

Global Digital Advertisement Market with Focus on Online Classifieds (2015 – 2019)

February 2016



online classified bundle

craigslist Your auction ad manually placed.

oodle **ebay** **classifieds** **OLX**

backpage.com. ListHere

geebo **facebook** **Eventbrite**
SAFE COMMUNITY CLASSIFIEDS **twitter** Events Made Easy

LoopNet

u pillar.com **sell.com marketplace**
SELL YOUR STUFF FOR FREE

PROPERTYAUCTION.com **sellhomes.com**

PennSaverUSA.com

Walmart **Classifieds BETA**

Unique trackable code generated for your auction URL

Global Digital Advertisement Market with Focus on Online Classifieds Report

Scope of the Report

The report titled "Digital Advertisement Market with Focus on Online classifieds" provides an in-depth analysis of the digital advertisement market with main focus on classifieds advertisement. The market size and forecast in terms of US\$ for the market has been provided for the period 2015 to 2019, considering 2014 as the base year. The report also provides the compounded annual growth rate (% CAGR) for the forecast period 2015 to 2019. Over the next five years, digital advertisement market will go through its boom period and is forecasted to grow at a rapid pace due to advancement of technologies, increasing mobile and internet penetration, increasing user base of social networking sites etc.

The report provides detailed country analysis of the US, Europe and Australia in terms of value. Australian digital advertisement market particularly focuses on online classified and their different categories. The US is the market leader globally in terms of spending/expenditure on digital advertisement.

And the report also profiles key market players such as WPP Group, Omnicom Group, Publicis Group, Interpublic Group of Companies and Dentsu Aegis Network on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Company Coverage

WPP Group
Omnicom Group
Publicis Group
Interpublic Group of Companies
Dentsu Aegis Network

Country Coverage

The US
Europe
Australia

Executive Summary

Means of communication that is used by different companies/industries in order to introduce their product or services in the market for the very first time is known as advertisement. Advertisement influences buyers to buy the advertisers products, services or ideas. Advertisements are primarily designed by advertising agencies and accomplished through a wide range of media.

Digital advertising which is also popular as 'Internet Advertising' is the art of promoting goods and services by using digital medium like social media websites, mobile advertising, and online advertising on search engines like Google, and affiliate programs. Digital advertisement is used to build or maintain a well-known image for the product or service in the mind of the consumers. There exist varieties of online advertisement models which are used by agencies according to the nature of product or service. Classifieds are type of advertisements or small messages grouped under different categories like automobiles, real estate, education, and employment etc. in a separate section of newspaper or magazine. Such types of advertisements are mostly inexpensive in nature as compared to other forms of advertisements.

Online classifieds are one of the types of digital advertisement which use digital media like mobile, social network sites etc. Such type of advertisements are much economical than large display advertisements used by businesses, although display advertising is more widespread. Such types of advertisement do not use per-line -pricing models and are also searchable in nature over the internet. Such types of advertisements have greater sense of urgency because of their day-to-day structure and create a wider scope for audiences.

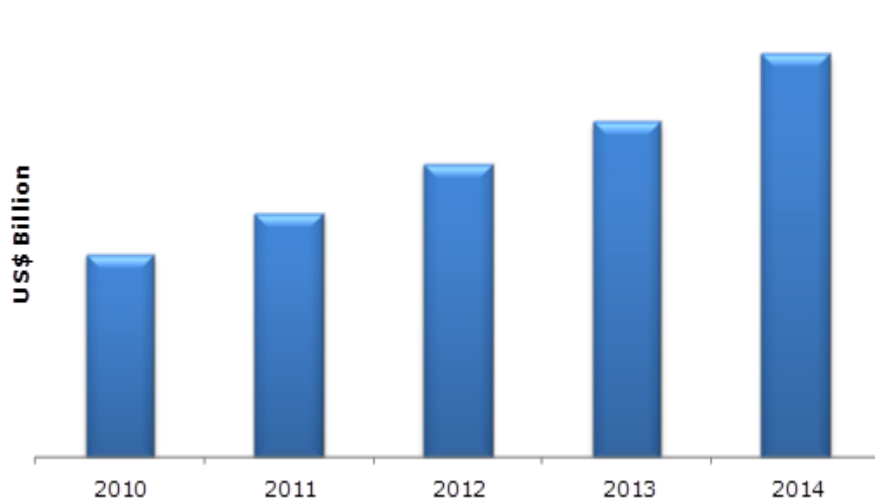
Online classifieds market has shown increasing trend over the past few years. The growth in the market is due to increased penetration rate of mobile and internet, advancement of technologies, consumer preference towards digital media and popularity of social network sites among the population globally. The major factors driving the growth of online classifieds markets are increased use of smartphones. Among the digital devices, mobile devices have taken over as the preferred medium of consuming online media. The smartphone market has seen an unprecedented growth in the last 5 years. Mobile advertising is the key driver of growth for digital advertising market. Growth of E-Commerce market, rapidly increasing internet users and increasing user base in social networking site are other drivers that fueled the growth of the market.

