Digital Advertising and Marketing - Global Strategic Analysis

Description: This report analyzes the worldwide markets for Digital Advertising and Marketing in US$ Million in terms of Spending (Wired Internet as well as Mobile Internet) by the following formats - Search, Display, and Other Modes/Formats.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World.

Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 498 companies including many key and niche players such as:

- Acxiom Corporation
- Amazon Services LLC
- AOL, Inc.
- Baidu, Inc.
- Conversant, Inc.

Contents:

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS
   - Study Reliability and Reporting Limitations
   - Disclaimers
   - Data Interpretation & Reporting Level
   - Quantitative Techniques & Analytics
   - Product Definitions and Scope of Study
   - Search
   - Display
   - Others Modes/Formats
   - Classifieds and Auctions
   - Rich Media
   - Sponsorship
   - Referrals
   - Slotting Fees
   - E-mail

II. EXECUTIVE SUMMARY

1. INDUSTRY OVERVIEW
   - Digital Advertising and Marketing: Transforming, Transitioning and Conditioning Brand-Consumer Relationships
   - Rapid Shift of Media Spending from Traditional to Digital
   - Table 1: Percentage Share of Digital Media in the Overall Media Spending Worldwide: 2010 to 2020 (includes corresponding Graph/Chart)
   - Table 2: Global Advertising Spending by Platform (2015 & 2020): Percentage Share Breakdown of Ad Spending for Digital Advertising, Out-of-home, Print (Magazines), Print (Newspaper), Radio, TV, and Others (includes corresponding Graph/Chart)
   - Table 3: Global Consumer Spending by Media Type (2009, 2011, 2013, 2015, & 2017): Spending (in US$ Billions) for Conventional Media and Digital Media (includes corresponding Graph/Chart)
   - Print Media Advertising including Newspapers and Magazines: The Worst Hit by the Transition
   - Table 4: Global Print Media Advertising Spend (US$ Billions): 2013 to 2017 (includes corresponding Graph/Chart)
   - Expanding Digital Media User Base: Foundation for Market Penetration
   - Table 5: Global Digital Media Users by Type (2016, 2018, & 2020): Number of Users (in Millions) for Games, Music, Publishing, and Video (includes corresponding Graph/Chart)
Superior Attributes of Digital Advertising over Other Ad Media Drives Market Growth
Various Advertising Media & their Corresponding Benefits
Comparison of Different Advertising Media Based on Varied Parameters
Global Market Outlook
Table 6: Global Digital Ad Spend (US$ Billions) for the Years 2013 to 2016 (includes corresponding Graph/Chart)
Top 5 Countries in the Advertising Industry Ranked by Ad Spend: 2015
Display Advertising: The Largest Contributor to Global Digital Ad Spend
Despite Cannibalization by Display, Search Advertising to Sustain Growth Momentum
Developing Countries Continue to Turbo Charge Current and Future Growth
Asia-Pacific: Robust Demand for the Digital Experience Drive Faster Market Growth
Rapid Urbanization & Expanding Middle Class: Mega Trends Strengthening Market Prospects
Table 7: Total Population Worldwide by Urban and Rural Population in Thousands: 1950-2050P (includes corresponding Graph/Chart)
Table 8: Global Middle Class Population (in Millions) by Geographic Region: 2015, 2020 & 2030 (includes corresponding Graph/Chart)
Table 9: Global Middle Class Spending (In US$ Trillion) by Region: 2015 & 2030 (includes corresponding Graph/Chart)

