Internet Publishing, Broadcasting & Search Portals

Description: Brief Excerpt from Industry Overview Chapter:

Companies in this industry publish content on the internet or operate websites designed to help people find content online. Major companies include Facebook, Google, and Yahoo! (all based in the US), as well as Baidu, Sohu.com, and NetEase (all based in China) and South Korea's NAVER (formerly NHN).

Global internet publishing, broadcasting, and search companies cater to a potential customer base of about 3.2 billion internet users worldwide. Top regions include Asia/Pacific (48% of worldwide internet users) and the Americas (21%), followed by Europe (15%), according to the International Telecommunications Union. Use of the internet continues to expand globally, especially in developing nations.

The US internet publishing, broadcasting, and search portal industry includes more than 7,200 establishments (single-location companies and units of multi-location companies) with combined annual revenue of more than $120 billion.

Competitive Landscape

Demand is driven by consumer and business needs for information and entertainment. The profitability of individual companies depends on their ability to deliver relevant information to consumers and to offer advertisers desirable target markets. Large companies enjoy economies of scale in marketing and in their ability to develop and maintain multiple websites. Smaller companies can compete by focusing on niche markets. The US industry is highly concentrated: the top 50 companies account for about 80% of revenue.

Advertising is a major source of revenue, and Google holds the largest share. The company attracts some 40% of total US digital advertising spending, according to eMarketer.

Contents:

- Industry Overview
- Quarterly Industry Update
- Business Challenges
- Business Trends
- Industry Opportunities
- Call Preparation Questions
- Financial Information
- Industry Forecast
- Web Links and Acronyms

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