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**Online advertising is fast gaining acceptance in Indian market, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches its Online Advertising Market – India report covering the Internet medium. The report is part of the Entertainment and Media Industry series of Netscribes.*

**Mumbai, India – July 31, 2009** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report Online Advertising Market – India. Online advertising is fast picking up in the Indian markets. The industry has grown at 74% per annum from 2004-08, driven by increasing awareness among advertisers and increase in internet penetration.

The report begins with an overview of the advertising industry in India. It provides a detailed overview on online advertising, its nature and the factors which influence growth of the medium. The report also provides a brief description of the technological advances which have taken place in online advertising. The growth factor section highlights the increasing reach of the Internet, expatriate population & their key characteristics, and also touches upon literacy constraints and language barriers. The competitive landscape identifies major online ad networks and the services offered by them. The report also covers the major PE/VC deals and successful entrepreneurial ventures in the online advertising space

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

**Natasha Mehta, CFA**

Tel: +65-9651-6382

Email: [natasha.mehta@netscribes.com](mailto:natasha.mehta@netscribes.com)

**Gagan Uppal**

Tel: +91-98364-71499

Email: [gagan.uppal@netscribes.com](mailto:gagan.uppal@netscribes.com)

**About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://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.

For more information please write to [info@netscribes.com](mailto:info@netscribes.com).

**Contact Info:**

**Gagan Uppal**

Netscribes (India) Pvt. Ltd.

Podar Center, 85 Parel Post Office Lane,

Off Dr. Ambedkar Road, Parel (East)

Mumbai – 400012, India

Phone: +91-22-4098 7600

+91-33-4001-7240

Email: [gagan.uppal@netscribes.com](mailto:gagan.uppal@netscribes.com)

[www.netscribes.com](http://www.netscribes.com)