2. COMPETITION
Google: The Leader in the Global Digital Advertising and Marketing Market
Table 10: Leading Digital Advertising Companies Worldwide (2014): Percentage Breakdown of Ad Revenues for AOL, Facebook, Google, Microsoft, Twitter, Yahoo, and Others (includes corresponding Graph/Chart)
Table 11: Leading Mobile Internet Advertising Companies Worldwide (2013): Percentage Share Breakdown of Internet Ad Revenues for Facebook, Google, Millennial Media, Pandora, Twitter, Yellow Pages, and Others (includes corresponding Graph/Chart)
Intense Competition Drives Google to Develop Innovative Options and Incentives
Facebook Leads the Social Media Marketing Space
Cross-Platform Ad Campaigns Gain Edge over Single Platform Campaigns
Select Cross-Platform, Hashtag-based Marketing Campaigns in the Recent Past
MakeItCount by Nike
lovehome by HGTV
captureeuphoria by Ben & Jerry's
HBO Game of Thrones
Influencer Boxes
SoLongVampires by Audi
Pepsi Pulse and #LiveForNow by Pepsi
Coconuing Trend: Significant Market Opportunity for Cross-Platform Advertisers
Competition: Noteworthy Trends
Mobile Advertising Companies Adopt Data-Driven Technologies
Programmatic Advertising: The New Mantra for Success in the Marketplace
Behavioral Targeting: An Out-of-the-Box Service
Brand Advertisers: Taking Digital Advertising Seriously in Marketing Strategies
Click-through-Rate Continues to Rise in Paid Search Advertising
Market Participants Increasingly Prefer Open Source Solutions
Software Technology Improvements Enable Advanced Online Ads Production
Video Advertising Attract Greater Attention of Publishers and Advertisers
Increasing Adoption of Deal IDs over Insertion Orders in Digital Advertising
Key Problems Faced by Service Providers in Monetizing Media Campaigns
Ad-Blocking: A Threat for Digital Advertising Revenues?

3. MARKET TRENDS, ISSUES & DRIVERS
The Emergence of Mobile Devices as the Preferred Digital Media Platform: A Strong Growth Driver for Mobile Digital Advertising
Key Factors Driving Growth in the Mobile Advertising Market
Table 12: Global Mobile Internet Advertising Market by Geographic Region (2014-2020): Ad Spending in US$ Million for the US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World (includes corresponding Graph/Chart)
Table 13: Global 14-Year Perspective for Mobile Internet Advertising by Geographic Region (2015 & 2020): Percentage Breakdown of Ad Spending for the US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World (includes corresponding Graph/Chart)
Rising Mobile Subscriptions & Robust Mobile Data Consumption Sets the Perfect Platform for Market Growth
Table 14: Global Broadband Penetration (%) for Fixed Broadband and Mobile Broadband: 2010, 2015 & 2020 (includes corresponding Graph/Chart)

Table 15: Global Mobile Telecommunications Sector (2014): Number of Mobile Cellular Subscriptions and Active Mobile Broadband Subscriptions for the Americas, Europe, CIS Countries, Asia-Pacific, the Middle East, and Africa (includes corresponding Graph/Chart)

Table 16: Global Subscriptions (in Millions) for Total Mobile, Smartphone, Mobile PC/Tablet/Mobile Router, Mobile Broadband, Mobile GSM/EDGE, Mobile WCDMA/HSPA, and Mobile LTE: 2014E & 2020P (includes corresponding Graph/Chart)

Table 17: Global Mobile Subscriptions Breakdown (%) by Country: 2014 (includes corresponding Graph/Chart)

Table 18: Top 10 Countries Worldwide with Active Mobile Subscriptions (in Millions): 2014 (includes corresponding Graph/Chart)

Table 19: Worldwide Mobile Data Traffic by Device Type (2013, 2015 & 2018)
Percentage Share Breakdown of Monthly Data Traffic Volume for Laptops, Non-Smartphones, Smartphones, Tablets, and Others (includes corresponding Graph/Chart)

Percentage Share Breakdown of Monthly Data Traffic Volume for Data, File Sharing, M2M, and Video/Audio (includes corresponding Graph/Chart)

Table 21: Global Market for Smartphones: Volume Sales in Million Units for 2011, 2013, 2015 & 2018 (includes corresponding Graph/Chart)

Table 22: Smartphone Penetration Worldwide (as a Percentage of Total Population) for Major Countries: 2014 (includes corresponding Graph/Chart)

Table 23: Smartphone Penetration Rate (%) for Select Countries Worldwide as a Percentage of Mobile Phone Users: 2014 (includes corresponding Graph/Chart)

Table 24: Worldwide Mobile Networks (2013 & 2018): Percentage Share Breakdown of Number of Connections by Type of Network Technology (includes corresponding Graph/Chart)

Table 25: Worldwide Internet Users by Geographic Region (2015): Percentage Breakdown of Users for Asia, Europe, Latin America/Caribbean, Africa, North America, Middle East, and Australia/Oceania (includes corresponding Graph/Chart)

Table 26: Worldwide Internet Penetration Rates (%) by Geographic Region: 2015 (includes corresponding Graph/Chart)

Table 27: Global Internet Access by Device Type (2015): Percentage Breakdown of Device Ownership for Desktop, Laptop, Smartphone, Tablet, and Others (includes corresponding Graph/Chart)

