

F E B R U A R Y

2014

Qatar Online Advertising Market Outlook to 2017

- Growth Steered by Government
Initiatives in ICT Sector
-

TABLE OF CONTENTS

List of Figures

List of Tables

1. Qatar Online Advertising Market Size and Introduction, 2007-2012
2. Qatar Online Advertising Market Revenue Models, 2012
3. Qatar Online Advertising Market Segmentation by Type of Industry, 2012
4. Qatar Online Advertising Market Segmentation by Type of Advertisement, 2007-2012
 - 4.1. Market Size of Different segments in the Qatar Online Advertising Market
 - 4.1.1. Qatar Online Display Advertisement Market, 2007-2012
 - 4.1.2. Qatar Online Search Advertisement Market, 2007-2012
 - 4.1.3. Qatar Mobile Advertisement Market, 2007-2012
 - 4.1.4. Qatar Video Advertisement Market, 2007-2012
 - 4.1.5. Qatar Online Sponsorship Advertisement Market, 2007-2012
 - 4.1.6. Qatar Online Lead Generation Advertisement Market, 2007-2012
 - 4.1.7. Qatar Other Online Advertisement Market, 2007-2012
5. Market Share of Major Players in Qatar Online Advertising Market, 2012
 - 5.1. Market Share of Major Players in Qatar Online Search Advertising Market, 2012
 - 5.2. Market Share of Major Players in Qatar Online Display Advertising Market, 2012
 - 5.3. Market Share of Major Players in Qatar Video Advertising Market, 2012
6. Competitive Landscape of Major Players in Qatar Online Advertising Industry
7. Qatar Online Advertisement Market Future Outlook and Projections, 2013-2017
8. Macro Economic Indicators of Qatar Online Advertising Industry, 2007-2017
 - 8.1. Gross Domestic Product of Qatar, 2007-2017
 - 8.2. Internet Users in Qatar, 2007-2017
 - 8.3. Mobile Subscribers in Qatar, 2007-2017
 - 8.4. E-Commerce Industry in Qatar, 2007-2017

8.5. Average Online Time Spent in Qatar, 2007-2017

8.6. M-Commerce Market in Qatar, 2007-2017

9. Appendix

9.1. Market Definitions

9.2. Abbreviations

9.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

9.4. Disclaimer

LIST OF FIGURES

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

Figure 2: Market Share of Major Players in Qatar Online Search Advertising on the Basis of Spending in Percentage, 2012

Figure 3: Market Share of Major Players in Qatar Online Display Advertising (Google, Facebook, Yahoo/Maktoob, Twitter) on the Basis of Spending in Percentage, 2012

Figure 4: Market Share of Major Players in Qatar Video Advertising on the Basis of Spending in Percentage, 2012

Figure 5: Qatar Online Advertising Market Future Projections on the Basis of Spending in USD Million, 2013-2017

Figure 6: Gross Domestic Product of Qatar in USD Million, 2007-2017

Figure 7: Internet Users in Qatar in Million, 2007-2017

Figure 8: Mobile Subscribers in Qatar in Million, 2007-2017

Figure 9: E-Commerce Industry in Qatar USD Million, 2007-2017

Figure 10: Average Online Time Spent in Qatar per Day in Hours, 2007-2017

Figure 11: M-Commerce Industry in Qatar in USD Million, 2007-2017

LIST OF TABLES

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

Table 2: Qatar Online Advertising Market Spending by Type of Industry (Banking & Finance, Telecom Services, Real Estate & Properties, Automotive) in USD Million and Contribution on the Basis of Spending in Percentage, 2012

Table 3: Qatar Online Advertising Market Segmentation by Type of Advertisement (Display, Search, Mobile Advertisement, Digital Video, Sponsorship Advertisement, Lead Generation) on the Basis of Spending in Percentage, 2007-2012

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

Table 5: Competitive Landscape of Major Companies in the Qatar Online Advertising Industry

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

Table 7: Primary Reasons for People Spending Time Online in Percentage, 2012

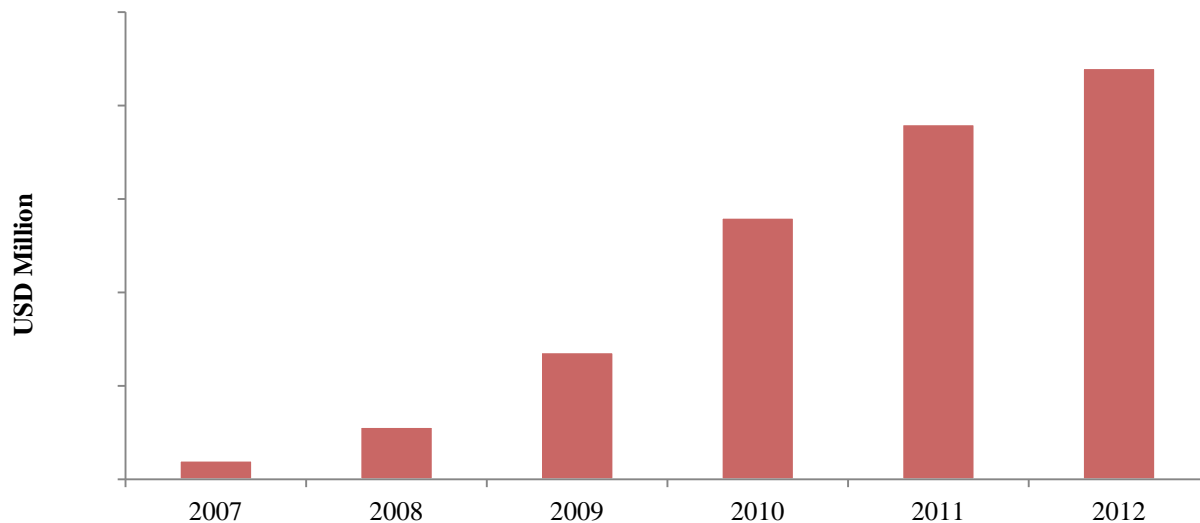
Table 8: Correlation Matrix for Qatar Online Advertising Market

Table 9: Regression Coefficients Output

QATAR ONLINE ADVERTISING MARKET SIZE AND INTRODUCTION, 2007-2012

The Qatar online advertising industry has grown at a robust CAGR of ~% during 2007-2012, registering a market size of USD ~ million in 2012. The market is currently in the initial stages of development. However, the industry has gained significance as 32.0% of the companies were relying on online channels to promote their products and services in 2012...

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



QATAR ONLINE ADVERTISING MARKET REVENUE MODELS, 2012

The most popular online advertising models followed in Qatar include cost per click, cost per thousand impressions and cost per completed view. Cost per click is the most popular model followed by telecoms, automotive, financial institutions and banks. This is largely because...

Table: Cost of Revenue Models in Qatar 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		

QATAR ONLINE ADVERTISING MARKET SEGMENTATION BY TYPE OF INDUSTRY, 2012

The online advertising spending in Qatar is majorly concentrated in four industries namely, telecom services, banking and finance, automotive industry and real estate and property, which together accounted for ~% of the overall online advertising spending in the country in 2012...

Table: Qatar Online Advertising Market Spending by Type of Industry (Banking & Finance, Telecom Services, Real Estate & Properties, Automotive) in USD Million and Contribution on the Basis of Spending in Percentage, 2012

Type of Industry	Spending in USD Million	Contribution (in %)
Banking and Finance		
Telecom Services		
Real Estate and Properties		

Automotive		
Others		
Total		

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

The largest spending in the online advertising industry was on the display advertisements, contributing ~% of the share in 2012, growing from ~% in 2007. The share of online display advertisement has increased as it has been observed to provide greater benefit to the advertisers in terms of impact on the audience. Its growth has also been driven by search engines such as Google and international social sites such as Facebook and Twitter...

