

## Online Advertisement Market in Japan: Key Research Findings 2017

### ◆ Research Outline

**Yano Research Institute has conducted a research on the domestic online advertisement market with the following conditions:**

1. Research period: June 2016 to January 2017
2. Research target: Leading creative agencies, media reps, ad technology providers, and etc.
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone and email, and mail-in questionnaire

#### **What is Online Advertisement?**

The domestic online advertisement market size in this research is calculated by totaling the amount of ad placement expenses for those ads placed at various types of online media.

### ◆ Key Findings

#### ■ **FY2016 Domestic Online Advertisement Market Size Projected to Achieve 1,095.6 Billion Yen, 116.0 % on Y-o-Y Basis**

Expanding adoption of in-feed ads, video ads, SEM (Search Engine Marketing), ad network, DSP (Demand-Side Platform), and SSP (Supply-Side Platform) is likely to raise the domestic online advertisement market in FY2016 to 1,095.6 billion yen, 116.0% of the size of the previous fiscal year.

#### ■ **Prominent Expansion Shown in Infeed and Video Ads**

Among online advertisement methods that take performance-based compensation, infeed advertising and video ads have especially expanded their markets. While steady growth of infeed advertisement stems from growing number of consumers using social media and news applications, the growth of video advertisement has been encouraged by consumers' longer hours of watching videos including You Tube and browsing social media.

#### ■ **Domestic Online Advertisement Market Size Projected to Expand to 1,850 Billion Yen by FY2020**

In addition to continuous steadfast expansion of infeed advertising, increasing number users of search engine marketing (SEM), ad network, DSP and SSP is likely to contribute to raise the online advertisement market size to around 1,260 billion yen by FY2017 and 1,850 billion yen by FY2020.

◆ **Report Format:**

Published report: “Online Advertisement Market 2017”

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Price: 180,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

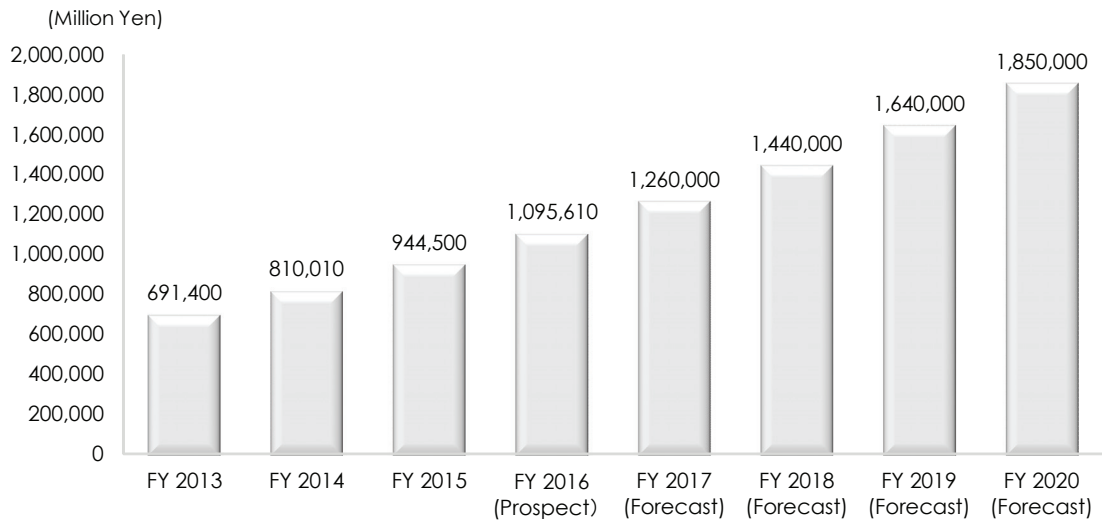
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■ **Figure 1: Transition and Forecast of Online Advertisement Market Size**



Research by Yano Research Institute

Note:

1. The market size is based on the total amount of expenses for online ad placement.