



**online
advertising**

Online Advertising Market – China

September 2011

Executive Summary

Market

- Total Media and Ad spending in China is expected to be USD a bn by 20--
- Online Ad market is expected to grow at a phenomenal rate of b% till 20--
- Market is segmented into c categories

Drivers:

- Growth in internet users
- Rise in target industries
- Rise in online retail
- Growing social networking user base
- Emergence of online video advertising
- Under-penetrated market

Challenges:

- Technological constraints
- Declining importance of portal websites

Drivers & Challenges

Trends

- Dominance of Search Engine Ads
- IT, Auto Industries largely advertise on portals
- Growth of Vertical Ads
- Remodelling of Alliance Network Advertising
- Players are exploring online community advertising

Competition

- Players in the market are adopting diversified business models to generate revenues and make profits
- Major players in the market are listed with the stock exchanges
- Major players in the market include Player 1, Player 2, Player 3, Player 4

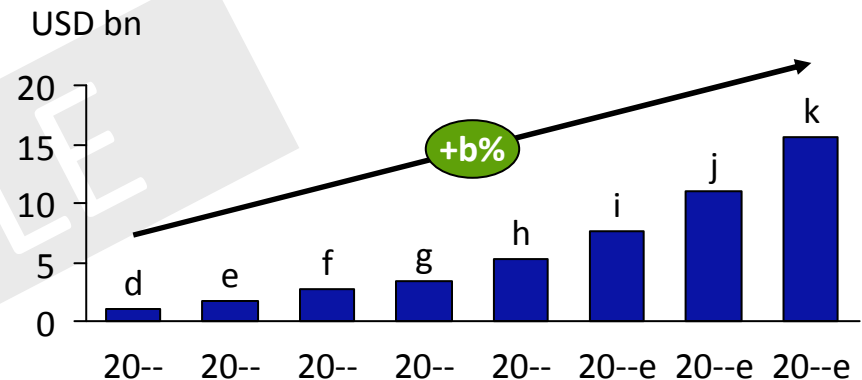
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- **Advertising Market**
 - Market Overview
 - Market Segments
 - Business Models
 - Drivers & Challenges
 - Trends
 - Government Regulations
 - Competition
 - Key Takeaways

Online advertising market has been growing impressively and the market is forecasted to grow at a rapid pace

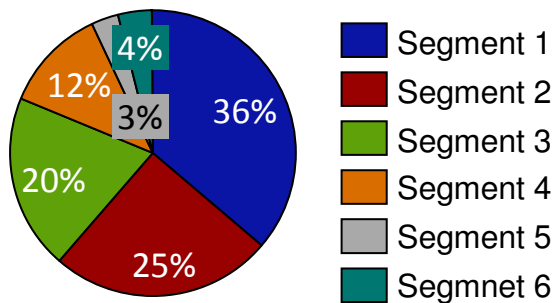
Market Overview

- Online Advertising Market is expected to grow at an impressive rate of b% till 20--
- The market has c diversified segments in which various players dominate
- Increasing use of the internet coupled with growth in the target industries is increasing the scope for online advertising

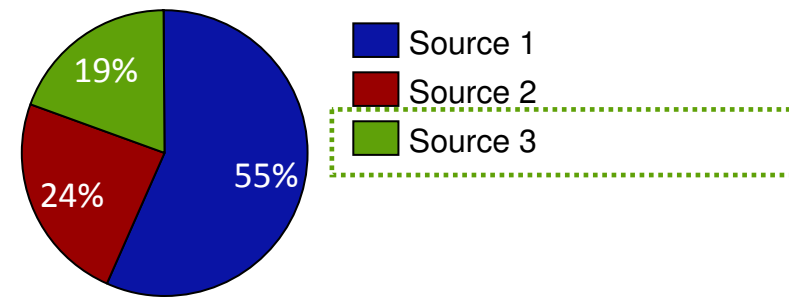
Market Overview



Market Segments (20--)



