Databook Q1 2014: Social Gaming Advertising Spend in Brazil

Description: Social gaming advertising spend in Brazil stood at US$14 million by end of 2013, accounting for 4.1% of total social media advertising. During 2009-2013, social gaming advertising in the country has increased at a CAGR of 105.7%. This growth is expected to continue in 2014 with brands expected to spend US$20 million, representing an increase of 55.7% over 2013. Over the forecast period (2014-2018), Socintel360 expects social gaming ad spend to grow at a CAGR of 37.2% to reach US$72 million in 2018, accounting for 4.9% 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: Brazil
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 Brazil. 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.

Contents:
1 About this Report
  1.1 About The Publisher
  1.2 Summary
  1.3 Methodology
  1.4 Definitions
  1.5 Disclaimer
2 Social Media Advertising Spend Market Share Analysis
2.1 Brazil Online Advertising Spend
2.1.1 Benchmarking Brazil with Other Key Markets
2.2 Brazil Social Media Advertising Spend
2.2.1 Benchmarking Brazil with Other Key Markets
2.3 Market Share Analysis
3 Analysis of Macroeconomic, Business, and Consumer Drivers
3.1 Macroeconomic Fundamentals and Industry Growth Dynamics
3.2 Consumer Insights
3.3 Internet & Technology Adoption
3.4 Devices & Platforms
3.5 Mobile Commerce
3.6 Advertising Spend Dynamics
4 Brazil Social Gaming Advertising Spend
4.1 Snapshot of Gaming Ad Spend
4.2 Gaming Ad Spend by Categories
4.2.1 Around Games Environment Ad Spend
4.2.2 In Game Environment Ad Spend
4.2.3 In Game Immersive Ad Spend
4.2.4 Exclusive Advertising Games Spend
Table 1: Brazil Online Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Table 2: Brazil Social Media Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Table 3: Brazil Online Channel Share - Online Advertising Spend as Percentage of Total Advertising Spend, 2009–2018
Table 4: Brazil Social Media Channel Share - Social Media Advertising Spend as Percentage of Online Advertising Spend, 2009-2018
Table 5: Brazil Gross Domestic Production (at Current Price) Analysis (US$ Billion), 2009-2018
Table 6: Brazil Population Analysis (Million), 2009-2018
Table 7: Brazil Inflation Trends (%), 2009-2018
Table 8: Brazil Consumer Spending / Expenditure & Growth Analysis (US$ Billion), 2009-2018
Table 9: Brazil Business Confidence Trend, 2009-2013
Table 10: Brazil Number of Online & Mobile Buyers (Million), 2009-2018
Table 11: Brazil Number of Online & Mobile Coupon Users and Shoppers Analysis (Million), 2009-2018
Table 12: Brazil Number of Video Viewers - Online vs. Mobile (Million), 2009-2018
Table 13: Brazil Number of Gamers - Online, Mobile, Social and Tablet (Million), 2009-2018
Table 14: Brazil Mobile Internet User Analysis (Million), 2009-2018
Table 15: Brazil Number of Internet and Social Media Users (Million), 2009-2018
Table 16: Brazil Number of Fixed Broadband Households & Subscriptions (Million), 2009-2018
Table 17: Brazil Number of Mobile and Smartphone Users (Million), 2009-2018
Table 18: Brazil Number of E-reader and IPad Users Analysis (Million), 2009-2018
Table 19: Brazil E-commerce & M-commerce Sales & Growth Analysis (US$ Billion), 2009-2018
Table 20: Brazil Tablet & Smartphone M-commerce Sales (US$ Billion), 2009-2018
Table 21: Brazil Mobile Gaming & Music Consumer Spending & Growth Analysis (US$ Million), 2009-2018
Table 22: Brazil Online Spending per Internet User (US$), 2009-2018
Table 23: Brazil Social Media Spending per - Internet User vs. Social Media User (US$), 2009-2018
Table 24: Brazil Social Media Mobile Spending per Social Media User (US$), 2009-2018
Table 25: Brazil Social Media Gaming Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Table 26: Brazil Social Media Gaming Advertising - Spend & Growth Dynamics by Gaming Categories (%), 2013
