Databook Q1 2014: Social Gaming Advertising Spend in China

Description: Social gaming advertising spend in China stood at US$53 million by end of 2013, accounting for 4.2% of total social media advertising. During 2009-2013, social gaming advertising in the country has increased at a CAGR of 50.7%. This growth is expected to continue in 2014 with brands expected to spend US$80 million, representing an increase of 51.5% over 2013. Over the forecast period (2014-2018), Socintel360 expects social gaming ad spend to grow at a CAGR of 44.3% to reach US$347 million in 2018, accounting for 5.3% of the total social media advertising spend.

This report answers the following key questions:

- How is social media advertising spending expected to grow over the next five years?
- How much is being spent on social media gaming advertising by gaming categories?
- How is social media marketing budget being allocated and utilized?
- How is social media mobile advertising spending expected to grow over the next five years?

This report provides detailed social media gaming advertising spend database, covering in-depth trend analysis across segments and themes for a period of 10 years (2009-2018). This report provides trend analysis through charts and tables. The social media gaming advertising spend database breaks down into following nine key areas:

- Market Share of Social Media: This report provides social media advertising spend growth dynamics, contextualizing it with broader online advertising spend.
- Budget Allocation: This report provides budget allocation by key segments including advertising, staffing, consulting, and technology.
- Channel Split: This report provides breakdown of social media advertising spend by desktop and mobile channels.
- By Gaming: This report provides breakdown of social gaming advertising spend by following categories:
  - Around Games & Apps Environment Ad Spend
  - In Game Environment Ad Spend
  - In Game Immersive Ad Spend
  - Exclusive Advertising Games Spend
- Macroeconomic, Business and Consumer Drivers: Data centric trend analysis of business environment, infrastructure, technology and consumer trends driving the growth of social media advertising spend

This report provides detailed social media gaming advertising spend data and trend analysis for a period of 10 years (2009-2018) through charts and tables. It does not contain any analyst commentary as such. Below is an overview covering scope of this report:

Country Focus: China
Market Focus: Social Media Gaming Marketing
Industry Focus: All Industry Verticals
Data & Analysis: This report provides an extensive data and trend analysis of the social media advertising spend in the China.

This report provides:

- Data covering future of social media advertising spend and its share in total online advertising,
- Data covering future of social media gaming advertising spend and its share in social media advertising,
- Data covering future of social media mobile advertising spend and its share in social media advertising,
- Social media gaming advertising spend for a period of 10 years, from 2009 to 2018,
- Social media marketing budget allocation for 2014 and how it is expected to change over the next five years.
- Detailed data centric trend analysis of business environment, infrastructure, technology and consumer trends driving the growth of social media advertising spend.
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