Table 28: Global Social Media Advertising Market by Geographic Region (2014-2020): Ad Spending in US$ Million for the US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World (includes corresponding Graph/Chart)

Table 29: Global 14-Year Perspective for Social Media Advertising by Geographic Region (2015 & 2020): Percentage Breakdown of Ad Spending for the US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World (includes corresponding Graph/Chart)

Table 30: Global Social Media Network Penetration Rate (%) by Geographic Region: 2015 (includes corresponding Graph/Chart)

Table 31: Global Adult Social Media Usage (2015): Percentage of Time Spent on Facebook, LinkedIn, Twitter, Pinterest, and Instagram (includes corresponding Graph/Chart)

Table 32: Global Mobile App Market (2014 & 2018): Percentage Share Breakdown of Revenues by App
Category (includes corresponding Graph/Chart)
In-App Advertising: A Promising Platform for Reaching the Desired Audience
Table 33: Average Time Spent (in Minutes) On Mobile Apps on Smartphones & Tablets Worldwide Per User per Day: Breakdown by Category (includes corresponding Graph/Chart)
Growing Prominence of IoT and the Resulting Growth in Connected Devices Set to Take Digital Advertising to the Next Level
Table 34: Number of Users Worldwide (in Billions) for Internet, Social Networks, and Mobile Devices: 2014 (includes corresponding Graph/Chart)
Table 35: Global Web-Connected Devices Market by Device Type (2014): Percentage Share Breakdown of Installed Base for Connected TVs, Desktop PCs, Notebook PCs, Smartphones, Standalone Blu-ray Players, Streaming Media Players, Tablets, and Video-Enabled Gaming Consoles (includes corresponding Graph/Chart)
Table 36: Global Connected Devices Usage (2015): Percentage Breakdown of Time Spent on Apps and Browser (includes corresponding Graph/Chart)
Table 37: Global App Usage in Connected Devices (2015): Percentage Breakdown of Time Spent on Entertainment, Games, Health & Fitness, News, Social Networking Sites, Utility, and Others (includes corresponding Graph/Chart)
Effective Delivery and Streaming of Ad Content Drives Demand for Digital Video Advertising
Table 38: Global Digital Media Average Revenue per User (ARPU) by Type (2015): Breakdown of ARPU (US$) for Digital Games, Digital Music, Digital Video, and Digital Publishing (includes corresponding Graph/Chart)
Rising Prominence of OTT Platforms Augurs Well for Digital Video Advertising
Driven by Multiple Factors, Mobile Video Ads Surpass Online Video Ads
Singular Focus
Less Distraction
Not Limited to Peak Hours
Applications Engage Users
Easier Frequency Management
Native Advertising: The Next Big Thing in Display Advertising
FTC Issues Guidelines on Native Ads
Flourishing Gaming Market Generate Lucrative Opportunities for In-Game Advertising
Wireless Gaming: Opportunities Galore for In-Game Advertising
Rising Adoption of GPS-Enabled Devices Boosts Demand for Location-based Advertising
Table 39: Global Local Search Market (2011-2014): Percentage Breakdown of Search Volume by Mobile and Desktop Segments (includes corresponding Graph/Chart)
Maximum Visibility Attribute Drive Increasing Interest in Free Online Classified Ads
Robust E-Commerce Activity Lends Traction to Market Growth
Supported by Efficient Broadband Connectivity, Demand for Rich Media Ads Gain Momentum
Tailored Emails for Smarter Customer Engagement Sustain Demand for E-mail Advertising
Key Issues and Challenges Hampering Prospects for Digital Advertising
Digital Advertising Frauds
Major Bottlenecks in Online Advertising

4. DIGITAL ADVERTISING AND MARKETING: A CONCEPTUAL OVERVIEW
Introduction
Digital Media Marketing
Benefits of Digital Marketing
Social Media Marketing
Mobile Marketing
Digital Advertising and Marketing Formats
Search
Paid listings
Contextual Search
Paid Inclusion
Display Advertising
Classifieds and Auctions
Rich Media
Interstitial
Sponsorship
Referrals
Slotting Fees
E-mail
Advertising Network Model
5. PRODUCT INTRODUCTIONS/INNOVATIONS
Acxiom Re-Launches Digital Impact as New Acxiom Impact™
Horn Group Unveils Digital Marketing Service Red Dot
Epsilon Unveils Advanced Digital Solutions Practice
Rackspace Introduces New Digital Services Practice
ValueClick Changes Name, Voices Intentions to Rollout Integrated Marketing Personalization Platform
Pikato Introduces Retail Mobile Marketing Solution
Dentsu Introduces iButterfly Mobile Marketing Platform

