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)

Contents:
1. Executive Summary
   1.1. Value of the global online advertising market
   1.2. Wrap-up on the Internet giants and the moves by Telcos
   1.3. Trends: Technology – Business Models – Privacy
2. Methodology
   2.1. List of indicators by country
   2.2. Sources
3. The advertising market in figures
   3.1. Value of global online advertising market: regional / country breakdown
   3.2. Value of global online advertising market: breakdown by format
   3.3. [Mobile] Value of global online advertising market
   3.4. [Mobile] Value of global online advertising market: regional / country breakdown
   3.5. [Social] Value of global online advertising market
   3.6. [OTT video] Value of global OTT video advertising market
   3.7. Value of global RTB advertising market
4. The online advertising ecosystem
   4.1. The overall advertising ecosystem
   4.2. Google dominates overall but Facebook has caught up in mobile ads
   4.3. Focus on mobile advertising: breakdown by format and main players
   4.4. Focus on mobile advertising: mobile ads market an extension of the fixed
   4.5. Focus on mobile ads: paid model remains the main mobile app revenue
   4.6. Google
   4.7. Facebook
   4.8. Yahoo!
   4.9. Microsoft
   4.10. Focus: search advertising partnership between Yahoo! and Microsoft
   4.11. Twitter
   4.12. Amazon and Apple
   4.13. Player positioning in terms of open/closed and mobile focus
5. Main trends in online advertising and personal data use
   5.1. Technology trend: RTB
   5.2. Technology trend: Re-targeting
   5.3. Business model trend: advertising not the only way to monetise data
   5.4. Business model trend: new data exploitation models by telcos
   5.5. Business model trend: cheaper fibre offer in exchange for personal data
   5.6. Privacy trends: VRM to give users more control over their own data
   5.7. Privacy trends: Privacy paradox and usage
   5.8. Privacy trends: stricter regulations making the Internet not-so-free

Report's Tables and Figures
1. Executive Summary
   Global online advertising revenues, 2010-2019
   Global online advertising annual ARPU, 2011-2019

3. The advertising market in figures
   Global online advertising revenues, by region, 2010-2019
   Global online advertising revenues of select APAC countries, 2010-2019
   Breakdown of global online advertising revenues, in terms of advertising formats (display, search, other), 2010-2019
   Global desktop search engine market shares, June 2015
   Global mobile advertising revenues and their share of total online advertising revenues, 2010-2019
   Global online advertising annual ARPU, 2010-2019
   Global mobile advertising revenues, by region, 2010-2019
   Global mobile advertising revenues of select APAC countries, 2010-2019
   Global social networking advertising revenues and their share of total online advertising revenues, 2010-2019
   Global social networking advertising revenues, by region, 2010-2019
   Global OTT video advertising revenues and their share of total online advertising revenues, 2010-2019
   Global OTT video advertising revenues by region, 2010-2019
   Global RTB advertising revenues and their share of display advertising revenues, 2010-2019
   Global RTB advertising revenues by region, 2010-2019

4. The online advertising ecosystem
   The online display advertising ecosystem
   Player shares of online advertising revenue in 2014
   Player shares of mobile advertising revenue in 2014
   Current market breakdown between search and display advertising; comparing fixed and mobile
   Worldwide Mobile App Store Revenue format breakdown, 2010-2019
   Evolution of Google advertising revenues, 2009-2014
   Evolution of Facebook advertising revenues, 2009-2014
   Evolution of Yahoo! advertising revenues, 2009-2014
   Division of search and display advertising revenue for Yahoo!, 2009-2014
   Evolution of Microsoft advertising revenues, 2009-2014
   Search advertising on Yahoo! Bing Network
   Evolution of Twitter advertising revenues, 2011-2014

5. Main trends in online advertising and personal data use
   RTB provides real time bidding benefits within an ad exchange
   The RTB technology process
   The retargeting technology process
   Key options for data monetisation
   Examples of analyses by Verizon Precision Marketing Insights
   Heat map of places visited, based on location data
   Frequently used online services; comparison of their use and trust levels
   Users concerned about private companies’ interference with privacy
   Corporate tax paid by 5 leading Internet players in France in 2011, and compared to if these players had been located and taxed in France

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:** World Online Advertising Market - 2015 Edition
- **Web Address:** http://www.researchandmarkets.com/reports/3452332/
- **Office Code:** SCPLXKQ5

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

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td></td>
<td>USD 3970</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 5956</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:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

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