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Egypt Online Advertising Market Outlook to 2017

- Favorable Prospects in Online Search Advertising

TABLE OF CONTENTS

1. Egypt Online Advertising Market Size and Introduction
2. Egypt Online Advertising Market Revenue Models, 2012
3. Egypt Online Advertising Market Segmentation by Type of Industry, 2007-2012
4. Egypt Online Advertising Market Segmentation by Type of Advertisement, 2007-2012
 - 4.1. Market Size of Different segments in the Egypt Online Advertising Market
 - 4.1.1. Egypt Online Display Advertisement Market, 2007-2012
 - 4.1.2. Egypt Online Search Advertisement Market, 2007-2012
 - 4.1.3. Egypt Online Lead Generation Advertisement Market, 2007-2012
 - 4.1.4. Egypt Online Sponsorship Advertisement, 2007-2012
 - 4.1.5. Egypt Video Advertisement Market, 2007-2012
 - 4.1.6. Egypt Mobile Advertisement Market, 2007-2012
 - 4.1.7. Egypt E-Mail Advertisement Market, 2007-2012
 - 4.1.8. Egypt Online Classifieds Advertisement Market, 2007-2012
5. Market Share of Major Players in Egypt Online Advertising Market, 2012
6. Competitive Landscape of Major Players in Egypt Online Advertising Industry
7. Egypt Online Advertisement Market Future Outlook and Projections, 2013-2017
8. Macro Economic Indicators of Egypt Online Advertising Industry, 2007-2017
 - 8.1. Gross Domestic Product of Egypt, 2007-2017
 - 8.2. Internet Users in Egypt, 2007-2017
 - 8.3. Mobile Subscribers in Egypt, 2007-2017
 - 8.4. E-Commerce Industry in Egypt, 2007-2017
 - 8.5. Average Online Time Spent in Egypt, 2007-2017
 - 8.6. M-Commerce Industry in Egypt, 2007-2017
9. Egypt Online Advertising Market Trends and Development
 - Social Media Revolutionizing the Online Advertising

Emergence of Online Group Buying Sites

10. Appendix

10.1. Market Definitions

10.2. Abbreviations

10.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

10.4. Disclaimer

LIST OF FIGURES

Figure 1: Egypt Online Advertising Market Size on the Basis of Spending in USD Million, 2007-2012

Figure 2: Market Share of Major Players in Egypt Online Display Advertising (Google, Facebook, Yahoo, Twitter) on the Basis of Spending in Percentage, 2012

Figure 3: Egypt Online Advertising Market Future Projections on the Basis of Spending in USD Million, 2013-2017

Figure 4: Gross Domestic Product of Egypt in USD Million, 2007-2017

Figure 5: Internet Users in Egypt in Million, 2007-2017

Figure 6: Mobile Subscribers in Egypt in Million, 2007-2017

Figure 7: E-Commerce Industry in Egypt in USD Million, 2007-2017

Figure 8: Average Online Time Spent in Egypt per Day in Hours, 2007-2017

Figure 9: M-Commerce Industry in Egypt in USD Million, 2007-2017

LIST OF TABLES

Table 1: Cost of Revenue Models in Egypt Online Advertising Industry in USD, 2012

Table 2: Egypt Online Advertising Market Spending by Type of Industry in USD Million and Contribution on the Basis of Spending in Percentage, 2012

Table 3: Egypt Online Advertising Market Segmentation by Type of Advertisement on the Basis of Spending in Percentage, 2007-2012

Table 4: Market Size of Different Types of Online Advertisements (Display, Search, Lead Generation, Sponsorship Advertisement, Digital Video, E mail, Mobile and Classifieds) on the Basis of Spending in USD Million, 2007-2012

Table 5: Competitive Landscape of Major Advertising Agencies (Starcom Media Vest Group, OMD, Universal Media, Initiative Group, Digital Republic, Techno Wireless) in the Egypt Online Advertising Industry

Table 6: Egypt Online Advertising Market Future Projections by Type of Advertisement (Display, Search, Digital Video, Mobile, Lead Generation, Sponsorship Advertisements, E mail, Classifieds) on the Basis on Spending in USD Million, 2013-2017

