

The Global Internet Industry: the Market

Market Analysis – 2017-2020 Trends – Corporate Strategies

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Exclusive extracts from this 121-page-long report:

- What is the business?

Internet companies provide digital products and services in order to connect Internet users with advertising customers through their websites, platforms, applications and other properties. Their main activities include developing and operating Internet-based services, digital content for users, as well as advertising technologies and services for advertisers. [...]

- What are the main markets?

Industrialised countries in North America, Europe and Eastern Asia remain the world's largest Internet markets owing to significantly higher Internet penetration rates. However, the number of Internet users is growing more strongly in developing countries, raising their strategic importance for leading Internet companies and providing room for further growth of local Internet businesses. [...]

- Who are the key players?

The world's leading Internet companies are still mainly based in the US, where most of them started as specialised start-ups during the years of the Internet boom between the late 1990s and early 2000s. Various Chinese web companies have also grown into industry giants in recent years, but like other non-US Internet companies they continue to rely almost exclusively on their home market. [...]

- How intense is competition?

Competition in the World Wide Web has become fiercer as the industry has matured from a poorly regulated space for information and data transfers to a highly-monetised, strongly diversified and increasingly regulated market for media, communication, entertainment and marketing services. Rivalry is multi-faceted, with Internet companies competing for users' time spent online and advertisers' expenses through a wide range of products and services, advertising technologies, and prices. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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