

# Internet Ad Spending 2017 APAC Market Size, Status, Analysis and Forecast 2021

*The analysts forecast the internet ad spending market in APAC to grow at a CAGR of 13.16% over the period 2014-2019.*

PUNE, INDIA, November 21, 2017  
/EINPresswire.com/ --

APAC [Internet Ad Spending Market](#)

## Description

WiseGuyReports.Com adds" Internet Ad Spending Market in APAC 2015-2019 "Research To Its Database.

Online advertising is a medium that uses the internet for advertising a product or services. It is one of the most popular media of advertising because of its wide reach, flexibility, and accessibility. One of the benefits of internet advertising is that it can be customized, making consumer targeting more efficient and precise. The global internet footprint grew rapidly from 2.4 billion in 2013 to more than 3.5 billion in 2015. Most of the developed regions has the internet penetration of more than 80%. Companies are spending more on internet advertising due to its wide reach. Also, companies are using the internet ad as a platform to interact with customers, sell products, build brand loyalty, increase customer retention, improve customer experience and ultimately build customer advocacy.

## Covered in this Report

This report covers the present scenario and the growth prospects of the internet ad spending market in APAC for the period 2015-2019.



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The Internet Ad Spending Market in APAC 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report includes the profiles of key vendors operating in this market.

#### Key Vendors

- adSage
- eBay
- Facebook
- Google
- Innity
- Microsoft
- Yahoo

#### Other Prominent Vendors

- Alibaba
- Amazon
- Amobee
- AOL
- Apple
- Axiata
- Baidu
- BBC Advertising
- Chartboost
- Chitika
- Deutsche Telekom
- DGM
- Flurry
- HasOffers
- IAB
- InMobi
- InterActive
- Media.net
- Millennial Media
- MoPub
- Nielsen
- Ogilvy & Mather Advertising
- Opera Mediaworks
- Orange Business Services

- Sina
- The Walt Disney Company
- Tencent
- Twitter
- Vungle
- Xaxis

#### Market Driver

- Growing Cellphone Usage
- For a full, detailed list, view our report

#### Market Challenge

- Ethical Issues
- For a full, detailed list, view our report

#### Market Trend

- Surge in Mobile Advertising
- For a full, detailed list, view our report

#### Key Questions Answered in this Report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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