6. RECENT INDUSTRY ACTIVITY
AOL Takes Over Millennial Media
Voice Media and Endexx Join Forces to Roll out Digital Marketing Strategies
Citigroup Signs Marketing Alliance Deal with Zillow
Dentsu Aegis Network Acquires Band
DDB Worldwide Takes Over Grupo ABC
Swrve Takes Over adaptiv.io
Endurance International Group to Acquire Constant Contact
Dentsu Aegis Network to Take Over Pontomobi
RetailNext Takes Over Pikato
Evolving Systems Takes Over Sixth Sense Media
Ironistic Acquires ArtForm Business Solutions' Web and Online Marketing Division
NetBooster Group Acquires Internet Advantage
Komli Media Merges with SVG Media
Spredfast Takes Over Shoutlet
NetPlay TV Takes Over Otherside
Sysomos Acquires Expion
Flipkart Takes Over Appiterate
Publicis Groupe Takes Over Sapient
Acxiom Inks Strategic Partnership with Weibo
Ybrant Digital Limited Changes Name to Lycos Internet Limited
Hearst Magazines Signs New Agreement with Acxiom
Dentsu Aegis Network Acquires Rockett Interactive
Alliance Data Acquires Conversant
DigitasLBi Takes Over Liquorice
MediaMath Acquires Upcast
Science Takes Over PlayHaven
GroupM Takes Over Keyade
Yahoo Acquires Flurry
Acxiom Acquires LiveRamp
Lionbridge Acquires Darwin Zone
Perion Takes Over Grow Mobile
Twitter Acquires TapCommerce
BrightTag Takes Over Signal
Yahoo Acquires Sparq
Sonata Establishes Office in New York City
Spindle Enters Deal with edo Interactive to Expand Services
Brandtone Commences India Operations
Millennial Media Takes Over Jumptap
Brand Networks Takes Over Optimal
Matony Buys Social Advertising Agency from Adquant
Twitter Acquires MoPub
Bridgeline Takes Over ElementsLocal
Dentsu Takes over Aegis Group

7. FOCUS ON SELECT PLAYERS
Acxiom Corporation (US)
Amazon Services LLC (US)
AOL, Inc. (US)
Millennial Media (US)
Baidu, Inc. (China)
Conversant, Inc. (US)
Dentsu Aegis Network (UK)
Eniro AB (Sweden)
8. GLOBAL MARKET PERSPECTIVE

Table 40: World Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 41: World Historic Review for Digital Advertising & Marketing by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 42: World 14-Year Perspective for Digital Advertising & Marketing by Geographic Region
Percentage Breakdown of Digital Advertising Spending for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Digital Advertising and Marketing Market by Mode/Format

Table 43: World Recent Past, Current and Future Analysis for Digital Search Advertising by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 44: World Historic Review for Digital Search Advertising by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 45: World 14-Year Perspective for Digital Search Advertising by Geographic Region
Percentage Breakdown of Digital Advertising Spending for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 46: World Recent Past, Current and Future Analysis for Digital Display Advertising by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 47: World Historic Review for Digital Display Advertising by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)

Table 48: World 14-Year Perspective for Digital Display Advertising by Geographic Region
Percentage Breakdown of Digital Advertising Spending for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

Table 49: World Recent Past, Current and Future Analysis for Other Digital Advertising by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 50: World Historic Review for Other Digital Advertising by Geographic Region
RESEARCH AND MARKETS

US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 51: World 14-Year Perspective for Other Digital Advertising by Geographic Region
Percentage Breakdown of Digital Advertising Spending for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES
A. Market Analysis
Outlook
Digital Advertising: Poised to Surge in the US
Key Internet, Mobile and Social Media Statistics in the US
Changing Media Consumption Trends Influence Market Demand
Table 52: US Digital Media Market (As of June 2014): Percent of Time Spent by Platform (includes corresponding Graph/Chart)
Despite Competition from Display, Search Advertising Dominates Ad Spending
Digital Display Advertising Set to Replace Search Advertising in the Long Run
Mobile Internet Advertising Offers Significant Growth Opportunities
Table 53: Mobile Internet Advertising Market in the US: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
High Smartphone Penetration: A Boon for the Mobile Advertising Market
Table 54: Smartphone Users (in Millions) in the United States: 2011-2017E (includes corresponding Graph/Chart)
Table 55: US Market for Mobile Phones (2013): Percentage Share Breakdown of Smartphones and Feature Phones (includes corresponding Graph/Chart)
Advanced Mobile Devices Foster Growth in Mobile Advertising Market
Digital Marketing Companies Focus on Social Media to Target Millennials
Table 56: Social Media Advertising Market in the US: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Growing Prominence of Affiliate Marketing Bodes Well for the Market
Digital Video Advertising: One of the Fastest Growing Advertising Media
Table 57: Digital Video Ad Spending ($ Billions) in the US for the Years 2014 through 2017 (includes corresponding Graph/Chart)
Table 58: Digital Display Ad Spending in the US by Type (2014, 2016, & 2018): Percentage Breakdown for Rich Media, Sponsorships, Video, and Others (includes corresponding Graph/Chart)
Security: One of the Most Common Risks in Digital Advertising
Steady Adoption by Various Industries Benefit Market Expansion
Financial Service Providers
Healthcare Institutions
Automotive Industry
Restaurant Industry
Competitive Landscape: Google Leads the Digital Advertising Market in the US
Table 59: Leading Search Advertising Companies in the US (2015): Percentage Breakdown of Ad Revenues for AOL, Google, Microsoft, Yahoo!, and Others (includes corresponding Graph/Chart)
Table 60: Leading Digital Display Advertising Companies in the US (2015): Percentage Breakdown of Revenues for AOL, Facebook, Google, Microsoft, Twitter, Yahoo!, and Others (includes corresponding Graph/Chart)
‘Cost Per Revenue’: The New Mantra for Measuring Ad Success
Table 61: Online Advertising Market in the US by Pricing Model (2006-2014): Percentage Breakdown of Ad Revenues for Performance, CPM, and Hybrid (includes corresponding Graph/Chart)
Targeted Advertising: The In-Thing
Product Introductions/Innovations
Strategic Corporate Developments
Select Key Players
B. Market Analytics
Table 62: US Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 63: US Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising
Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 64: US 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats
Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 65: US Recent Past, Current and Future Analysis for Digital Advertising & Marketing by End-Use Sector
Automotive, Telecommunication, Retail, Financial Services, Entertainment & Media, and Others Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 66: US Historic Review for Digital Advertising & Marketing by End-Use Sector
Automotive, Telecommunication, Retail, Financial Services, Entertainment & Media, and Others Markets
Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 67: US 14-Year Perspective for Digital Advertising & Marketing by End-Use Sector
Percentage Breakdown of Digital Advertising Spending for Automotive, Telecommunication, Retail, Financial Services, Entertainment & Media, and Others Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)

2. CANADA
A. Market Analysis
   Market Overview
   Mobile Extends New Opportunity for Canadian Advertisers
   Table 68: Mobile Internet Advertising Market in Canada: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Strategic Corporate Development
B. Market Analytics
   Table 69: Canadian Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
   Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 70: Canadian Historic Review for Digital Advertising & Marketing by Mode/Format
   Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
   Table 71: Canadian 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
   Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
   Table 72: Social Media Advertising Market in Canada: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

