World Online Advertising Market - 2015 Edition

Description: The World Online Advertising market package includes:
- a database with quantitative data on online advertising, the key market for monetization of personal data, up to 2019 for 15 countries (USA-UK-France-Germany-Italy-Spain-Japan-South Korea-China-Brazil-India-Russia-Turkey-South Africa-Switzerland), 2 zones and world consolidated. Six sub-segments are estimated for each country: search, display, mobile, RTB, social networking and video.
- a status report providing an analysis of key trends and technologies around personal data today (including privacy challenge, retargeting, VRM, regulation, new data measurement techniques, etc.) and also includes an overview of the world leaders and their KPIs (Google – Facebook – Yahoo! – Microsoft – Twitter – Amazon – Apple)

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