But, digital advertising market still has to face lot of challenges that hinder the growth of the market in coming years. The challenges before the market are advertisement fraud, lack of customer privacy, operational issues that need to be addressed as more advertising moves through programmatic channels etc. One more challenge before the market is weak economies. People are spending about 30 percent of their media consumption time online, only about 10 percent of media budgets are dedicated to online.

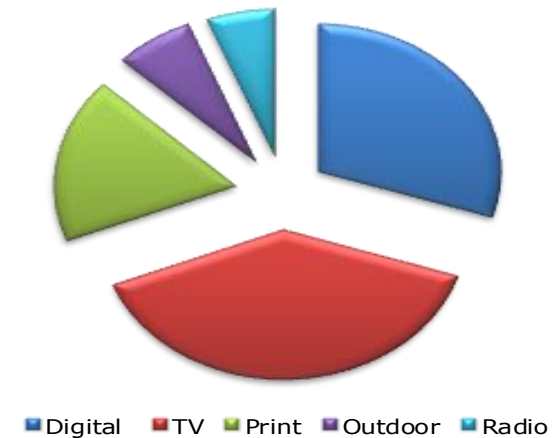
Global Digital Advertisement Market with Focus on Online Classifieds Report

The global digital advertisement spending in 2014 reached US\$.....billion, with.....of healthy growth as compared to 2013. Reasons cited for such significant growth are increased penetration rate of mobile and internet, growth of e-commerce sector, innovation of new technologies and increased used of social media networks.

Global Digital Advertisement Market by expenditure; 2010-2014 (US\$ Billion)



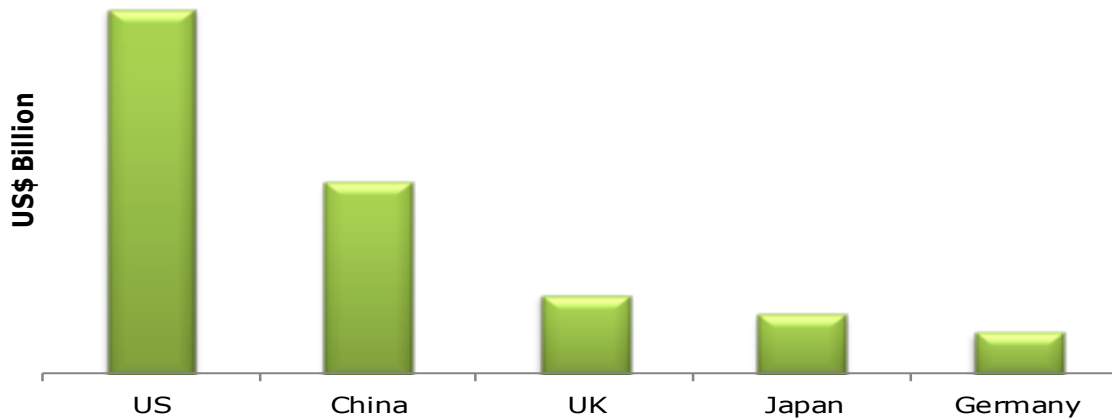
Global Digital Advertisement Spending by Media Type; 2015



