.2 Hakuhodo Business Overview
  - 11.8.3 Hakuhodo Internet Advertising Introduction
  - 11.8.4 Hakuhodo Revenue in Internet Advertising Business (2018-2023)
  - 11.8.5 Hakuhodo Recent Development
- 11.9 Guangdong Advertising
  - 11.9.1 Guangdong Advertising Company Detail
  - 11.9.2 Guangdong Advertising Business Overview
  - 11.9.3 Guangdong Advertising Internet Advertising Introduction
  - 11.9.4 Guangdong Advertising Revenue in Internet Advertising Business (2018-2023)
  - 11.9.5 Guangdong Advertising Recent Development
- 11.10 Havas Group (Vivendi)
  - 11.10.1 Havas Group (Vivendi) Company Detail
  - 11.10.2 Havas Group (Vivendi) Business Overview
  - 11.10.3 Havas Group (Vivendi) Internet Advertising Introduction
  - 11.10.4 Havas Group (Vivendi) Revenue in Internet Advertising Business (2018-2023)
  - 11.10.5 Havas Group (Vivendi) Recent Development
- 11.11 Hylink Digital Solution
  - 11.11.1 Hylink Digital Solution Company Detail
  - 11.11.2 Hylink Digital Solution Business Overview
  - 11.11.3 Hylink Digital Solution Internet Advertising Introduction
  - 11.11.4 Hylink Digital Solution Revenue in Internet Advertising Business (2018-2023)
  - 11.11.5 Hylink Digital Solution Recent Development

## 11.12 Inly Media

11.12.1 Inly Media Company Detail

11.12.2 Inly Media Business Overview

11.12.3 Inly Media Internet Advertising Introduction

11.12.4 Inly Media Revenue in Internet Advertising Business (2018-2023)

11.12.5 Inly Media Recent Development

## 11.13 ADK Holdings Inc. (Bain Capital)

11.13.1 ADK Holdings Inc. (Bain Capital) Company Detail

11.13.2 ADK Holdings Inc. (Bain Capital) Business Overview

11.13.3 ADK Holdings Inc. (Bain Capital) Internet Advertising Introduction

11.13.4 ADK Holdings Inc. (Bain Capital) Revenue in Internet Advertising Business (2018-2023)

11.13.5 ADK Holdings Inc. (Bain Capital) Recent Development

## 11.14 Simei Media

11.14.1 Simei Media Company Detail

11.14.2 Simei Media Business Overview

11.14.3 Simei Media Internet Advertising Introduction

11.14.4 Simei Media Revenue in Internet Advertising Business (2018-2023)

11.14.5 Simei Media Recent Development

## 11.15 Beijing Pairui Weixing Advertisin

11.15.1 Beijing Pairui Weixing Advertisin Company Detail

11.15.2 Beijing Pairui Weixing Advertisin Business Overview

11.15.3 Beijing Pairui Weixing Advertisin Internet Advertising Introduction

11.15.4 Beijing Pairui Weixing Advertisin Revenue in Internet Advertising Business (2018-2023)

11.15.5 Beijing Pairui Weixing Advertisin Recent Development

## 11.16 Guangdong Insight Brand Marketing

11.16.1 Guangdong Insight Brand Marketing Company Detail

11.16.2 Guangdong Insight Brand Marketing Business Overview

11.16.3 Guangdong Insight Brand Marketing Internet Advertising Introduction

11.16.4 Guangdong Insight Brand Marketing Revenue in Internet Advertising Business (2018-2023)

11.16.5 Guangdong Insight Brand Marketing Recent Development

## 11.17 Three's Company Media

11.17.1 Three's Company Media Company Detail

11.17.2 Three's Company Media Business Overview

11.17.3 Three's Company Media Internet Advertising Introduction

11.17.4 Three's Company Media Revenue in Internet Advertising Business (2018-2023)

- 11.17.5 Three's Company Media Recent Development
- 11.18 Fs Development Investment Holdings
  - 11.18.1 Fs Development Investment Holdings Company Detail
  - 11.18.2 Fs Development Investment Holdings Business Overview
  - 11.18.3 Fs Development Investment Holdings Internet Advertising Introduction
  - 11.18.4 Fs Development Investment Holdings Revenue in Internet Advertising Business (2018-2023)
  - 11.18.5 Fs Development Investment Holdings Recent Development
- 11.19 Guangdong Guangzhou Daily Media
  - 11.19.1 Guangdong Guangzhou Daily Media Company Detail
  - 11.19.2 Guangdong Guangzhou Daily Media Business Overview
  - 11.19.3 Guangdong Guangzhou Daily Media Internet Advertising Introduction
  - 11.19.4 Guangdong Guangzhou Daily Media Revenue in Internet Advertising Business (2018-2023)
  - 11.19.5 Guangdong Guangzhou Daily Media Recent Development

