World Internet Services - Internet Access & Usages - Search - E-commerce - Social Networks - Video OTT - OTT VoIP - Online Games - Advertising - Mobile Apps - LBS

Description: This report provides data and forecasts up to 2017 on the Internet services Markets -uses and revenue, by country and region. It is structured around the following key services: Internet Access & Usages, Search, E-Commerce, Social Networks, Video OTT, OTT VoIP, Online Games, Advertising, Mobile Apps, LBS – both fixed and mobile. It covers Europe, Americas and Asia-Pacific, and analyses the major trends by segment as well as the key players in the market.

Region: Americas, Asia/Pacific, Europe, Brazil, China, France, Germany, Italy, Japan, South Korea, Spain, United Kingdom and United States.

Contents:
1. Executive Summary
   - The Telco vs OTT picture; OTTs have grown to account for ¼ of the market
   - Paid services account for two-thirds of global Internet services market
   - The Internet service markets in a BCG matrix
   - Internet user growth expected to continue apace, especially on mobile
   - The diversification of major OTTs
   - Large differences in Internet services per-user revenues for the Internet giants
   - Evolution of the top 5 OTTs for Internet services in 2013; Author’s ranking
   - The author picks of hot topics in H2 2013 (1): social networks going strong
   - The author picks of hot topics in H2 2013 (2): personal data and privacy issues

2. Methodology
   - List of indicators by country
   - Sources

3. Key Internet players
   - Google: King of search also the king of diversity
   - Facebook: strengthening in mobile ads and paid revenue
   - Amazon.com: starting to put more emphasis on advertising
   - Apple: en route to lead mobile Internet

4. Online search
   - Search: still growing, driven by mobile, social and video
   - Online search country breakdown

5. E-commerce
   - E-commerce: sustained growth, fuelled by new devices
   - E-commerce country breakdown

6. Social networks
   - Social Networks: an audience of more than half of global Internet users
   - Social Networks: revenues from paid and ads

7. Online video
   - OTT Video: USA the driving force

8. Paid mobile applications
   - Paid mobile applications: growth to continue, APAC dominates revenues
   - Paid mobile applications country breakdown

9. Online advertising
   - Online advertising
- Mobile advertising

Who are we?

Figures & Tables

1. Executive Summary
- Comparison of global telco and OTT total market
- Breakdown of OTT service market, 2017
- Market share of Internet services, 2013 and 2017
- Paid and ads revenue split, 2013 and 2017
- Forecast growth of fixed and mobile Internet users worldwide
- Forecast growth of fixed and mobile Internet penetration worldwide
- Estimated annual per-user revenue for digital content worldwide, 2009-2012
- Most important social media sites for teens

3. Key Internet players
- Just a few examples of Google services and their competitors
- Google revenue breakdown 2009 to 2012
- Facebook revenue breakdown, 2009-2012
- Share of advertising revenue between fixed and mobile
- Amazon pushing more aggressively in advertising
- Amazon annual turnover 2012, share of advertising
- Breakdown of net sales of Apple products, 2009-2012

4. Online search
- Global online advertising revenues, 2013-2017
- Search engines’ global share, 2012
- Proportion of mobile subscribers who use mobile search, by country, 2013 and 2017
- Per-user online search revenue by country, 2013 and 2017

5. E-commerce
- E-commerce revenue by country, 2013 and 2017
- M-commerce as a percentage of e-commerce, 2013 and 2017
- Proportion of Internet users who shop online by country, 2013 and 2017
- Annual e-commerce revenue per online shopper, by country, 2013 and 2017

6. Social networks
- Social network penetration 2013, fixed and mobile
- Social network paid and advertising revenues, 2013
- Social networks’ advertising revenue by country, 2013 and 2017
- Social networks’ fee-based revenue by country, 2013 and 2017

7. Online video
- OTT video revenues by country, 2013 and 2017
- Share of OTT video revenues between USA, EU27, APAC and RoW, 2013 and 2017

8. Paid mobile applications
- Paid mobile applications revenues, 2013 and 2017
- Paid mobile applications annual revenue per user, 2013 and 2017
- Mobile apps revenue, by countries, 2013 and 2017
- Mobile apps annual revenue per user, by country, 2013 and 2017

9. Online advertising
- Total online advertising revenue by country, 2013 and 2017
- Online advertising’s share of total ad revenue, by country, 2013 and 2017
- Total mobile advertising revenue by country, 2013 and 2017
- Mobile advertising’s share of total ad revenue, by country, 2013 and 2017

Ordering:
Order Online - http://www.researchandmarkets.com/reports/2735666/
Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: World Internet Services - Internet Access & Usages - Search - E-commerce - Social Networks - Video OTT - OTT VoIP - Online Games - Advertising - Mobile Apps - LBS
Web Address: http://www.researchandmarkets.com/reports/2735666/
Office Code: SCDKXHDR

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 1752</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 2628</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp