

Global Internet advertising market, segmented by total Internet advertising revenue CAGR 2014–2019, and mobile Internet penetration in 2019



Growth abounds even as some markets show signs of maturity

Higher total Internet advertising growth, higher mobile Internet penetration

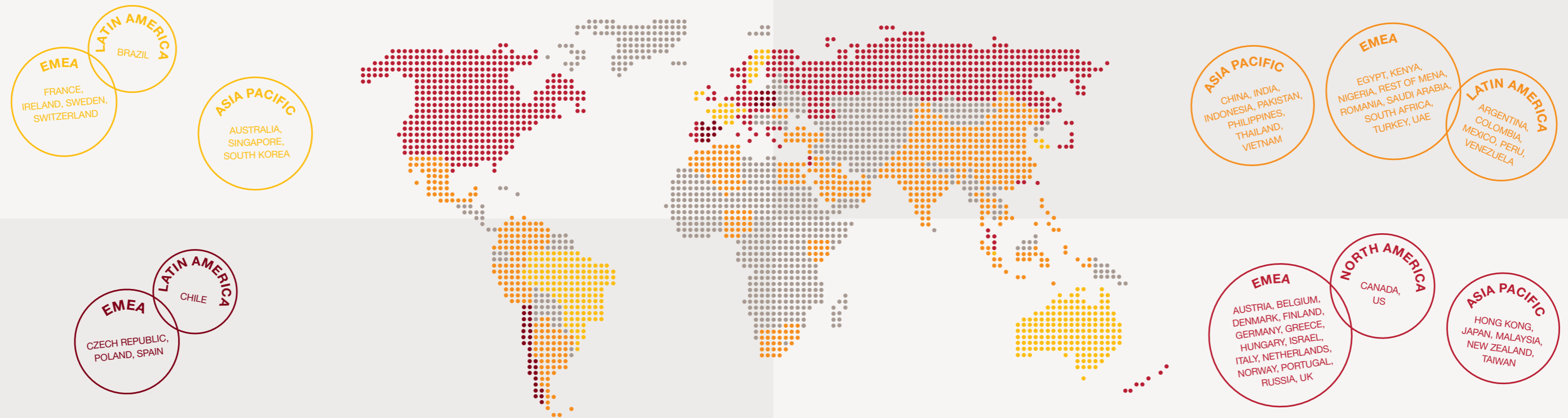
These are largely strong economies with established Internet advertising sectors, as extensive telecoms infrastructure prompted early consumer adoption of both fixed broadband and mobile Internet access. With the exception of Singapore and South Korea, fixed broadband markets are not yet saturated, leaving room for further wired Internet advertising revenue growth as connectivity increases. Stable macroeconomic forecasts will continue to boost Internet advertising expenditure over the next five years.

Note: Internet advertising markets with total Internet advertising revenue of 14% or more CAGR to 2019, and mobile Internet penetration of 70% or more in 2019

Higher total Internet advertising growth, lower mobile Internet penetration

These are primarily markets with plenty of room for further growth, including large countries such as China, Indonesia, India and Nigeria. Mobile Internet penetration rates will remain relatively low even in 2019 as smartphones are prohibitively expensive for a sizeable proportion of the populace. Poor Internet infrastructure and slow adoption of fixed broadband curbed the early development of Internet advertising in many of these markets, but this is set to change as burgeoning middle classes boost consumption and rapid economic growth increases advertising budgets.

Note: Internet advertising markets with total Internet advertising revenue of 14% or more CAGR to 2019, and mobile Internet penetration of less than 70% in 2019



Lower total Internet advertising growth, lower mobile Internet penetration

Only a handful of countries have relatively low mobile Internet penetration coupled with low growth in total Internet advertising revenue. The speed of Spanish mobile Internet adoption has slowed in recent years and the country will continue to lag behind its Western European neighbours, explaining its position here. Nonetheless, Spain, the Czech Republic, Poland and Chile are still expected to have mobile Internet penetration rates above 60% in 2019.

Note: Internet advertising markets with total Internet advertising revenue of less than 14% CAGR to 2019, and mobile Internet penetration of less than 70% in 2019

Lower total Internet advertising growth, higher mobile Internet penetration

This comprises some of the larger economies, including the US, Germany and the UK. These markets have relatively mature Internet advertising sectors—reflected in high Internet advertising revenue per capita—and large middle classes that have fuelled demand for smartphones and tablets. The exceptions are Greece and Portugal, where macroeconomic conditions have adversely affected advertising spend, resulting in lower projected growth rates.

Note: Internet advertising markets with total Internet advertising revenue of less than 14% CAGR to 2019, and mobile Internet penetration of 70% or more in 2019