3. JAPAN
A. Market Analysis
   Digital Advertising Market Overview
   Japan: One of the Most Sophisticated Mobile Advertising Markets
B. Market Analytics
   Table 73: Japanese Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
   Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 74: Japanese Historic Review for Digital Advertising & Marketing by Mode/Format
   Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
   Table 75: Japanese 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
   Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
   Table 76: Mobile Internet Advertising Market in Japan: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
   Table 77: Social Media Advertising Market in Japan: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4. EUROPE
A. Market Analysis
   Market Overview
   Digital Display Advertising: On a High-Growth Path
   Expanding Internet User Base: An Important Opportunity Indicator for the Market
Table 78: Internet Users and Internet Penetration Rate in European Countries (2013) (includes corresponding Graph/Chart)
Table 79: Mobile Internet Penetration (As a Percentage of Total Population) in Europe: 2014E (includes corresponding Graph/Chart)
Table 80: Social Media Penetration Rate (%) in European Countries (2013) (includes corresponding Graph/Chart)
Growing Pecendant for Online Advertising by Youngsters Spur Market Demand
Paid Search Makes Steady Progress
Mobile Advertising Market: Immense Growth Potential
Western Europe Exhibits Higher Growth Prospects
European Associations
European Interactive Advertising Association
Interactive Advertising Bureau
B.Market Analytics
Table 81: European Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Geographic Region
France, Germany, Italy, UK, Spain, Russia, Sweden, Netherlands, and Rest of Europe Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 82: European Historic Review for Digital Advertising & Marketing by Geographic Region
France, Germany, Italy, UK, Spain, Russia, Sweden, Netherlands, and Rest of Europe Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 83: European 14-Year Perspective for Digital Advertising & Marketing by Geographic Region
Percentage Breakdown of Digital Advertising Spending for France, Germany, Italy, UK, Spain, Russia, Sweden, Netherlands, and Rest of Europe Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 84: European Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 85: European Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 86: European 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 87: European Mobile Internet Advertising Market by Country/Region: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 88: European Mobile Internet Advertising Market by Country/Region: Percentage Breakdown of Ad Spending for France, Germany, Italy, UK, Spain, Russia, Sweden, Netherlands, and Rest of Europe Markets for Years 2015 & 2020 (includes corresponding Graph/Chart)
Table 89: Social Media Advertising Market in Europe: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4a. FRANCE
A.Market Analysis
Strategic Corporate Developments
B.Market Analytics
Table 90: French Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 91: French Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 92: French 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 93: Mobile Internet Advertising Market in France: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4b. GERMANY
A. Market Analysis

Market Overview
Table 94: Advertising Mix in Germany (2013): Percentage Share Breakdown of Ad Spending by Media (includes corresponding Graph/Chart)
Table 95: Online advertising Market in Germany (2013): Percentage Share Breakdown of Ad Spending by End-Use Sector (includes corresponding Graph/Chart)
Germany: The Largest Telecom Market in Europe Offers Lucrative Opportunities
Table 96: Internet Usage in Germany (2013): Percentage Breakdown of Browser-Based Web-Page Views by Type of Device (includes corresponding Graph/Chart)

B. Market Analytics
Table 97: German Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Table 98: German Historic Review for Digital Advertising & Marketing by Mode/Format
Table 99: German 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Table 100: Mobile Internet Advertising Market in Germany: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4c. ITALY
Market Analysis
Table 101: Italian Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Table 102: Italian Historic Review for Digital Advertising & Marketing by Mode/Format
Table 103: Italian 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Table 104: Mobile Internet Advertising Market in Italy: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4d. THE UNITED KINGDOM
A. Market Analysis

Market Overview
Table 105: Number of Internet Users and Penetration Levels in the UK (2007-2014) (includes corresponding Graph/Chart)
E-Commerce and Banking: Opportunities for Online Advertising
Online Video and Mobile Ad Spending Surges in the UK
Mobile Emerges as a Key Marketing Channel for Brands
Advertising on Social Networking Sites Holds Promise
Table 106: Social Network Ad Spending as a Percentage (%) of Total Advertising Spending in the UK (2009-2013) (includes corresponding Graph/Chart)
Table 107: UK Social Media Network Penetration (2013): Percentage (%) of Internet Users Owing an Account in Select Social Media Sites (includes corresponding Graph/Chart)
UK Newspapers Continue Increasing Online Presence
Next Gen Tools Emerge to Monitor the Target Audience
Podcasting Offers Bright Prospects
Strategic Corporate Developments
B. Market Analytics
Table 108: UK Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Table 109: UK Historic Review for Digital Advertising & Marketing by Mode/Format
Table 110: UK 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 111: Mobile Internet Advertising Market in the United Kingdom: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4e. SPAIN
A. Market Analysis
Outlook
B. Market Analytics
Table 112: Spanish Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 113: Spanish Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 114: Spanish 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 115: Mobile Internet Advertising Market in Spain: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4f. RUSSIA
A. Market Analysis
Outlook
Digital Advertising: One of the Fastest Growing Advertising Media
Table 116: Leading Players in the Russian Banner Ads Market (2013): Percentage Share Breakdown of Ad Spending for Mail.ru, OK, Rambler Media, RBC, VK, Yandex, and Others (includes corresponding Graph/Chart)
B. Market Analytics
Table 117: Russian Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 118: Russian Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 119: Russian 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 120: Mobile Internet Advertising Market in Russia: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4g. SWEDEN
A. Market Analysis
Outlook
Select Key Players
B. Market Analytics
Table 121: Swedish Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 122: Swedish Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 123: Swedish 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 124: Mobile Internet Advertising Market in Sweden: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4h. THE NETHERLANDS
Market Analysis
Table 125: Netherlands Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 126: Netherlands Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 127: Netherlands 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 128: Mobile Internet Advertising Market in the Netherlands: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