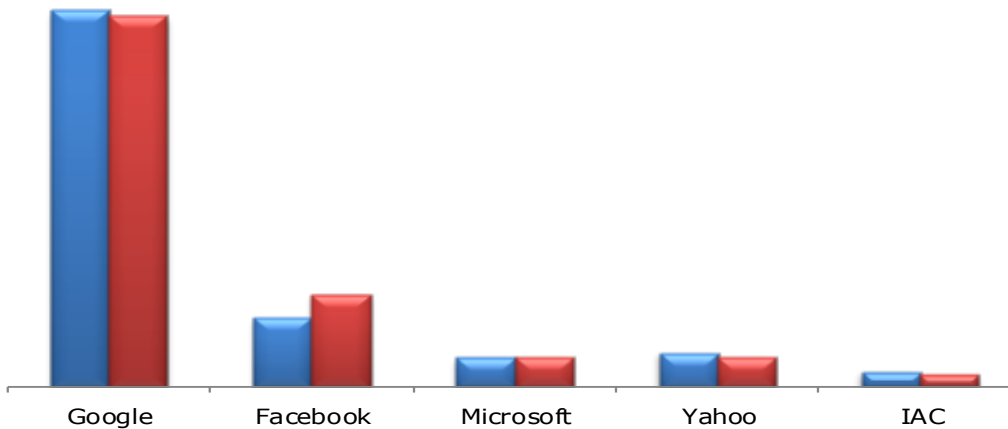
Global digital advertisement spending is forecasted to increase to US\$.....billion in 2015 to US\$..... billion in 2019 from US\$.....billion in 2014. This increase is anticipated due to increased penetration rate of mobile and internet.