Table: Qatar Online Advertising Market Segmentation by Type of Advertisement (Display, Search, Mobile Advertisement, Digital Video, Sponsorship Advertisement, Lead Generation) on the Basis of Spending in Percentage, 2007-2012

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

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

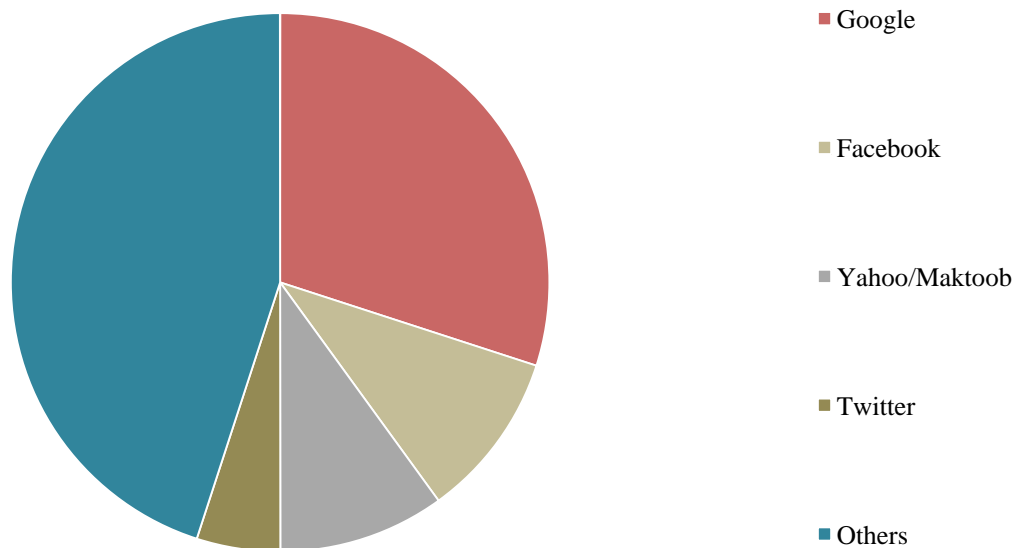
Advertisement Type	2007	2008	2009	2010	2011	2012
Display						
Search						
Mobile Advertisement						
Digital Video						
Sponsorship Advertisement						
Lead Generation						
Others						
Total						

MARKET SHARES OF MAJOR PLAYERS IN QATAR ONLINE ADVERTISING MARKET, 2012

MARKET SHARE OF MAJOR PLAYERS IN QATAR ONLINE DISPLAY ADVERTISING MARKET, 2012

Online display advertising in Qatar has witnessed some of the leading players, both from the traditional advertising platforms and emerging social media platforms, which have accounted for a significant share of this segment. Google inclusive of Google display network and other Google properties, accounted for ~% of the share in 2012, followed by...

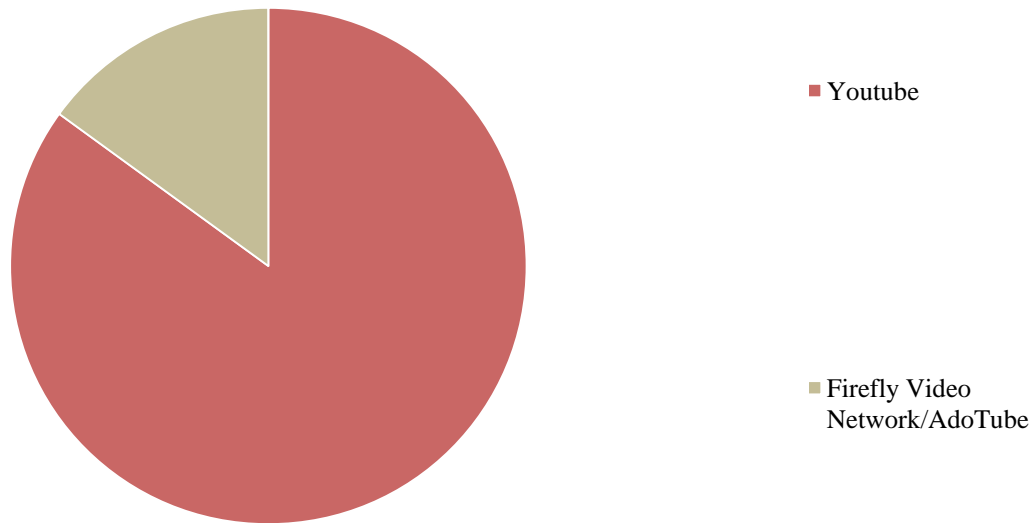
Figure: Market Share of Major Players in Qatar Online Display Advertising (Google, Facebook, Yahoo/Maktoob, Twitter) on the Basis of Spending in Percentage, 2012



