

New Report "Global Online Advertising Industry: An Analysis" available through Aarkstore Enterprise

By Aarkstore Enterprise

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The report analyses the global online advertising market with a complete description of its segments. It also defines the market by geography such as, U.S. Canada, UK, Japan and China with a description of revenue models and expenditure models.

The global online advertising industry has witnessed the rapid emergence of social networking sites and is growing rapidly despite the economic slowdown. The growth of this industry is being driven by increasing internet users, rising awareness and growing broadband subscription rate and ecommerce, which is playing a key role in this industry. In coming years online Ad spending is expected to overtake the TV advertising market.

The industry is divided into various segments but mainly three segments (search, display and classifieds) represent the whole industry. Rich media is a new segment recently entered in the online Ad industry, caters to a small portion of the market whereas search, display and classifieds serves almost 80% of the online Ad industry. There are various revenue models, out of which pay-per-impression and pay-per click are the most common among others.

In terms of online Ad spending by geography, UK, Netherlands and the pan-European sector lead the market but in terms of internet Ad budget allocation France, Germany, Spain and Italy have a strong presence. United States is the most developed market for the advertising industry. In Canada, internet advertising accounted for almost one third of total advertising market.

The report analyses the global online advertising market with a complete description of its segments. It also defines the market by geography such as, U.S. Canada, UK, Japan and China with a description of revenue models and expenditure models. The report discusses various industry trends and driving factors, which are giving shape to the industry. Future trends outline the expected market growth and changes. The report highlights the competition prevailing in the market and profiles major players with their business description and strategies.

The report also talks about the future outlook of the industry and its growth. By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

For more information, please visit :

<http://www.aarkstore.com/reports/Global-Online-Advertising-Industry-An-Analysis-13649.html>

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