Internet Ad Spending Market in APAC 2015-2019

Description: About Internet Ad Spending

Online advertising is a medium that uses the internet for advertising a product or services. It is one of the most popular media of advertising because of its wide reach, flexibility, and accessibility. One of the benefits of internet advertising is that it can be customized, making consumer targeting more efficient and precise. The global internet footprint grew rapidly from 2.4 billion in 2013 to more than 3.5 billion in 2015. Most of the developed regions has the internet penetration of more than 80%. Companies are spending more on internet advertising due to its wide reach. Also, companies are using the internet ad as a platform to interact with customers, sell products, build brand loyalty, increase customer retention, improve customer experience and ultimately build customer advocacy.

The analysts forecast the internet ad spending market in APAC to grow at a CAGR of 13.16% over the period 2014-2019.

Covered in this Report
This report covers the present scenario and the growth prospects of the internet ad spending market in APAC for the period 2015-2019.

The report, Internet Ad Spending Market in APAC 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report includes the profiles of key vendors operating in this market.

Key Vendors
- adSage
- eBay
- Facebook
- Google
- Innity
- Microsoft
- Yahoo

Other Prominent Vendors
- Alibaba
- Amazon
- Amobee
- AOL
- Apple
- Axiata
- Baidu
- BBC Advertising
- Chartboost
- Chitika
- Deutsche Telekom
- DGM
- Flurry
- HasOffers
- IAB
- InMobi
- InterActive
- Media.net
- Millennial Media
- MoPub
- Nielsen
- Ogilvy & Mather Advertising
- Opera Mediaworks
- Orange Business Services
- Sina
- The Walt Disney Company
- Tencent
- Twitter
- Vungle
- Xaxis

Market Drivers
- Growing Cellphone Usage
- For a full, detailed list, view our report

Market Challenges
- Ethical Issues
- For a full, detailed list, view our report

Market Trends
- Surge in Mobile Advertising
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?
10. Buying Criteria
11. Market Growth Drivers
12. Drivers and their Impact
13. Market Challenges
14. Impact of Drivers and Challenges
15. Market Trends
16. Trends and their Impact
17. Vendor Landscape
17.1 Competitive scenario
17.2 Major Key Vendors
17.3 Other Prominent Vendors
18. Key Vendor Analysis
18.1 AdSage
18.1.1 Key Facts
18.1.2 Business Overview
18.1.3 Recent Developments
18.1.4 SWOT Analysis
18.2 eBay
18.2.1 Key Facts
18.2.2 Business Overview
18.2.3 Business Segmentation by Revenue
18.2.4 Geographical Segmentation by Revenue
18.2.5 Recent Developments
18.2.6 SWOT Analysis
18.3 Facebook
18.3.1 Key Facts
18.3.2 Business Overview
18.3.3 Business Strategy
18.3.4 Business Segmentation by Revenue
18.3.5 Geographical Segmentation by Revenue
18.3.6 Recent Developments
18.3.7 SWOT Analysis
18.4 Google
18.4.1 Key Facts
18.4.2 Business Overview
18.4.3 Business Segmentation by Revenue 2013
18.4.4 Business Segmentation by Revenue 2012 and 2013
18.4.5 Geographical Segmentation by Revenue 2013
18.4.6 Business Strategy
18.4.7 Recent Developments
18.4.8 SWOT Analysis
18.5 Innity
18.5.1 Key facts
18.5.2 Business overview
18.5.3 Business segmentation by revenue 2013
18.5.4 Business Segmentation by Revenue 2012 and 2013
18.5.5 Geographical segmentation by revenue 2013
18.5.6 Business Strategy
18.5.7 Recent Developments
18.5.8 SWOT Analysis
18.6 Microsoft
18.6.1 Key Facts
18.6.2 Business Overview
18.6.3 Business Segmentation by Revenue 2013
18.6.4 Business Segmentation by Revenue 2012 and 2013
18.6.5 Geographical Segmentation by Revenue 2013
18.6.6 Business Strategy
18.6.7 Recent Developments
18.6.8 SWOT Analysis
18.7 Yahoo
18.7.1 Key Facts
18.7.2 Business Overview
18.7.3 Business Segmentation by Revenue
18.7.4 Geographical Segmentation by Revenue
18.7.5 Recent Developments
18.7.6 SWOT Analysis
19. Other Reports in this Series

List of Exhibits
Exhibit 1: Market Research Methodology
Exhibit 2: Internet Ad Spending Market in APAC 2014-2019 ($ billions)
Exhibit 3: Online Advertising Versus Offline Advertising
Exhibit 4: Global Advertising Market 2013 and 2019
Exhibit 5: Internet Ad Spending Market in APAC by Medium
Exhibit 6: Value Chain Analysis of Mobile Internet Advertising
Exhibit 7: Internet Ad Spending Market in APAC by Type
Exhibit 8: Internet Ad Spending Market by Region in 2014 and 2019
Exhibit 9: Internet Ad Spending Market in Japan 2014-2019 ($ billions)
Exhibit 10: Internet Ad Spending Market in China 2014-2019 ($ billions)
Exhibit 11: Internet Ad Spending Market in South Korea 2014-2019 ($ billions)
Exhibit 12: Internet Ad Spending Market in India 2014-2019 ($ billions)
Exhibit 13: Internet Ad Spending Market in Other Countries 2014-2019 ($ billions)
Exhibit 14: Mobile Advertising Market in APAC 2013-2018 ($ billions)
Exhibit 15: APAC: Population/Internet Users/Social Media Users/Mobile Users
Exhibit 16: eBay: Business Segmentation by Revenue 2013
Exhibit 17: eBay: Business Segmentation by Revenue 2012 and 2013 ($ billions)
Exhibit 18: eBay: Geographical Segmentation by Revenue 2013
Exhibit 19: Facebook: Business Segmentation by Revenue 2013
Exhibit 20: Facebook: Business Segmentation by Revenue 2012 and 2013
Exhibit 21: Facebook: Geographical Segmentation by Revenue 2013
Exhibit 22: Google: Business Segmentation by Revenue 2013
Exhibit 23: Google: Business Segmentation by Revenue 2012 and 2013 ($ millions)
Exhibit 24: Google: Geographical Segmentation by Revenue 2013
Exhibit 25: Innity: Business Segmentation by Revenue 2013
Exhibit 26: Innity: Business Segmentation by Revenue 2012 and 2013 ($ millions)
Exhibit 27: Innity: Geographical Segmentation by Revenue 2013
Exhibit 28: Microsoft: Business Segmentation by Revenue 2013
Exhibit 29: Microsoft: Business Segmentation by Revenue 2012 and 2013 ($ billions)
Exhibit 30: Microsoft: Geographical Segmentation by Revenue 2013
Exhibit 31: Yahoo: Business Segmentation by Revenue 2013
Exhibit 32: Business Segmentation by Revenue 2012 and 2013 ($ billions)
Exhibit 33: Yahoo: Geographical Segmentation by Revenue 2013

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