4i. REST OF EUROPE
A. Market Analysis
Outlook
Poland: A Growing Market in Eastern Europe
B. Market Analytics
Table 129: Rest of European Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 130: Rest of European Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 131: Rest of European 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 132: Mobile Internet Advertising Market in Rest of Europe: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC
A. Market Analysis
Outlook
Credibility of Online Ads Rising in South Asian Countries
Technological and Cultural Factors Hinder Southeast Asian Ad Networks
Online Advertising Market Constrained by Presence of Large Number of Players
Mobile Advertising: A High Growth Market
B. Market Analytics
Table 133: Asia-Pacific Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Geographic Region
Australia, China, India, South Korea, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 134: Asia-Pacific Historic Review for Digital Advertising & Marketing by Geographic Region
Australia, China, India, South Korea, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 135: Asia-Pacific 14-Year Perspective for Digital Advertising & Marketing by Geographic Region
Percentage Breakdown of Digital Advertising Spending for Australia, China, India, South Korea, and Rest of Asia-Pacific Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 136: Asia-Pacific Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 137: Asia-Pacific Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 138: Asia-Pacific 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 139: Asia-Pacific Mobile Internet Advertising Market by Country/Region: Annual Ad Spending Figures in US$ Million for Australia, China, India, South Korea, and Rest of Asia-Pacific Markets for Years 2014 through
5a. AUSTRALIA
A. Market Analysis
Outlook
Digital Advertising Market to Outpace Conventional Media Channels
Mobile Advertising: A Lucrative Opportunity for Digital Advertising
Strategic Corporate Development
B. Market Analytics
Table 142: Australian Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 143: Australian Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 144: Australian 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 145: Mobile Internet Advertising Market in Australia: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

5b. CHINA
A. Market Analysis
Digital Advertising Market Set for Impressive Growth in China
Table 146: Average Time Spent on Internet Per Week (2009-2013) (in Hours) (includes corresponding Graph/Chart)
Key Internet, Mobile and Social Media Statistics in China
Superiority of Digital Advertising over Traditional Media Drives Demand
Expanding Internet User Base Favors Market Growth
Table 147: Internet Usage in China (2007-2014): Breakdown by Number of Internet Users, Internet Penetration Rates (includes corresponding Graph/Chart)
Table 148: Internet Users in China (2014): Percentage Share Breakdown of Internet Users by Age Group (includes corresponding Graph/Chart)
Search Ads Market: E-Commerce Offers Growth
Table 149: Leading Search Engines in China (Q1 2014): Percentage Share Breakdown of Revenues for Baidu, Google China, Sogou, and Others (includes corresponding Graph/Chart)
Online Video Advertising: Promising Growth Opportunities
Smart TVs Bolstering Growth in Chinese Online Video Ad Market
Mobile Advertising: A Rapidly Expanding Market
Table 150: Number of Mobile Internet Users in China for the Years 2009 through 2013 (in Millions) (includes corresponding Graph/Chart)
Internet-Based Digital Services Find Popularity among Mobile Users
Chinese Tobacco Companies Eyeing Marketing Opportunities through Online Advertising
Strategic Corporate Development
Select Key Players
B. Market Analytics
Table 151: Chinese Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 152: Chinese Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 153: Chinese 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 154: Mobile Internet Advertising Market in China: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
5c. INDIA
A. Market Analysis
Outlook
Steady Shift towards Digital Advertising from Conventional Media Drive Market Growth
Internet Advertising: On the Road to Rapid Growth
India Gradually Adopting RTB and Programmatic Buying
Online Classifieds to Benefit SMBs in Cost-Effectively Targeting Audience
Mobile Advertising: Benefiting from Rising Mobile Phone Penetration
Businesses Focus on Social Media Advertising Market
Key Challenges Facing the Digital Advertising Market in India

B. Market Analytics
Table 155: Indian Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Table 156: Indian Historic Review for Digital Advertising & Marketing by Mode/Format
Table 157: Indian 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Table 158: Mobile Internet Advertising Market in India: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

