

# Global Internet Advertising Market Size, Status and Forecast 2022

<https://marketpublishers.com/r/GD37A766F80PEN.html>

Date: October 2017

Pages: 100

Price: US\$ 3,300.00 (Single User License)

ID: GD37A766F80PEN

## Abstracts

This report studies the global Internet Advertising market, analyzes and researches the Internet Advertising development status and forecast in United States, EU, Japan, China, India and Southeast Asia.

This report focuses on the top players in global market, like

Alphabet

Facebook

Baidu

Yahoo

Microsoft

Alibaba

Tencent

Twitter

Aol(Verizon Communications)

eBay

Linkedin

Amazon

IAC

Soho

Pandora

Market segment by Regions/Countries, this report covers

United States

EU

Japan

China

India

Southeast Asia

Market segment by Type, Internet Advertising can be split into

Search Ads

Mobile Ads

Banner Ads

Classified Ads

Digital Video Ads

Others

Market segment by Application, Internet Advertising can be split into

Retail

Automotive

Entertainment

Financial Services

Telecom

Consumer Goods

Others

If you have any special requirements, please let us know and we will offer you the report as you want.

## Contents

### Global Internet Advertising Market Size, Status and Forecast 2022

## 1 INDUSTRY OVERVIEW OF INTERNET ADVERTISING

### 1.1 Internet Advertising Market Overview

- 1.1.1 Internet Advertising Product Scope
- 1.1.2 Market Status and Outlook

### 1.2 Global Internet Advertising Market Size and Analysis by Regions

- 1.2.1 United States
- 1.2.2 EU
- 1.2.3 Japan
- 1.2.4 China
- 1.2.5 India
- 1.2.6 Southeast Asia

### 1.3 Internet Advertising Market by Type

- 1.3.1 Search Ads
- 1.3.2 Mobile Ads
- 1.3.3 Banner Ads
- 1.3.4 Classified Ads
- 1.3.5 Digital Video Ads
- 1.3.6 Others

### 1.4 Internet Advertising Market by End Users/Application

- 1.4.1 Retail
- 1.4.2 Automotive
- 1.4.3 Entertainment
- 1.4.4 Financial Services
- 1.4.5 Telecom
- 1.4.6 Consumer Goods
- 1.4.7 Others

## 2 GLOBAL INTERNET ADVERTISING COMPETITION ANALYSIS BY PLAYERS

### 2.1 Internet Advertising Market Size (Value) by Players (2016 and 2017)

### 2.2 Competitive Status and Trend

- 2.2.1 Market Concentration Rate
- 2.2.2 Product/Service Differences
- 2.2.3 New Entrants