MARKET SHARE OF MAJOR PLAYERS IN QATAR VIDEO ADVERTISING MARKET, 2012

The leading player in the video advertising industry in the country is YouTube, which accounted for ~% of the total market in 2012, while the remaining ~% was contributed by Firefly Video Network/Ado Tube...

Figure: Market Share of Major Players in Qatar Video Advertising on the Basis of Spending in Percentage, 2012



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

The spending on online advertising in the country is expected to reach USD ~ million in 2017, representing a CAGR of USD ~% during 2012-2017. Display advertising would continue to be the leading advertising segment of the online advertising industry, with a spending of USD ~ million, representing a contribution of ~% in 2017...

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

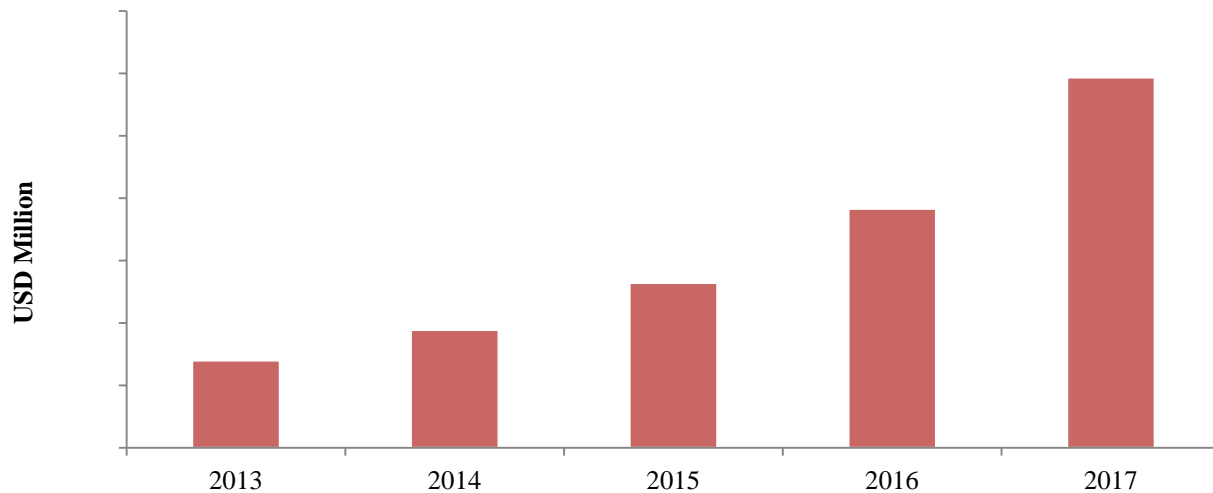


Table: Qatar Online Advertising Market Future Projections by Type of Advertisement (Display, Search, Mobile Advertisement, Digital Video, Sponsorship Advertisement, Lead Generation) on the Basis of Spending in USD Million, 2013-2017

Advertisement Type	2013	2014	2015	2016	2017
Display					
Search					
Mobile Advertisement					
Digital Video					
Sponsorship Advertisement					
Lead Generation					
Others					
Total					

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