5d. SOUTH KOREA
A. Market Analysis
Outlook
Contextual Advertising
The Next Advertising Mantra
Mobile Advertising on the Rise
Table 159: South Korean Mobile Market (2011-2016): Percentage Breakdown of Internet Users as a Proportion of Mobile Users and Total Population (includes corresponding Graph/Chart)

B. Market Analytics
Table 160: South Korean Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Table 161: South Korean Historic Review for Digital Advertising & Marketing by Mode/Format
Table 162: South Korean 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Table 163: Mobile Internet Advertising Market in South Korea: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

5e. REST OF ASIA-PACIFIC
A. Market Analysis
Outlook
The Philippines: A Nascent Market in the Region

B. Market Analytics
Table 164: Rest of Asia-Pacific Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Table 165: Rest of Asia-Pacific Historic Review for Digital Advertising & Marketing by Mode/Format
Table 166: Rest of Asia-Pacific 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
6. LATIN AMERICA

A. Market Analysis

Outlook
Surging Demand for Mobile Advertising Benefit Market Expansion

B. Market Analytics

Table 168: Latin American Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Geographic Region
Brazil, Mexico, and Rest of Latin America Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 169: Latin American Historic Review for Digital Advertising & Marketing by Geographic Region
Brazil, Mexico, and Rest of Latin America Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 170: Latin American 14-Year Perspective for Digital Advertising & Marketing by Geographic Region
Percentage Breakdown of Digital Advertising Spending for Brazil, Mexico, and Rest of Latin America Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 171: Latin American Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 172: Latin American Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 173: Latin American 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 174: Latin American Mobile Internet Advertising Market by Country/Region: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 175: Latin American Mobile Internet Advertising Market by Country/Region: Percentage Breakdown of Ad Spending for Brazil, Mexico, and Rest of Latin America Markets for Years 2015 & 2020 (includes corresponding Graph/Chart)
Table 176: Social Media Advertising Market in Latin America: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

6a. BRAZIL

A. Market Analysis

Market Overview
Brazil: A Rapidly Expanding Digital Advertising Market

B. Market Analytics

Table 177: Brazilian Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 178: Brazilian Historic Review for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 179: Brazilian 14-Year Perspective for Digital Advertising & Marketing by Mode/Format
Percentage Breakdown of Digital Advertising Spending for Search, Display and Other Modes/Formats Markets for Years 2007, 2015 & 2020 (includes corresponding Graph/Chart)
Table 180: Mobile Internet Advertising Market in Brazil: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

6b. MEXICO

A. Market Analysis

Market Overview

B. Market Analytics

Table 181: Mexican Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format
Search, Display and Other Modes/Formats Markets Independently Analyzed with Annual Digital Advertising Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 182: Mexican Historic Review for Digital Advertising & Marketing by Mode/Format

Table 183: Mexican 14-Year Perspective for Digital Advertising & Marketing by Mode/Format

Table 184: Mobile Internet Advertising Market in Mexico: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 185: Rest of Latin American Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format

Table 186: Rest of Latin American Historic Review for Digital Advertising & Marketing by Mode/Format

Table 187: Rest of Latin American 14-Year Perspective for Digital Advertising & Marketing by Mode/Format

Table 188: Mobile Internet Advertising Market in Rest of Latin America: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

7. REST OF WORLD

A. Market Analysis

Outlook

Middle East & North Africa: Demand for Digital Advertising Gain Momentum
Growing Prominence of Digital Media Platform in Advertising Benefit Market Prospects

Digital Advertising Beneficial for Smaller Enterprises

Saudi Arabia: Proliferation of Mobile Devices Drives Market Growth

The United Arab Emirates: A High Growth Market in the Middle East

South Africa: Significant Growth on the Cards

Mobile Advertising: An Opportunity to Tap Strategic Corporate Development

B. Market Analytics

Table 189: Rest of World Recent Past, Current and Future Analysis for Digital Advertising & Marketing by Mode/Format

Table 190: Rest of World Historic Review for Digital Advertising & Marketing by Mode/Format

Table 191: Rest of World 14-Year Perspective for Digital Advertising & Marketing by Mode/Format

Table 192: Mobile Internet Advertising Market in Rest of World: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 193: Social Media Advertising Market in Rest of World: Annual Ad Spending Figures in US$ Million for Years 2014 through 2020 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 498 (including Divisions/Subsidiaries 520)

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Europe (184)

- France (14)
- Germany (10)
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