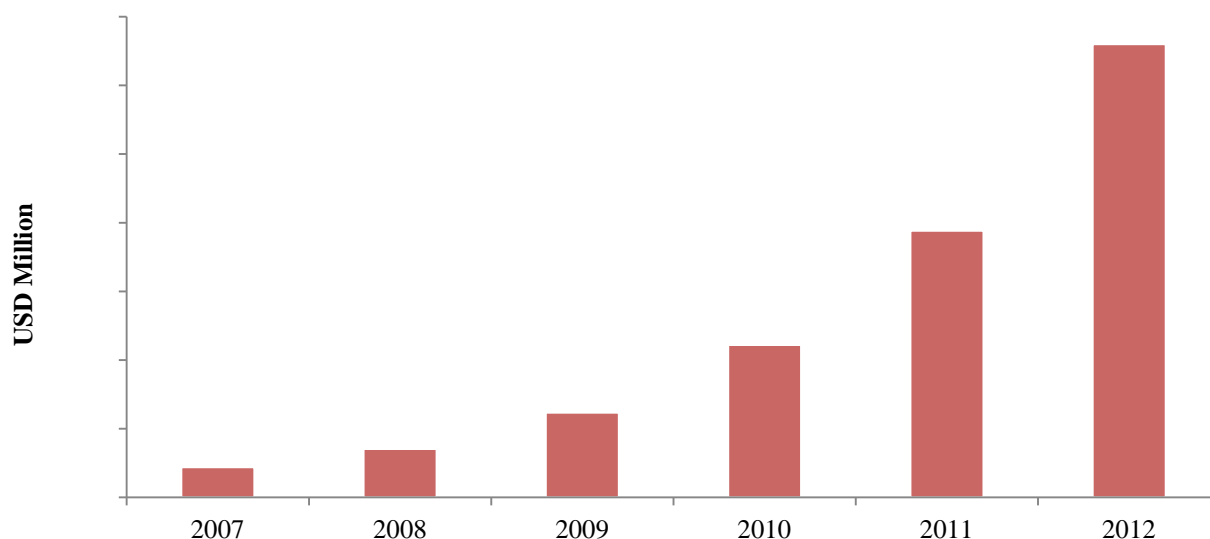
Table 7: Correlation Matrix for Egypt Online Advertising Market

Table 8: Regression Coefficients Output

EGYPT ONLINE ADVERTISING MARKET SIZE AND INTRODUCTION

The online advertising industry of Egypt has grown at a CAGR of ~% during 2007-2012 reaching a market size of USD ~ million in 2012. In the coming years, a huge potential rests untapped which needs to be discovered. For example, despite a sizeable popularity of the internet with the younger population, access to the internet in Egypt is not universal...

Figure: Egypt Online Advertising Market Size on the Basis of Spending in USD Million, 2007-2012



EGYPT ONLINE ADVERTISING MARKET REVENUE MODELS, 2012

Pay per click advertising is an established part of the Egypt online advertising industry for most of the companies with the average cost per click in the country being USD ~ in 2012. Banking and e-commerce industries particularly focus

Table: Cost of Revenue Models in Egypt Online Advertising Industry in USD, 2012

Revenue Model	Average Cost	Industries Focusing on Model
Cost Per Click		
Cost Per Thousand Impression		
Cost Per Action		
Cost Per Completed View		

EGYPT ONLINE ADVERTISING MARKET SEGMENTATION BY TYPE OF INDUSTRY, 2007-2012

Online advertising industry spending in Egypt has been headed by the telecom services, which contributed a ~% in 2012, with a spending of USD ~ million. The telecom industry of Egypt has been a fast growing and intensely competitive market, largely driven by...

Table: Egypt Online Advertising Market Spending by Type of Industry in USD Million and Contribution on the Basis of Spending in Percentage, 2012

Type of Industry	Spending in USD Million	Contribution (in %)
Telecom Services		
Banking and Finance		
Automotive		
Real Estate and Properties		
Airlines		
Leisure and Entertainment		
Health and Beauty		
Hotels and Resorts		
Restaurants and Bars		
Education		
Others		
Total		

EGYPT ONLINE ADVERTISING MARKET SEGMENTATION BY TYPE OF ADVERTISEMENT, 2007-2012

The Egypt online advertising industry mainly comprises of search engine advertising and display advertisement, which cumulatively accounted for ~% of the total market in 2012. Currently in Egypt, online display advertising tops with its share of ~% in online advertisement spending, particularly due to...

Table: Egypt Online Advertising Market Segmentation by Type of Advertisement on the Basis of Spending in Percentage, 2007-2012

Advertisement Type	2007	2008	2009	2010	2011	2012
Display						
Search						
Lead Generation						
Sponsorship Advertisement						
Digital Video						
Email						
Mobile						
Classifieds						
Total						

Table: Market Size of Different Types of Online Advertisements (Display, Search, Lead Generation, Sponsorship Advertisement, Digital Video, E mail, Mobile and Classifieds) on the Basis of Spending in USD Million, 2007-2012