Sources of Advertisements



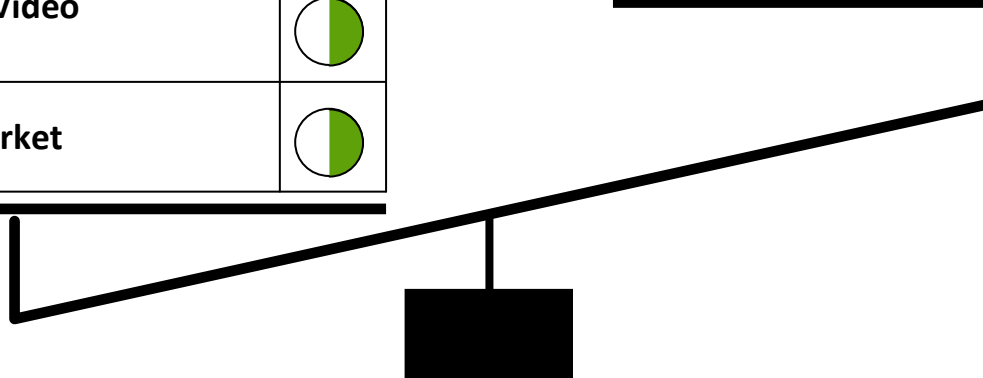
 Focus Area of the report

Source:

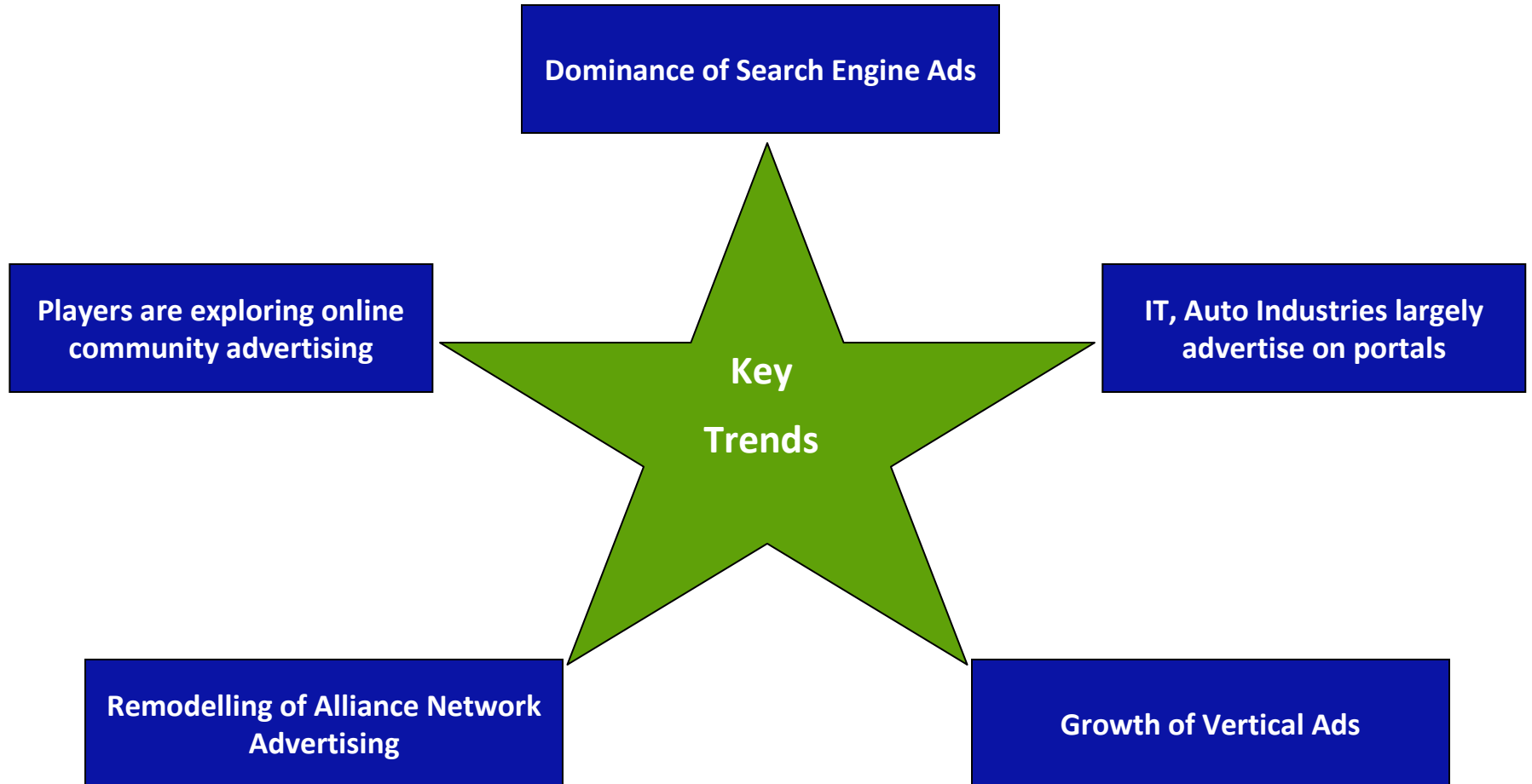
Drivers & Challenges – Summary

<i>Drivers</i>	
Growth in Internet Users	●
Rise in Target Industries	●
Rise in Online Retail	●
Growing Social Networking User Base	◐
Emergence of Online Video Advertising	◑
Under-penetrated Market	◑