## **12 ANALYST'S VIEWPOINTS/CONCLUSIONS**

## **13 APPENDIX**

- 13.1 Research Methodology
  - 13.1.1 Methodology/Research Approach
  - 13.1.2 Data Source
- 13.2 Disclaimer
- 13.3 Author Details

## List Of Tables

### LIST OF TABLES

- Table 1. Global Internet Advertising Market Size Growth Rate by Type (US\$ Million): 2018 VS 2022 VS 2029
- Table 2. Key Players of E-commerce Ads
- Table 3. Key Players of Social Platform Ads
- Table 4. Key Players of Short Video Ads
- Table 5. Key Players of Search Engine Ads
- Table 6. Key Players of Others
- Table 7. Global Internet Advertising Market Size Growth by Application (US\$ Million): 2018 VS 2022 VS 2029
- Table 8. Global Internet Advertising Market Size by Region (US\$ Million): 2018 VS 2022 VS 2029
- Table 9. Global Internet Advertising Market Size by Region (2018-2023) & (US\$ Million)
- Table 10. Global Internet Advertising Market Share by Region (2018-2023)
- Table 11. Global Internet Advertising Forecasted Market Size by Region (2024-2029) & (US\$ Million)
- Table 12. Global Internet Advertising Market Share by Region (2024-2029)
- Table 13. Internet Advertising Market Trends
- Table 14. Internet Advertising Market Drivers
- Table 15. Internet Advertising Market Challenges
- Table 16. Internet Advertising Market Restraints
- Table 17. Global Internet Advertising Revenue by Players (2018-2023) & (US\$ Million)
- Table 18. Global Internet Advertising Market Share by Players (2018-2023)
- Table 19. Global Top Internet Advertising Players by Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Internet Advertising as of 2022)
- Table 20. Ranking of Global Top Internet Advertising Companies by Revenue (US\$ Million) in 2022
- Table 21. Global 5 Largest Players Market Share by Internet Advertising Revenue (CR5 and HHI) & (2018-2023)
- Table 22. Key Players Headquarters and Area Served
- Table 23. Key Players Internet Advertising Product Solution and Service
- Table 24. Date of Enter into Internet Advertising Market
- Table 25. Mergers & Acquisitions, Expansion Plans
- Table 26. Global Internet Advertising Market Size by Type (2018-2023) & (US\$ Million)
- Table 27. Global Internet Advertising Revenue Market Share by Type (2018-2023)
- Table 28. Global Internet Advertising Forecasted Market Size by Type (2024-2029) &



(US\$ Million)

Table 29. Global Internet Advertising Revenue Market Share by Type (2024-2029)

Table 30. Global Internet Advertising Market Size by Application (2018-2023) & (US\$ Million)

Table 31. Global Internet Advertising Revenue Market Share by Application (2018-2023)

Table 32. Global Internet Advertising Forecasted Market Size by Application (2024-2029) & (US\$ Million)

Table 33. Global Internet Advertising Revenue Market Share by Application (2024-2029)

Table 34. North America Internet Advertising Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029

Table 35. North America Internet Advertising Market Size by Country (2018-2023) & (US\$ Million)

Table 36. North America Internet Advertising Market Size by Country (2024-2029) & (US\$ Million)

Table 37. Europe Internet Advertising Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029

Table 38. Europe Internet Advertising Market Size by Country (2018-2023) & (US\$ Million)

Table 39. Europe Internet Advertising Market Size by Country (2024-2029) & (US\$ Million)

Table 40. Asia-Pacific Internet Advertising Market Size Growth Rate by Region (US\$ Million): 2018 VS 2022 VS 2029

Table 41. Asia-Pacific Internet Advertising Market Size by Region (2018-2023) & (US\$ Million)

Table 42. Asia-Pacific Internet Advertising Market Size by Region (2024-2029) & (US\$ Million)

Table 43. Latin America Internet Advertising Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029

Table 44. Latin America Internet Advertising Market Size by Country (2018-2023) & (US\$ Million)

Table 45. Latin America Internet Advertising Market Size by Country (2024-2029) & (US\$ Million)

Table 46. Middle East & Africa Internet Advertising Market Size Growth Rate by Country (US\$ Million): 2018 VS 2022 VS 2029