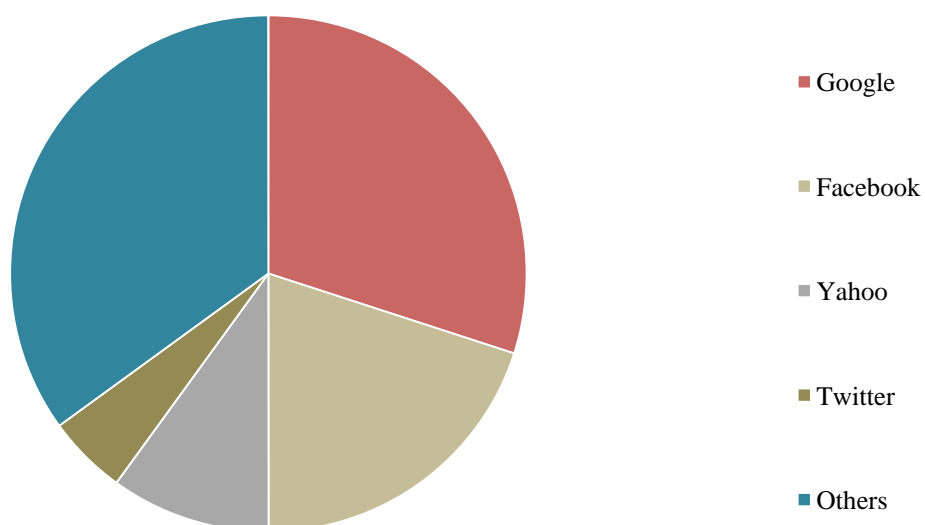
Advertisement Type	2007	2008	2009	2010	2011	2012
Display						
Search						
Lead Generation						
Sponsorship Advertisement						
Digital Video						

Email						
Mobile						
Classifieds						
Total						

MARKET SHARE OF MAJOR PLAYERS IN EGYPT ONLINE ADVERTISING MARKET, 2012

In the online display advertisement industry, there are multiple players contributing to the market. These comprise of search engine sites such as Google along with social networking sites such as Facebook and Twitter. For display advertisement, Google held a share of around ~% in 2012, followed with

Figure: Market Share of Major Players in Egypt Online Display Advertising (Google, Facebook, Yahoo, Twitter) on the Basis of Spending in Percentage, 2012



EGYPT ONLINE ADVERTISEMENT MARKET FUTURE OUTLOOK AND PROJECTIONS, 2013-2017

The online advertising industry in Egypt is set to witness an immense rise as the economy is recovering from political turmoil, and the internet penetration and computer literacy expected to increase tremendously. During 2013-2017, the online advertising spending in the country would grow to reach a market size of USD ~ million in 2017, growing at a CAGR of ~% during 2012-2017...

Figure: Egypt Online Advertising Market Future Projections on the Basis of Spending in USD Million, 2013-2017

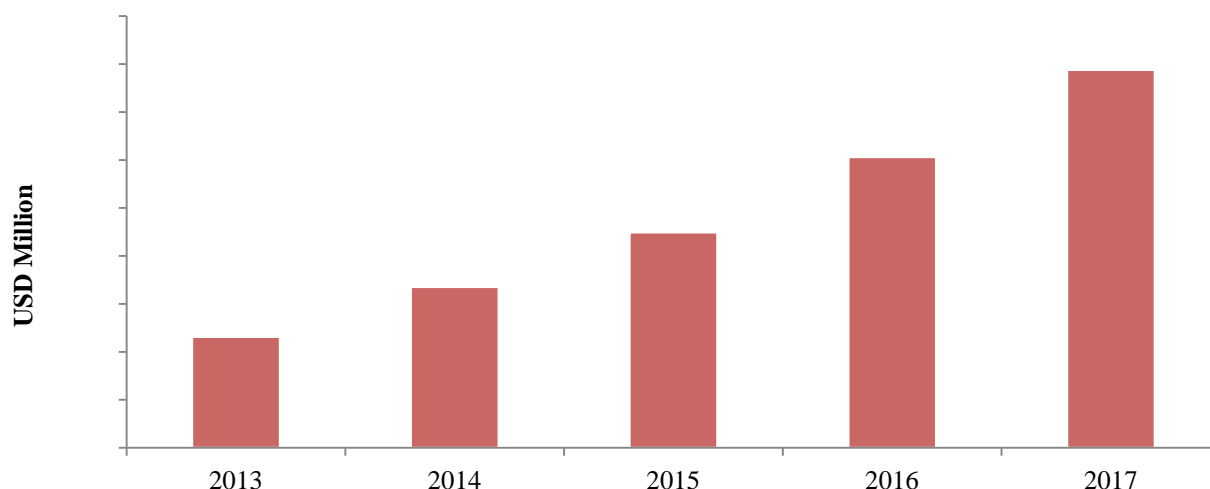


Table: Egypt Online Advertising Market Future Projections by Type of Advertisement (Display, Search, Digital Video, Mobile, Lead Generation, Sponsorship Advertisements, E mail, Classifieds) on the Basis on Spending in USD Million, 2013-2017

Advertisement Type	2013	2014	2015	2016	2017
Display					
Search					
Digital Video					
Mobile					

Lead Generation					
Sponsorship Advertisement					
Email					
Classifieds					
Total					

SAMPLE

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