<i>Challenges</i>	
Technological Constraints	◑
Declining Importance of Portal Websites	◑



Trends – Summary

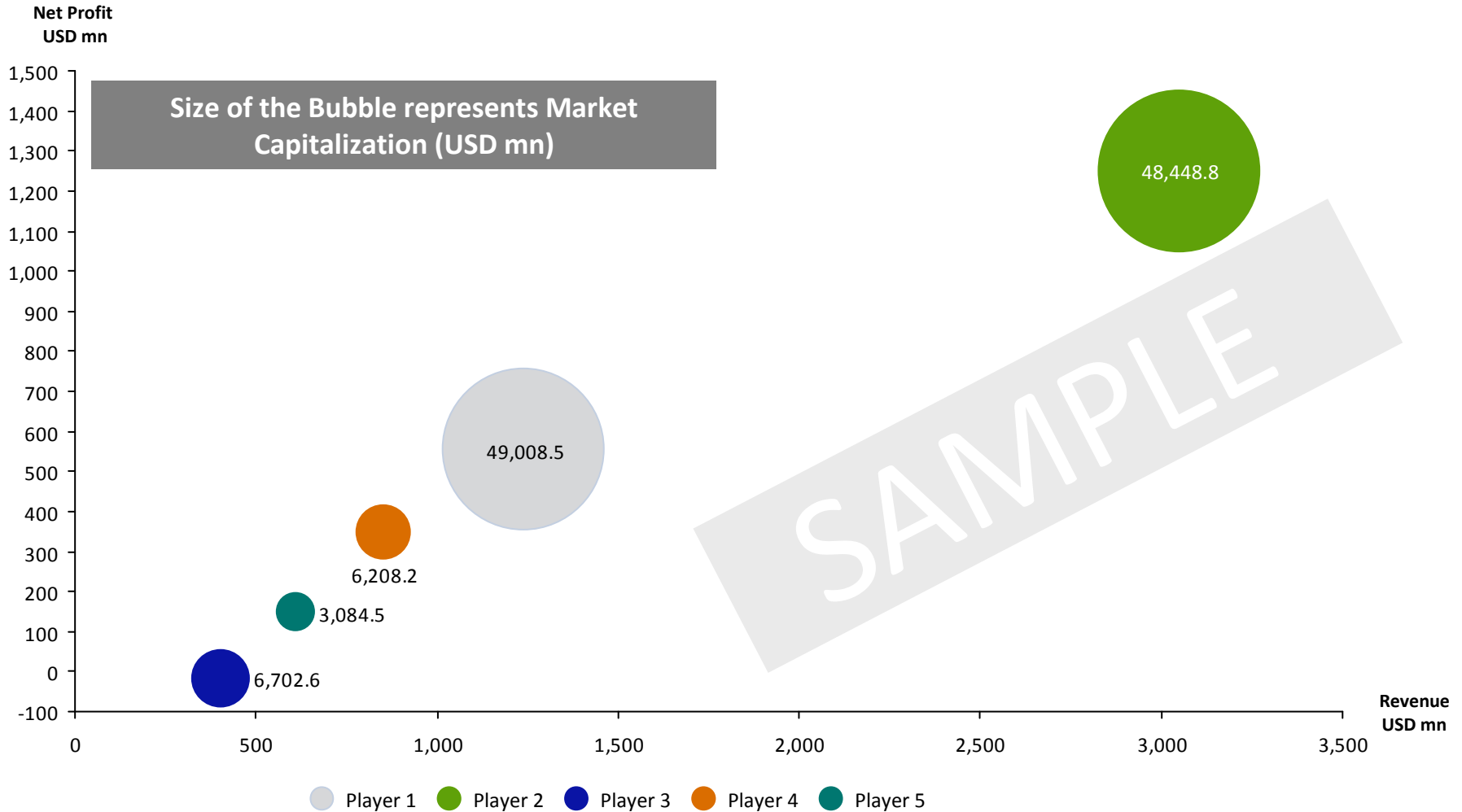


Competition – Summary (1/2)

Key Players in the Market (Revenue and Net Profit)



Competition – Summary (2/2)



Source: Capital IQ; Company Website;

Note: Some companies shown here have other businesses segments also