## 2.2.4 The Technology Trends in Future

### **3 COMPANY (TOP PLAYERS) PROFILES**

#### 3.1 Alphabet

##### 3.1.1 Company Profile

##### 3.1.2 Main Business/Business Overview

##### 3.1.3 Products, Services and Solutions

##### 3.1.4 Internet Advertising Revenue (Value) (2012-2017)

##### 3.1.5 Recent Developments

#### 3.2 Facebook

##### 3.2.1 Company Profile

##### 3.2.2 Main Business/Business Overview

##### 3.2.3 Products, Services and Solutions

##### 3.2.4 Internet Advertising Revenue (Value) (2012-2017)

##### 3.2.5 Recent Developments

#### 3.3 Baidu

##### 3.3.1 Company Profile

##### 3.3.2 Main Business/Business Overview

##### 3.3.3 Products, Services and Solutions

##### 3.3.4 Internet Advertising Revenue (Value) (2012-2017)

##### 3.3.5 Recent Developments

#### 3.4 Yahoo

##### 3.4.1 Company Profile

##### 3.4.2 Main Business/Business Overview

##### 3.4.3 Products, Services and Solutions

##### 3.4.4 Internet Advertising Revenue (Value) (2012-2017)

##### 3.4.5 Recent Developments

#### 3.5 Microsoft

##### 3.5.1 Company Profile

##### 3.5.2 Main Business/Business Overview

##### 3.5.3 Products, Services and Solutions

##### 3.5.4 Internet Advertising Revenue (Value) (2012-2017)

##### 3.5.5 Recent Developments

#### 3.6 Alibaba

##### 3.6.1 Company Profile

##### 3.6.2 Main Business/Business Overview

##### 3.6.3 Products, Services and Solutions

##### 3.6.4 Internet Advertising Revenue (Value) (2012-2017)

- 3.6.5 Recent Developments
- 3.7 Tencent
  - 3.7.1 Company Profile
  - 3.7.2 Main Business/Business Overview
  - 3.7.3 Products, Services and Solutions
  - 3.7.4 Internet Advertising Revenue (Value) (2012-2017)
  - 3.7.5 Recent Developments
- 3.8 Twitter
  - 3.8.1 Company Profile
  - 3.8.2 Main Business/Business Overview
  - 3.8.3 Products, Services and Solutions
  - 3.8.4 Internet Advertising Revenue (Value) (2012-2017)
  - 3.8.5 Recent Developments
- 3.9 Aol(Verizon Communications)
  - 3.9.1 Company Profile
  - 3.9.2 Main Business/Business Overview
  - 3.9.3 Products, Services and Solutions
  - 3.9.4 Internet Advertising Revenue (Value) (2012-2017)
  - 3.9.5 Recent Developments
- 3.10 eBay
  - 3.10.1 Company Profile
  - 3.10.2 Main Business/Business Overview
  - 3.10.3 Products, Services and Solutions
  - 3.10.4 Internet Advertising Revenue (Value) (2012-2017)
  - 3.10.5 Recent Developments
- 3.11 LinkedIn
- 3.12 Amazon
- 3.13 IAC
- 3.14 Soho
- 3.15 Pandora

#### **4 GLOBAL INTERNET ADVERTISING MARKET SIZE BY TYPE AND APPLICATION (2012-2017)**

- 4.1 Global Internet Advertising Market Size by Type (2012-2017)
- 4.2 Global Internet Advertising Market Size by Application (2012-2017)
- 4.3 Potential Application of Internet Advertising in Future
- 4.4 Top Consumer/End Users of Internet Advertising

## **5 UNITED STATES INTERNET ADVERTISING DEVELOPMENT STATUS AND OUTLOOK**

5.1 United States Internet Advertising Market Size (2012-2017)

5.2 United States Internet Advertising Market Size and Market Share by Players (2016 and 2017)

## **6 EU INTERNET ADVERTISING DEVELOPMENT STATUS AND OUTLOOK**

6.1 EU Internet Advertising Market Size (2012-2017)

6.2 EU Internet Advertising Market Size and Market Share by Players (2016 and 2017)

## **7 JAPAN INTERNET ADVERTISING DEVELOPMENT STATUS AND OUTLOOK**

7.1 Japan Internet Advertising Market Size (2012-2017)

7.2 Japan Internet Advertising Market Size and Market Share by Players (2016 and 2017)

## **8 CHINA INTERNET ADVERTISING DEVELOPMENT STATUS AND OUTLOOK**

8.1 China Internet Advertising Market Size (2012-2017)

8.2 China Internet Advertising Market Size and Market Share by Players (2016 and 2017)

## **9 INDIA INTERNET ADVERTISING DEVELOPMENT STATUS AND OUTLOOK**

9.1 India Internet Advertising Market Size (2012-2017)

9.2 India Internet Advertising Market Size and Market Share by Players (2016 and 2017)

## **10 SOUTHEAST ASIA INTERNET ADVERTISING DEVELOPMENT STATUS AND OUTLOOK**

10.1 Southeast Asia Internet Advertising Market Size (2012-2017)

10.2 Southeast Asia Internet Advertising Market Size and Market Share by Players (2016 and 2017)

## **11 MARKET FORECAST BY REGIONS, TYPE AND APPLICATION (2017-2022)**

- 11.1 Global Internet Advertising Market Size (Value) by Regions (2017-2022)
  - 11.1.1 United States Internet Advertising Revenue and Growth Rate (2017-2022)
  - 11.1.2 EU Internet Advertising Revenue and Growth Rate (2017-2022)
  - 11.1.3 Japan Internet Advertising Revenue and Growth Rate (2017-2022)
  - 11.1.4 China Internet Advertising Revenue and Growth Rate (2017-2022)
  - 11.1.5 India Internet Advertising Revenue and Growth Rate (2017-2022)
  - 11.1.6 Southeast Asia Internet Advertising Revenue and Growth Rate (2017-2022)
- 11.2 Global Internet Advertising Market Size (Value) by Type (2017-2022)
- 11.3 Global Internet Advertising Market Size by Application (2017-2022)

## **12 INTERNET ADVERTISING MARKET DYNAMICS**

- 12.1 Internet Advertising Market Opportunities
- 12.2 Internet Advertising Challenge and Risk
  - 12.2.1 Competition from Opponents
  - 12.2.2 Downside Risks of Economy
- 12.3 Internet Advertising Market Constraints and Threat
  - 12.3.1 Threat from Substitute
  - 12.3.2 Government Policy
  - 12.3.3 Technology Risks
- 12.4 Internet Advertising Market Driving Force
  - 12.4.1 Growing Demand from Emerging Markets
  - 12.4.2 Potential Application

