Global Social Networking Market 2015-2019

Description:
About Social Networking Market
Social networking involves groups of people with common interests coming together on a social platform and building relationships with the help of technology. The term social media is defined as a platform, such as websites and applications, that enable users to participate in social networking activities by creating, sharing or exchanging information, ideas, and pictures/videos.

Social media is not limited to Facebook, Twitter, and Google+. Currently there are more than 800 active social networking sites and several platforms, including mobile applications and digital pages for people to interact.

The authoranalysts forecast the global social networking ad-spending market to grow at a CAGR of 23.12% during 2014-2018.

Covered in this Report
The report covers the present scenario and growth prospects of the global social networking market for the period 2015-2019. We provide an outlook on social networks, its implication on brands, how brands are utilizing social media platforms for marketing, and on social network ad spending.

The global social networking market is highly fragmented with the presence of a large number of small and large players. In this report, we present a detailed description of the key players. In addition, we discuss the major drivers that influence growth, the challenges faced by marketers and the market as a whole, and the key trends emerging in the market.

The following statistics are provided in the report:
- Social Network Ad Spending 2015-2019
- Social Network Users 2015-2019
- Social Ad Spending Per Social Network User 2015-2019
- Social Network Ad Spending in North America 2015-2019
- Social Network Ad Spending in APAC 2015-2019
- Social Network Ad Spending in Europe 2015-2019
- Social Network Ad Spending in Latin America 2015-2019
- Social Network Ad Spending in MEA 2015-2019
- Digital Ad Spending 2015-2019

Key Regions
- APAC
- Europe
- Latin America
- MEA
- North America

Key Vendors
- Facebook
- Google
- Instagram
- LinkedIn
- Pinterest
- Tencent
- Tumblr
- Twitter

Market Driver
- Rise in Adoption of Smartphones and Tablets
- For a full and detailed list, view our report

Market Challenge
- Lack of Performance Measurement Standards
- For a full and detailed list, view our report

Market Trend
- Demand for Ubiquitous Content Access
- For a full and 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?

Contents:

01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Customer Segments
03.2.1 Advertising Agencies
03.2.2 Brands
03.2.3 Mobile Affiliates
03.2.4 Individual Users
03.3 Base Year
03.4 Vendor Segmentation
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Introduction
05.1 What is social networking?
05.2 What is social media?
06. Importance of Social Media for Marketers
07. Why Brands are looking into Social Media
07.1.1 Benefits of Social Networking Advertisements
08. Present Scenario
09. Future prospect
10. Bridging the gap
11. Five Forces Analysis
12. Social Networking Market in various Geographical Regions
12.1 North America
12.2 APAC
12.3 Europe
12.4 Latin America
12.5 MEA
13. Buying Criteria
14. Drivers and their Impact
15. Trends and their Impact
16. Social Networking Landscape
16.1 Competitive Scenario
16.2 Market Share Analysis 2014
16.3 Other Prominent Vendors
17. Key Vendor Analysis
17.1 Facebook
17.1.1 Key Facts
17.1.2 Business Overview
17.1.3 Business Segmentation by Revenue 2013
17.1.4 Business Segmentation by Revenue 2011-2013
17.1.5 Geographical Segmentation by Revenue 2013
17.1.6 Business Strategy
17.1.7 Recent Developments
17.1.8 SWOT Analysis
17.2 Google
  17.2.1 Key Facts
  17.2.2 Business Overview
  17.2.3 Business Segmentation by Revenue 2013
  17.2.4 Business Segmentation by Revenue 2012 and 2013
  17.2.5 Geographical Segmentation by Revenue 2013
  17.2.6 Business Strategy
  17.2.7 Recent Developments
  17.2.8 SWOT Analysis
17.3 Instagram
  17.3.1 Key Facts
  17.3.2 Business Overview
  17.3.3 SWOT Analysis
17.4 LinkedIn
  17.4.1 Key Facts
  17.4.2 Business Overview
  17.4.3 Product Segmentation by Revenue 2014
  17.4.4 Products Segmentation by Revenue 2013 and 2014
  17.4.5 Geographical Segmentation by Revenue 2014
  17.4.6 Business Strategy
  17.4.7 Recent Developments
  17.4.8 SWOT Analysis
17.5 Pinterest
  17.5.1 Key Facts
  17.5.2 Business Overview
  17.5.3 Geographical Presence
  17.5.4 SWOT Analysis
17.6 Tencent
  17.6.1 Key Facts
  17.6.2 Business Overview
  17.6.3 Business Segmentation by Revenue 2014
  17.6.4 Business Segmentation by Revenue 2013 and 2014
  17.6.5 Geographical Segmentation by Revenue 2014
  17.6.6 Business Strategy
  17.6.7 Recent Developments
  17.6.8 SWOT Analysis
17.7 Tumblr
  17.7.1 Key Facts
  17.7.2 Business Overview
  17.7.3 SWOT Analysis
17.8 Twitter
  17.8.1 Key Facts
  17.8.2 Business Overview
  17.8.3 Business Segmentation by Revenue 2013
  17.8.4 Business Segmentation by Revenue 2011-2013
  17.8.5 Geographical Segmentation by Revenue 2013
  17.8.6 Business Strategy
  17.8.7 Recent Developments
  17.8.8 SWOT Analysis
18. Other Reports in this Series

