

China B2B Online Advertising Quarterly Research Report

2008 Q3

This report will provide you with the latest and comprehensive information about China Online Advertising market. The report is comprised of several parts, they are the size of China' Internet Advertising market, the current status, the future trends, the profit module, the competition pattern and the key issues to success. This report contains the research conducted by senior iResearch analysts which is based on the industry data we collected in the past several years, the comprehensive desktop research and in-depth interviews focused on VIP in the related industries.

Abstract:

The size of China Online Advertising market in the third quarter in 2008 has reached 5.16 billion Yuan with an increase of 12.9% period-on-period, following the growth tendency in the second quarter. The size of China Online Advertising market has increased significantly mainly due to increasing Advertising placement before and during Beijing Olympics. According to iResearch, driven by Beijing Olympics, China Online Advertising market is expected to show a sound momentum of development in 2008, which will continue or even beyond the growth momentum of 2007.

Contents

page3	I. Definition of concepts
page4	II.2008Q3 Market Review
page5	III. 2008Q4 Market Forecast
page6	V.2008Q3 Market Monitoring Data
page6	1. Analysis of China Online Advertising Market in 2008Q3
page6	1.1 Size of Online Advertising Market
page7	1.2 Structure of Online Advertising Market
page10	1.3 Revenues of Online Advertising Media
page12	1.4 Market shares of Online Advertising Market
page14	2. Analysis of 2008Q3 China Online Brand Advertising Market
page14	2.1 Size of Online Brand Advertising Market
page15	2.2 Online Advertising Market Structure
page17	2.3 Revenues of Online Brand Advertising Media
page19	2.4 Market Shares of Online Media Advertising Revenues
page21	3. Analysis of China Search Engine Online Advertising Market in 2008Q3
page21	3.1 Size of Search Engine Advertising Market
page22	3.2 Revenues of Search Engine Advertising Media
page24	3.3 Market Shares of Search Engine Advertising Market
page26	4. Analysis of China Online Advertising Market Segmentation in 2008Q3
page26	4.1 Online Ad Expense Analysis
page28	4.2 Number of Online Advertisers
page30	4.3 Days of Online Advertising
page32	Appendix: Research Methodologies
page33	Legal Statement