

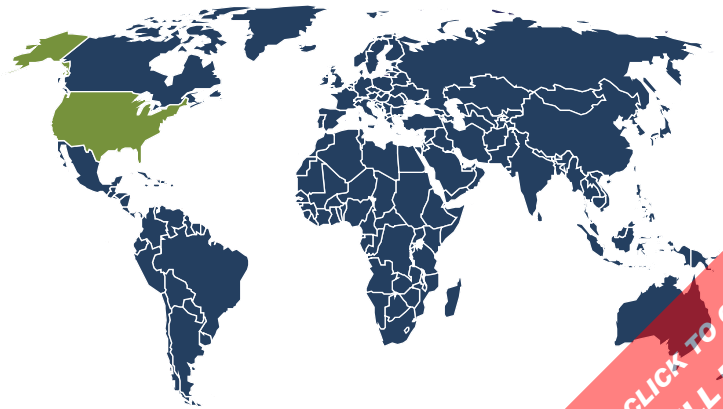
Freedonia Focus Reports
US Collection



Internet

Content & Search: United States

October 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Services Overview | Regulatory Overview

Segmentation and Forecasts

Sources of Revenue | Markets

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

Resources

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ABOUT THIS REPORT

Scope & Method

This report forecasts US internet content and search (IC&S) industry revenue in US dollars to 2020. Total revenue is segmented by source in terms of:

- advertising
- publishing and broadcasting
- licensing
- other sources of revenue such as the outright sale of intellectual property (IP) and non-IC&S goods or services.

Total revenue for 2015 is also segmented by market as follows:

- institutional
- consumer.

The scope of this report includes business establishments that publish or broadcast content exclusively on the internet. As a result, establishments that publish or broadcast online as well as offline (eg, via cable television, print, or traditional radio) are excluded from this report.

To illustrate historical trends, total revenue and the various source segments are provided in annual series from 2005 to 2015.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Internet Content & Search: United States (FF95032) represents the synthesis and

analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
519130	Internet Publishing and Broadcasting and Web Search Portals	2711	Newspapers: Publishing, or Publishing and Printing
		2721	Periodicals: Publishing, or Publishing and Printing
		2731	Books: Publishing, or Publishing and Printing
		2741	Miscellaneous Publishing
		2771	Greeting Card
		8999	Services, NEC

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Wired

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Agencies & Associations

American Marketing Association

www.ama.org

Association of National Advertisers

www.ana.net

ComScore

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Federal Communications Commission

www.fcc.gov

MediaPost

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MPA – The Association of Magazine Media

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www.sii.net

United States Census Bureau

www.census.gov

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