

# Digital Advertising Market Growing Rapidly



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<https://marketpublishers.com>

## Digital Advertising Market Growing Rapidly

Date:	August 1, 2007
Pages:	29
Price:	US\$ 950.00
ID:	D817494F3C3EN

The digital advertising industry is experiencing remarkable growth as technological innovations fuel demand. Digital marketing allows marketers for two-way and even one-on-one communication with consumers, potentially providing them with a very personal experience.

Furthermore, the cost associated with digital advertising is considered to be much lower than the costs associated with traditional type of advertising. Both effects – enhanced effectiveness and less cost – translate into a higher return on investment for digital marketing in comparison with advertising through traditional media.

With increasing entertainment, communication, and media options and a proliferation of devices that allow consumers to tune out advertising, marketers are expected to more and more rely on creative messaging that consumers will not want to skip, as well as advice on the best way to reach an increasingly more fragmented target audience.

The report focuses on the global digital/interactive advertising industry – its segments, value, growth rate, trends, growth drivers, challenges, etc. UK and German digital advertising market have been covered separately in the report. It also covers Asian online advertising market with focus on Japan, China and Korea.

The report profiles most of the major industry players, including their financial information and other details.

### Table of Content

#### 1. MARKET SEGMENTATION AND SIC CLASSIFICATION

#### 2. GLOBAL ADVERTISING MARKET: OVERVIEW

#### 3. GLOBAL OUTDOOR ADVERTISING MARKET

#### 4. TECHNOLOGICAL INNOVATIONS IN DIGITAL ADVERTISING

- Video
- Video on Demand (VOD)
- Podcasting
- Blogging
- Mobile
- Gaming

#### 4. DIGITAL/INTERACTIVE ADVERTISING MARKET

##### 4.1 Industry Overview and Market Size

#### 4.2 Market Trends

- Demand Drives Industry towards Consolidation
- Declining Cost of Digital Display

#### 4.3 Growth Drivers

- Cost Saving Opportunities
- Global Urbanization Trends

### 5. DIGITAL/INTERACTIVE ADVERTISING MARKET: SEGMENT ANALYSIS

#### 5.1 Online Advertising

#### 5.2 Digital Signage / AdScreens

#### 5.3 Cinema Advertising

#### 5.4 Mobile Marketing

#### 5.5 In-Game Advertising

### 6. DIGITAL ADVERTISING MARKET: GEOGRAPHICAL SEGMENTATION

#### 6.1 United Kingdom

#### 6.2 Germany

### 7. ASIAN ONLINE ADVERTISING MARKET

#### 7.1 Japan

#### 7.2 China

#### 7.3 Korea

### 8. PROFILE OF MAJOR PLAYERS

#### 8.1 aQuantive

- Company Overview
- Financial Highlights

#### 8.2 Sapient Corporation

- Company Overview
- Financial Highlights

#### 8.3 Digitas

- Company Overview

#### 8.4. Overview of Leading Global Marketing Organizations

##### 8.4.1 WPP

##### 8.4.2 Omnicom

##### 8.4.3 Interpublic

##### 8.4.4 Havas

### LIST OF FIGURES AND TABLES

#### FIGURES

Figure 1.1: 2006 Revenue by Holding Company

Figure 1.2: Global Advertising Spending (2005--09)

Figure 3.1: Global Outdoor Advertising Expenditure (2001-06)

Figure 3.2: Global Advertising Expenditure by Media (2006)

Figure 4.1: Spending on Digital Advertising by Media

Figure 4.2: Mega Cities with +10 million population – Current and Forecast (2015)

Figure 5.1: Global Digital Signage Market Size (2005-06)

Figure 5.2: U.S. Cinema Advertising Spending (2001-05)

Figure 6.1: UK Digital Advertising Market (2006-09)

Figure 6.2: German Digital Advertising Market (2006-09)

## **TABLES**

Table I: Top 20 Outdoor Markets by Ad Spend

Table 4.1: Percentage Change in Ad Spending by Medium

Table 4.2: Impact of New Technology on Different Media

Table 5.1: US Online Advertising Market Growth (2005-10)

Table 5.2: Global Internet Advertising Revenues by Region (2005-10)

Table 7.1: Japanese Online Ad Expenditure by Type (2005-09)

Table 7.2: Chinese Online Ad Expenditure by Type (2005-09)

Table 7.3: Korean Online Ad Expenditure by Type (2005-09)

Table 8.1: aQuantive: Financial Highlights

Table 8.2: Sapien Corporation: Financial Highlights

### I would like to order:

**Product name:** Digital Advertising Market Growing Rapidly  
**Product link:** <https://marketpublishers.com/r/D817494F3C3EN.html>  
**Product ID:** D817494F3C3EN  
**Price:** US\$ 950.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <https://marketpublishers.com/r/D817494F3C3EN.html>

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

First name:  
Last name:  
E-mail:  
Company:  
Address:  
City:  
Zip/Post Code:  
Country:  
Tel:  
Fax:  
Your message:

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [https://marketpublishers.com/docs/terms\\_conditions.html](https://marketpublishers.com/docs/terms_conditions.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**