## **13 MARKET EFFECT FACTORS ANALYSIS**

- 13.1 Technology Progress/Risk
  - 13.1.1 Substitutes
  - 13.1.2 Technology Progress in Related Industry
- 13.2 Consumer Needs Trend/Customer Preference
- 13.3 External Environmental Change
  - 13.3.1 Economic Fluctuations
  - 13.3.2 Other Risk Factors

## **14 RESEARCH FINDING/CONCLUSION**

## **15 APPENDIX**

Methodology



Analyst Introduction  
Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Internet Advertising Product Scope

Figure Global Internet Advertising Market Size (Million USD) (2012-2017)

Table Global Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Global Internet Advertising Market Share by Regions in 2016

Figure United States Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure EU Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Japan Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure China Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure India Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Southeast Asia Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Figure Global Internet Advertising Market Share by Type in 2016

Figure Search Ads Market Size (Million USD) and Growth Rate (2012-2017)

Figure Mobile Ads Market Size (Million USD) and Growth Rate (2012-2017)

Figure Banner Ads Market Size (Million USD) and Growth Rate (2012-2017)

Figure Classified Ads Market Size (Million USD) and Growth Rate (2012-2017)

Figure Digital Video Ads Market Size (Million USD) and Growth Rate (2012-2017)

Figure Others Market Size (Million USD) and Growth Rate (2012-2017)

Figure Global Internet Advertising Market Share by Application in 2016

Table Key Downstream Customer in Retail

Figure Internet Advertising Market Size (Million USD) and Growth Rate in Retail (2012-2017)

Table Key Downstream Customer in Automotive

Figure Internet Advertising Market Size (Million USD) and Growth Rate in Automotive (2012-2017)

Table Key Downstream Customer in Entertainment

Figure Internet Advertising Market Size (Million USD) and Growth Rate in Entertainment (2012-2017)

Table Key Downstream Customer in Financial Services

Figure Internet Advertising Market Size (Million USD) and Growth Rate in Financial Services (2012-2017)

Table Key Downstream Customer in Telecom

Figure Internet Advertising Market Size (Million USD) and Growth Rate in Telecom (2012-2017)

Table Key Downstream Customer in Consumer Goods

Figure Internet Advertising Market Size (Million USD) and Growth Rate in Consumer Goods (2012-2017)

Table Key Downstream Customer in Others

Figure Internet Advertising Market Size (Million USD) and Growth Rate in Others (2012-2017)

Table Internet Advertising Market Size (Million USD) by Players (2016 and 2017)

Figure Internet Advertising Market Size Share by Players in 2016

Figure Internet Advertising Market Size Share by Players in 2017

Table Alphabet Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Alphabet (2012-2017)

Figure Alphabet Internet Advertising Business Revenue Market Share in 2016

Table Facebook Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Facebook (2012-2017)

Figure Facebook Internet Advertising Business Revenue Market Share in 2016

Table Baidu Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Baidu (2012-2017)

Figure Baidu Internet Advertising Business Revenue Market Share in 2016

Table Yahoo Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Yahoo (2012-2017)

Figure Yahoo Internet Advertising Business Revenue Market Share in 2016

Table Microsoft Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Microsoft (2012-2017)

Figure Microsoft Internet Advertising Business Revenue Market Share in 2016

Table Alibaba Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Alibaba (2012-2017)

Figure Alibaba Internet Advertising Business Revenue Market Share in 2016

Table Tencent Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Tencent (2012-2017)

Figure Tencent Internet Advertising Business Revenue Market Share in 2016

Table Twitter Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Twitter (2012-2017)

Figure Twitter Internet Advertising Business Revenue Market Share in 2016

Table Aol(Verizon Communications) Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Aol(Verizon Communications) (2012-2017)

Figure Aol(Verizon Communications) Internet Advertising Business Revenue Market Share in 2016

Table eBay Basic Information List

Table Internet Advertising Business Revenue (Million USD) of eBay (2012-2017)

Figure eBay Internet Advertising Business Revenue Market Share in 2016

Table LinkedIn Basic Information List

Table Internet Advertising Business Revenue (Million USD) of LinkedIn (2012-2017)

Figure LinkedIn Internet Advertising Business Revenue Market Share in 2016

Table Amazon Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Amazon (2012-2017)

Figure Amazon Internet Advertising Business Revenue Market Share in 2016

Table IAC Basic Information List

Table Internet Advertising Business Revenue (Million USD) of IAC (2012-2017)