List of Exhibits:
Exhibit 1: Market Research Methodology
Exhibit 2: Global Social Network Users 2015-2019 (billions)
Exhibit 3: Traditional Ad Spending Vs. Digital Ad Spending 2011-2019
Exhibit 4: Global Social Networking Ad Spending Market 2014-2019 ($ billions)
Exhibit 5: Global Digital Ad Spending Market 2014-2019 ($ billions)
Exhibit 6: Cost per Thousand Audience
Exhibit 7: Global Smartphone and Tablet Penetration 2013-2018 (% of global population)
Exhibit 8: Average Time Spent by US Adults on Media Consumption 2010 and 2013
Exhibit 9: Penetration of Social Media among Adults
Exhibit 10: Social Network Ad Spending in North America 2015-2019 ($ billions)
Exhibit 11: Social Network Ad Spending in APAC 2015-2019 ($ billions)
Exhibit 12: Social Network Ad Spending in Europe 2015-2019 ($ billions)
Exhibit 13: Social Network Ad Spending in Latin America 2015-2019 ($ billions)
Exhibit 14: Social Network Ad Spending in MEA 2015-2019 ($ billions)
Exhibit 15: Number of Active Users in Various Social Networking Sites till March 2015 (millions)
Exhibit 16: Percent of People Who Use Social Networks
Exhibit 17: Revenue of Leading Social Networking Sites 2013 & 2014 ($ millions)
Exhibit 18: Market Share of Leading Social Networking Sites in Global Social Networking Ad Spending Market 2014
Exhibit 19: Top 5 Social Networking Ad Spending Industries
Exhibit 20: Facebook: Business Segmentation by Revenue 2013
Exhibit 21: Facebook: Business Segmentation by Revenue 2011-2013 ($ billions)
Exhibit 22: Facebook: Geographical Segmentation by Revenue 2013
Exhibit 23: Google: Business Segmentation by Revenue 2013
Exhibit 24: Google: Business Segmentation by Revenue 2012 and 2013 ($ millions)
Exhibit 25: Google: Geographical Segmentation by Revenue 2013
Exhibit 26: LinkedIn: Product Segmentation by Revenue 2014
Exhibit 27: LinkedIn: Product Segmentation by Revenue 2013 and 2014 ($ millions)
Exhibit 28: LinkedIn: Geographical Segmentation by Revenue 2014
Exhibit 29: Pinterest: Geographical Presence
Exhibit 30: Tencent: Business Segmentation by Revenue 2014
Exhibit 31: Tencent: Business Segmentation by Revenue 2013 and 2014 ($ millions)
Exhibit 32: Tencent: Geographical Segmentation by Revenue 2014
Exhibit 33: Twitter: Business Segmentation by Revenue 2013
Exhibit 34: Twitter: Business Segmentation by Revenue 2011-2013 ($ millions)
Exhibit 35: Twitter: Geographical Segmentation by Revenue 2013

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3383642/
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: Global Social Networking Market 2015-2019
Web Address: http://www.researchandmarkets.com/reports/3383642/
Office Code: SCH318W3

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td></td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td></td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 10000</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:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland</td>
</tr>
</tbody>
</table>

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

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World