Table 47. Middle East & Africa Internet Advertising Market Size by Country (2018-2023) & (US\$ Million)

Table 48. Middle East & Africa Internet Advertising Market Size by Country (2024-2029)

& (US\$ Million)

Table 49. WPP Company Detail

Table 50. WPP Business Overview

Table 51. WPP Internet Advertising Product

Table 52. WPP Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)

Table 53. WPP Recent Development

Table 54. Interpublic Group Company Detail

Table 55. Interpublic Group Business Overview

Table 56. Interpublic Group Internet Advertising Product

Table 57. Interpublic Group Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)

Table 58. Interpublic Group Recent Development

Table 59. Omnicom Company Detail

Table 60. Omnicom Business Overview

Table 61. Omnicom Internet Advertising Product

Table 62. Omnicom Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)

Table 63. Omnicom Recent Development

Table 64. Bluefocus Intelligent Communications Company Detail

Table 65. Bluefocus Intelligent Communications Business Overview

Table 66. Bluefocus Intelligent Communications Internet Advertising Product

Table 67. Bluefocus Intelligent Communications Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)

Table 68. Bluefocus Intelligent Communications Recent Development

Table 69. PublicisGroupe Company Detail

Table 70. PublicisGroupe Business Overview

Table 71. PublicisGroupe Internet Advertising Product

Table 72. PublicisGroupe Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)

Table 73. PublicisGroupe Recent Development

Table 74. Liou Group Digital Technology Company Detail

Table 75. Liou Group Digital Technology Business Overview

Table 76. Liou Group Digital Technology Internet Advertising Product

Table 77. Liou Group Digital Technology Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)

Table 78. Liou Group Digital Technology Recent Development

Table 79. Dentsu Inc Company Detail

Table 80. Dentsu Inc Business Overview

Table 81. Dentsu Inc Internet Advertising Product



- Table 82. Dentsu Inc Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 83. Dentsu Inc Recent Development
- Table 84. Hakuhodo Company Detail
- Table 85. Hakuhodo Business Overview
- Table 86. Hakuhodo Internet Advertising Product
- Table 87. Hakuhodo Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 88. Hakuhodo Recent Development
- Table 89. Guangdong Advertising Company Detail
- Table 90. Guangdong Advertising Business Overview
- Table 91. Guangdong Advertising Internet Advertising Product
- Table 92. Guangdong Advertising Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 93. Guangdong Advertising Recent Development
- Table 94. Havas Group (Vivendi) Company Detail
- Table 95. Havas Group (Vivendi) Business Overview
- Table 96. Havas Group (Vivendi) Internet Advertising Product
- Table 97. Havas Group (Vivendi) Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 98. Havas Group (Vivendi) Recent Development
- Table 99. Hylink Digital Solution Company Detail
- Table 100. Hylink Digital Solution Business Overview
- Table 101. Hylink Digital Solution Internet Advertising Product
- Table 102. Hylink Digital Solution Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 103. Hylink Digital Solution Recent Development
- Table 104. Inly Media Company Detail
- Table 105. Inly Media Business Overview
- Table 106. Inly Media Internet Advertising Product
- Table 107. Inly Media Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 108. Inly Media Recent Development
- Table 109. ADK Holdings Inc. (Bain Capital) Company Detail
- Table 110. ADK Holdings Inc. (Bain Capital) Business Overview
- Table 111. ADK Holdings Inc. (Bain Capital) Internet Advertising Product
- Table 112. ADK Holdings Inc. (Bain Capital) Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 113. ADK Holdings Inc. (Bain Capital) Recent Development

- Table 114. Simei Media Company Detail
- Table 115. Simei Media Business Overview
- Table 116. Simei Media Internet Advertising Product
- Table 117. Simei Media Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 118. Simei Media Recent Development
- Table 119. Beijing Pairui Weixing Advertisin Company Detail
- Table 120. Beijing Pairui Weixing Advertisin Business Overview
- Table 121. Beijing Pairui Weixing Advertisin Internet Advertising Product
- Table 122. Beijing Pairui Weixing Advertisin Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 123. Beijing Pairui Weixing Advertisin Recent Development
- Table 124. Guangdong Insight Brand Marketing Company Detail
- Table 125. Guangdong Insight Brand Marketing Business Overview
- Table 126. Guangdong Insight Brand Marketing Internet Advertising Product
- Table 127. Guangdong Insight Brand Marketing Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 128. Guangdong Insight Brand Marketing Recent Development
- Table 129. Three's Company Media Company Detail
- Table 130. Three's Company Media Business Overview
- Table 131. Three's Company Media Internet Advertising Product
- Table 132. Three's Company Media Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 133. Three's Company Media Recent Development
- Table 134. Fs Development Investment Holdings Company Detail
- Table 135. Fs Development Investment Holdings Business Overview
- Table 136. Fs Development Investment Holdings Internet Advertising Product
- Table 137. Fs Development Investment Holdings Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 138. Fs Development Investment Holdings Recent Development
- Table 139. Guangdong Guangzhou Daily Media Company Detail
- Table 140. Guangdong Guangzhou Daily Media Business Overview
- Table 141. Guangdong Guangzhou Daily Media Internet Advertising Product
- Table 142. Guangdong Guangzhou Daily Media Revenue in Internet Advertising Business (2018-2023) & (US\$ Million)
- Table 143. Guangdong Guangzhou Daily Media Recent Development
- Table 144. Research Programs/Design for This Report
- Table 145. Key Data Information from Secondary Sources
- Table 146. Key Data Information from Primary Sources



## List Of Figures

### LIST OF FIGURES

Figure 1. Global Internet Advertising Market Size Comparison by Type (2023-2029) & (US\$ Million)

Figure 2. Global Internet Advertising Market Share by Type: 2022 VS 2029

Figure 3. E-commerce Ads Features

Figure 4. Social Platform Ads Features

Figure 5. Short Video Ads Features

Figure 6. Search Engine Ads Features

Figure 7. Others Features

Figure 8. Global Internet Advertising Market Size Comparison by Application (2023-2029) & (US\$ Million)

Figure 9. Global Internet Advertising Market Share by Application: 2022 VS 2029

Figure 10. Food and Beverage Case Studies

Figure 11. Auto Industry Case Studies

Figure 12. Healthcare Case Studies

Figure 13. Consumer Good Case Studies

Figure 14. Travel Case Studies

Figure 15. Education Case Studies

Figure 16. Others Case Studies

Figure 17. Internet Advertising Report Years Considered

Figure 18. Global Internet Advertising Market Size (US\$ Million), Year-over-Year: 2018-2029

Figure 19. Global Internet Advertising Market Size, (US\$ Million), 2018 VS 2022 VS 2029

Figure 20. Global Internet Advertising Market Share by Region: 2022 VS 2029

Figure 21. Global Internet Advertising Market Share by Players in 2022

Figure 22. Global Top Internet Advertising Players by Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Internet Advertising as of 2022)

Figure 23. The Top 10 and 5 Players Market Share by Internet Advertising Revenue in 2022

Figure 24. North America Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 25. North America Internet Advertising Market Share by Country (2018-2029)

Figure 26. United States Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 27. Canada Internet Advertising Market Size YoY Growth (2018-2029) & (US\$

Million)

Figure 28. Europe Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 29. Europe Internet Advertising Market Share by Country (2018-2029)

Figure 30. Germany Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 31. France Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 32. U.K. Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 33. Italy Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 34. Russia Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 35. Nordic Countries Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 36. Asia-Pacific Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 37. Asia-Pacific Internet Advertising Market Share by Region (2018-2029)

Figure 38. China Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 39. Japan Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 40. South Korea Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 41. Southeast Asia Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 42. India Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 43. Australia Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 44. Latin America Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 45. Latin America Internet Advertising Market Share by Country (2018-2029)

Figure 46. Mexico Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 47. Brazil Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 48. Middle East & Africa Internet Advertising Market Size YoY Growth

(2018-2029) & (US\$ Million)

Figure 49. Middle East & Africa Internet Advertising Market Share by Country (2018-2029)

Figure 50. Turkey Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 51. Saudi Arabia Internet Advertising Market Size YoY Growth (2018-2029) & (US\$ Million)

Figure 52. WPP Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 53. Interpublic Group Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 54. Omnicom Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 55. Bluefocus Intelligent Communications Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 56. PublicisGroupe Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 57. Liou Group Digital Technology Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 58. Dentsu Inc Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 59. Hakuhodo Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 60. Guangdong Advertising Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 61. Havas Group (Vivendi) Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 62. Hylink Digital Solution Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 63. Inly Media Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 64. ADK Holdings Inc. (Bain Capital) Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 65. Simei Media Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 66. Beijing Pairui Weixing Advertisin Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 67. Guangdong Insight Brand Marketing Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 68. Three's Company Media Revenue Growth Rate in Internet Advertising

Business (2018-2023)

Figure 69. Fs Development Investment Holdings Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 70. Guangdong Guangzhou Daily Media Revenue Growth Rate in Internet Advertising Business (2018-2023)

Figure 71. Bottom-up and Top-down Approaches for This Report

Figure 72. Data Triangulation

Figure 73. Key Executives Interviewed

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