Table 27: Brazil Social Media Gaming Advertising Spend by Gaming Categories (%), 2013 vs. 2018
Table 28: Brazil Social Media Around Games Environment Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Table 29: Brazil Social Media In Game Environment Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Table 30: Brazil Social Media In Game Immersive Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Table 31: Brazil Social Media Exclusive Advertising Games Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Figure 1: Methodology Framework
Figure 2: Brazil Online Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Figure 3: Global Snapshot - Online Advertising Spend & Growth Dynamics of Major Markets (%), 2013
Figure 4: Brazil Social Media Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Figure 5: Global Snapshot - Social Media Advertising Spend & Growth Dynamics of Major Markets (%), 2013
Figure 6: Brazil Online Channel Share - Online Advertising Spend as Percentage of Total Advertising Spend, 2009-2018
Figure 7: Brazil Social Media Channel Share - Social Media Advertising Spend as Percentage of Online Advertising Spend, 2009-2018
Figure 8: Brazil Gross Domestic Production (at Current Price) Analysis (US$ Billion), 2009-2018
Figure 9: Brazil Population Analysis (%), 2013
Figure 10: Brazil Inflation Trends (%), 2009-2018
Figure 11: Brazil Consumer Spending / Expenditure & Growth Analysis (US$ Billion), 2009-2018
Figure 12: Brazil Business Confidence Trend, 2009-2013
Figure 13: Brazil Number of Online & Mobile Buyers (Million), 2009-2018
Figure 14: Brazil Number of Online & Mobile Coupon Users and Shoppers Analysis (Million), 2009-2018
Figure 15: Brazil Number of Video Viewers - Online vs. Mobile (Million), 2009-2018
Figure 16: Brazil Number of Gamers - Online, Mobile, Social and Tablet (Million), 2009-2018
Figure 17: Brazil Mobile Internet User Analysis (Million), 2009-2018
Figure 18: Brazil Number of Internet and Social Media Users (Million), 2009-2018
Figure 19: Brazil Number of Fixed Broadband Households & Subscriptions (Million), 2009-2018
Figure 20: Brazil Number of Mobile and Smartphone Users(Million), 2009-2018
Figure 21: Brazil Number of E-reader and IPad Users Analysis (Million), 2009-2018
Figure 22: Brazil E-commerce & M-commerce Sales & Growth Analysis (US$ Billion), 2009-2018
Figure 23: Brazil Tablet & Smartphone M-commerce Sales (US$ Billion), 2009-2018
Figure 24: Brazil Mobile Gaming & Music Consumer Spending & Growth Analysis (US$ Million), 2009-2018
Figure 25: Brazil Online Spending per Internet User (US$), 2009-2018
Figure 26: Brazil Social Media Spending per - Internet User vs. Social Media User (US$), 2009-2018
Figure 27: Brazil Social Media Mobile Spending per Social Media User (US$), 2009-2018
Figure 28: Global Snapshot - Social Media Gaming Advertising Spend & Growth Dynamics of Major Markets (%), 2013
Figure 29: Global Social Media Gaming Advertising Spend Snapshot - Breakdown by Gaming Categories (%), 2013 vs. 2018
Figure 30: Brazil Social Media Gaming Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Figure 31: Brazil Social Media Gaming Advertising - Spend & Growth Dynamics by Gaming Categories (%), 2013
Figure 32: Brazil Social Media Gaming Advertising Spend by Gaming Categories (%), 2013 vs. 2018
Figure 33: Brazil Social Media Around Games Environment Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Figure 34: Brazil Social Media In Game Environment Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Figure 35: Brazil Social Media In Game Immersive Advertising Spend & Growth Analysis (US$ Million), 2009-2018
Figure 36: Brazil Social Media Exclusive Advertising Games Advertising Spend & Growth Analysis (US$ Million), 2009-2018

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