Global Digital Advertisement Market with Focus on Online Classifieds

**Global Digital Advertisement Spending by Region;
2015**

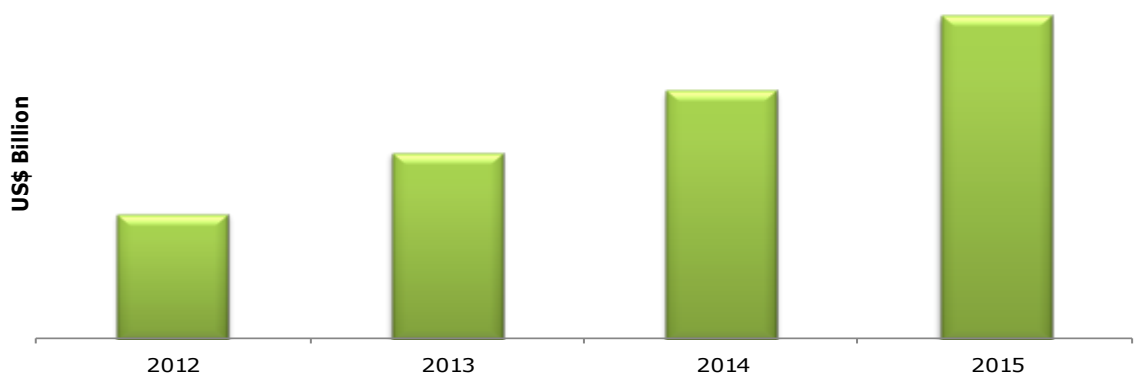


**Global Digital Advertisement Revenue Share by
Top Players; 2013-2014**

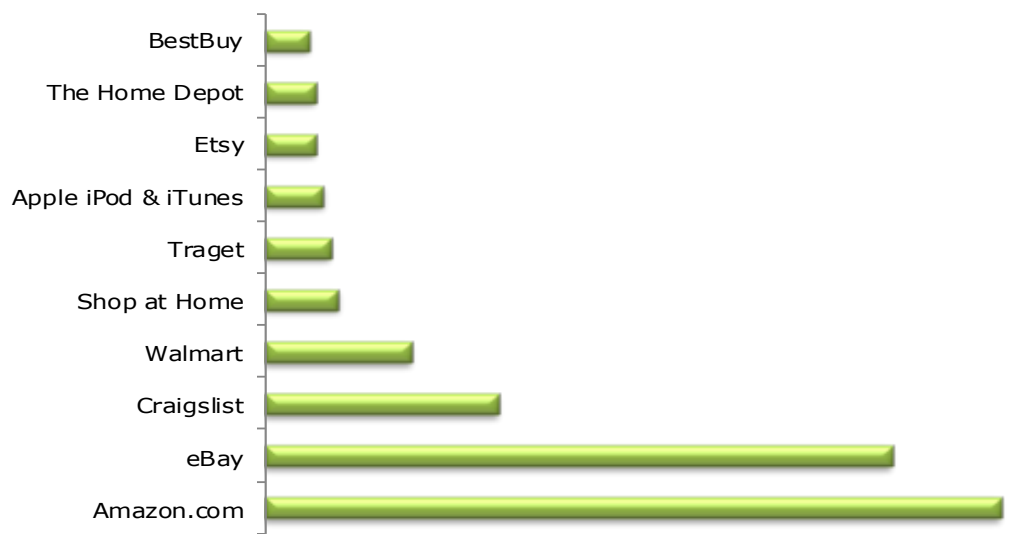


Global Digital Advertisement Market with Focus on Online Classifieds

Online Classifieds Advertisement Market by Value; 2012-2015 (US\$ Billion)

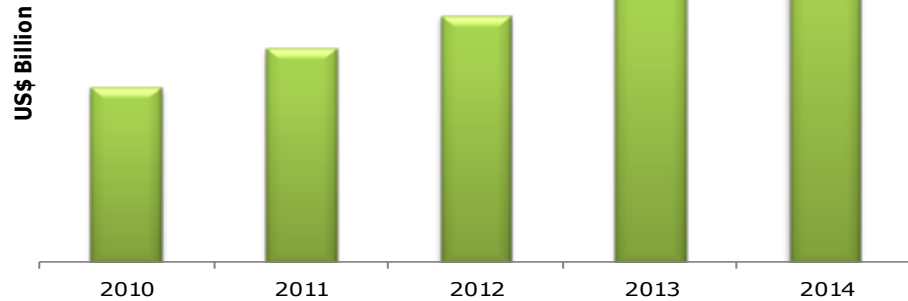


Global Online Classifieds Market by Top Players; 2014

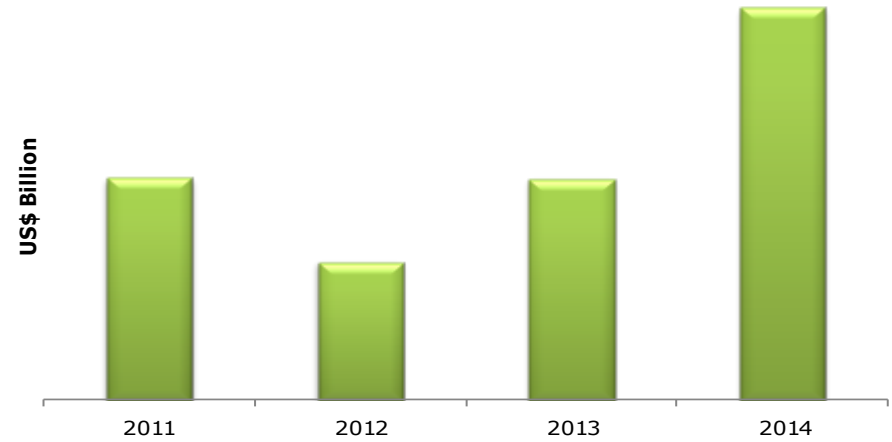


Global Digital Advertisement Market by Country Analysis

The US Digital Advertisement Market by Value; 2010-2014 (US\$ Billion)



Europe Digital Advertisement Market by Spending; 2011-2014 (US\$ Billion)



Australia Online Classifieds Advertisement by Expenditure; 2010-2015 (US\$ Million)

