

FOR IMMEDIATE RELEASE

Need to increase visibility among companies to develop Online Advertising in India, finds Netscribes

Netscribes (India) Pvt. Ltd., updates its Online Advertising Market in India 2011 report covering the advertising market on the online medium which has huge growth potential. It is a part of Netscribes' Media & Entertainment Industry Series reports.

Mumbai, India – June 27, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its updated report – Online Advertising Market in India 2011. Advertising is a core aspect of any business in the current market scenario. Increasing competition faced by players in all major industries has forced them to become sound on their marketing activities in order to tap a gain a larger market share. Indian advertising industry is also on a rapid growth track with major players allocating significant amounts of their budget to their advertising spends. Online advertising is one of the fastest growing mediums in the entire advertising industry. Growing penetration of internet and positive consumer behavior towards internet based activities has led to strong potential in the market. Moreover, the adoption of social media networking has changed the face of advertising in the current market scenario. Currently, players are rapidly increasing their advertising spends to cater to target specific consumer segments. The sector is also characterized by a rising number of mergers and acquisitions, and growing proliferation of foreign companies.

The report begins with the Indian advertising industry section that highlights the prospects of advertising on all the respective mediums. Apart from the market size, it delves into the growth rates of respective mediums in the current year showing the comparison between them. This is followed by the Online Advertising industry section that depicts the market size and growth of advertising on the internet. It also highlights the major segments in the space and their respective shares. It includes an overview of the segments in the online advertising space along with the major advertisement spends on the same from various different industry verticals. It also shows the advertising options that a particular advertiser has in the online segment which is followed by the section highlighting the advantages of online advertising as a medium and also the major payment metric systems that are followed in the industry by service providers. This is then followed by the major technological advancements that have taken place in the industry with respect to the various types of online ads that the industry players have devised to target their respective segments of consumers.

The key factors of growth for the market have been analyzed. An analysis of the factors driving growth in the market has been added which includes large domestic internet base, positive consumer behavior and patterns towards online media, growing proliferation of internet on mobile and large expatriate population. The factors hindering growth in the market have also been analyzed which include lack of trust in internet advertising and literacy and language barriers. The key trends analyzed in the market include emergence of social media, internet turning into an effective sales medium, growing online marketing activities from corporates, increase in private equity investments and Indian players expanding globally.

The competition section provides an overview of the competitive landscape of the market highlighting the current market share of the most used search engines in the country. It also highlights the major online ad networks that are functional in India. It includes a matrix depicting a comparison between some major online ad networks with respect to their services. It also includes brief profiles of major domestic and foreign players.

For more details on the content of each report and ordering information please contact:

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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