Egypt Online Advertising Market Outlook to 2017- Favorable Prospects in Online Search Advertising

Description: The industry research publication titled ‘Egypt Online Advertising Market Outlook to 2017- Favorable Prospects in Online Search Advertising’ presents a comprehensive analysis of market size of online advertisement, display, search, lead generation, sponsorship advertisement, digital video, e-mail, mobile and classifieds segment in Egypt.

The report entails the market share analysis and company profiles of major players in the online advertising industry. The future analysis and segmentation by type of advertisements have also been discussed.

KEY TOPICS COVERED IN THE REPORT

- The market size of the Egypt online advertising market in terms of value during 2007 - 2012
- Egypt online advertising market segmentation by type of advertisement (display, search, social, lead generation, sponsorship, mobile and video advertising)
- Egypt online advertising market segmentation by spending on industry (banking, real estate, telecom services and others)
- Egypt online search, display advertising, lead generation, sponsorship, mobile and video advertising market size in terms of value (2007-2012)
- Trends and Developments in the online advertising market in Egypt
- Competitive landscape of players operating in online advertising market of Egypt in search, display and video advertising. (for both platforms such as Google, Facebook) and leading advertising agencies such as Starcom, OMD, Universal Media, Initiative and others)
- Future projections and macro economic factors of Egypt online advertising.

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