Figure IAC Internet Advertising Business Revenue Market Share in 2016

Table Soho Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Soho (2012-2017)

Figure Soho Internet Advertising Business Revenue Market Share in 2016

Table Pandora Basic Information List

Table Internet Advertising Business Revenue (Million USD) of Pandora (2012-2017)

Figure Pandora Internet Advertising Business Revenue Market Share in 2016

Table Global Internet Advertising Market Size (Million USD) by Type (2012-2017)

Figure Global Internet Advertising Market Size Share by Type in 2012

Figure Global Internet Advertising Market Size Share by Type in 2013

Figure Global Internet Advertising Market Size Share by Type in 2014

Figure Global Internet Advertising Market Size Share by Type in 2015

Figure Global Internet Advertising Market Size Share by Type in 2016

Figure Global Internet Advertising Market Size Share by Type in 2017

Table Global Internet Advertising Market Size (Million USD) by Application (2012-2017)

Figure Global Internet Advertising Market Size (Million USD) by Application in 2012

Figure Global Internet Advertising Market Size (Million USD) by Application in 2013

Figure Global Internet Advertising Market Size (Million USD) by Application in 2014

Figure Global Internet Advertising Market Size (Million USD) by Application in 2015

Figure Global Internet Advertising Market Size (Million USD) by Application in 2016

Figure Global Internet Advertising Market Size (Million USD) by Application in 2017

Table Top Consumer/End Users of Internet Advertising

Figure United States Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table United States Internet Advertising Market Size (Million USD) by Players (2012-2017)

Figure United States Internet Advertising Market Size Share by Players in 2016

Figure United States Internet Advertising Market Size Share by Players in 2017

Figure EU Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table EU Internet Advertising Market Size (Million USD) by Players (2012-2017)

Figure EU Internet Advertising Market Size Share by Players in 2016

Figure EU Internet Advertising Market Size Share by Players in 2017

Figure Japan Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table Japan Internet Advertising Market Size (Million USD) by Players (2012-2017)

Figure Japan Internet Advertising Market Size Share by Players in 2016

Figure Japan Internet Advertising Market Size Share by Players in 2017

Figure China Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table China Internet Advertising Market Size (Million USD) by Players (2012-2017)

Figure China Internet Advertising Market Size Share by Players in 2016

Figure China Internet Advertising Market Size Share by Players in 2017

Figure India Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table India Internet Advertising Market Size (Million USD) by Players (2012-2017)

Figure India Internet Advertising Market Size Share by Players in 2016

Figure India Internet Advertising Market Size Share by Players in 2017

Figure Southeast Asia Internet Advertising Market Size (Million USD) and Growth Rate by Regions (2012-2017)

Table Southeast Asia Internet Advertising Market Size (Million USD) by Players (2012-2017)

Figure Southeast Asia Internet Advertising Market Size Share by Players in 2016

Figure Southeast Asia Internet Advertising Market Size Share by Players in 2017

Figure Global Internet Advertising Market Size (Million USD) by Regions (2017-2022)

Table Global Internet Advertising Market Size (Million USD) by Regions (2017-2022)

Figure Global Internet Advertising Market Size Share by Regions in 2017

Figure Global Internet Advertising Market Size Share by Regions in 2022

Figure United States Internet Advertising Revenue (Million USD) and Growth Rate (2017-2022)

Figure EU Internet Advertising Revenue (Million USD) and Growth Rate (2017-2022)

Figure Japan Internet Advertising Revenue (Million USD) and Growth Rate (2017-2022)

Figure China Internet Advertising Revenue (Million USD) and Growth Rate (2017-2022)

Figure India Internet Advertising Revenue (Million USD) and Growth Rate (2017-2022)

Figure Southeast Asia Internet Advertising Revenue (Million USD) and Growth Rate (2017-2022)

Table Global Internet Advertising Market Size (Million USD) by Type (2017-2022)

Figure Global Internet Advertising Market Size Share by Type in 2017

Figure Global Internet Advertising Market Size Share by Type in 2022

Table Global Internet Advertising Market Size (Million USD) by Application (2017-2022)

Figure Global Internet Advertising Market Size (Million USD) by Application in 2017

Figure Global Internet Advertising Market Size (Million USD) by Application in 2022

## I would like to order

Product name: Global Internet Advertising Market Size, Status and Forecast 2022

Product link: <https://marketpublishers.com/r/GD37A766F80PEN.html>

Price: US\$ 3,300.00 (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/GD37A766F80PEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970