

Global Mobile Advertising Market: Trends & Opportunities (2013-2018)



Scope of the Report

The report titled “Global Mobile Advertising Market: Trends and Opportunities (2013-2018)” analyzes the potential opportunities and significant trends in the global mobile advertising industry. The report also provides detailed analysis of the global mobile advertising market, with focus on regional markets of Asia-Pacific, North America, Europe, and Middle East & Africa and countries like the US and Japan. The report also profiles and analyzes the business strategies of the leading companies operating in the segment.

Geographical Coverage

- ⊖ Global
- ⊖ North America
- ⊖ Asia-Pacific
- ⊖ Europe
- ⊖ Latin America
- ⊖ Middle East & Africa

Company Coverage

- ⊖ Google Inc
- ⊖ Yahoo Inc.
- ⊖ Microsoft Corporation

- ⊕ Microsoft Corporation
- ⊕ Velti
- ⊕ YOC

Executive Summary

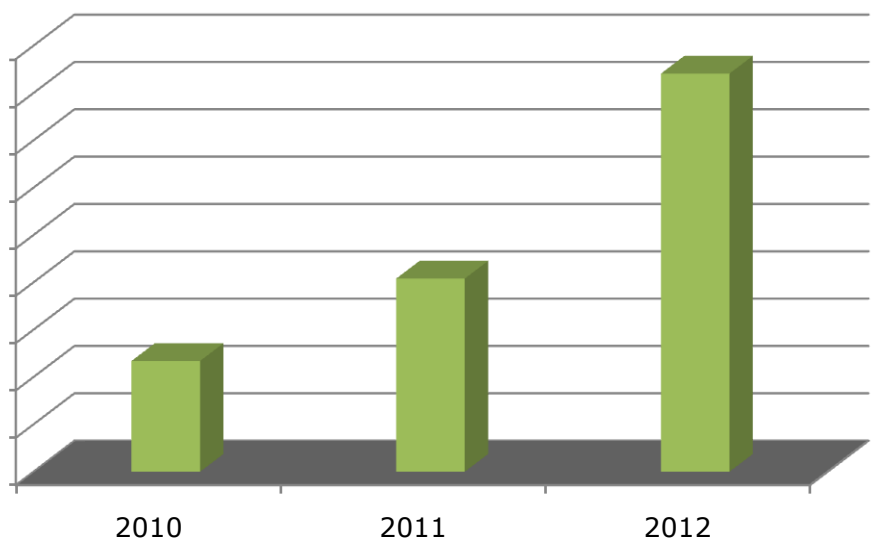
Mobile advertising is one of the cutting edge types of interactive advertising used globally. Mobile marketing and advertising is one of the fastest growing industries to date due to ubiquitous presence of smart phones worldwide. It is a further evolution of online advertising on a personalized device which is accessible round the clock. In the coming years, mobile advertising is expected to account for a major share of the total advertising market. The industry is driven by increasing number of smart phone users globally, surging use of internet on mobile devices for convenience, entertainment, etc. and resilience shown in Asia-Pacific economy during tough times. The global mobile advertising market is pulled down due to technical challenges posed by fragmentation of the industry, customer opt-in requirements hindering marketing on mobile devices, etc. The service providers are going in for acquisitions and coming up with technologies to address the issues faced by the industry.

The major trends observed in the global mobile advertising market are: search and display leading ad formats; use of real-time bidding (RTB) mobile ad technology and mergers and acquisitions in mobile advertising industry. Two sets of companies are profiled in the report, alongwith discussion of its business segments and strategies. These are pure-play mobile advertising vendors like Millennial Media, Velti and YOC. Other set of companies include big players such as Google Inc., Yahoo Inc. and Microsoft.

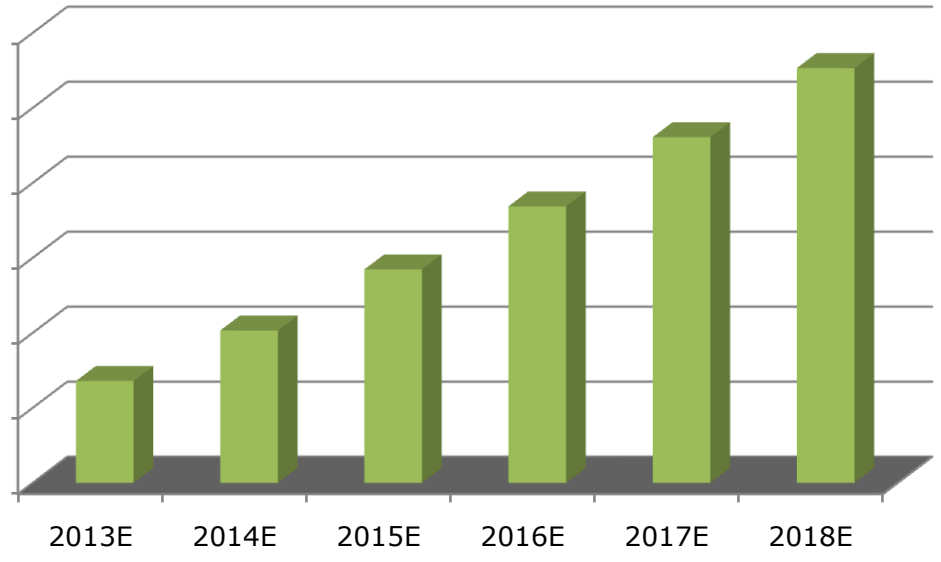
Global Mobile Advertising Market: Overview

Mobile advertising refers to the form of advertising via mobile (wireless) phones or other mobile devices. It is one of the most exciting new frontiers in interactive advertising globally. Mobile advertising has become one of most effective means of communication with consumers in day-to-day life. It spans opportunities on a broad range from search to messaging to in-game placements.

Global Mobile Advertising Market Size by Value 2010-12 (US\$ Billions)



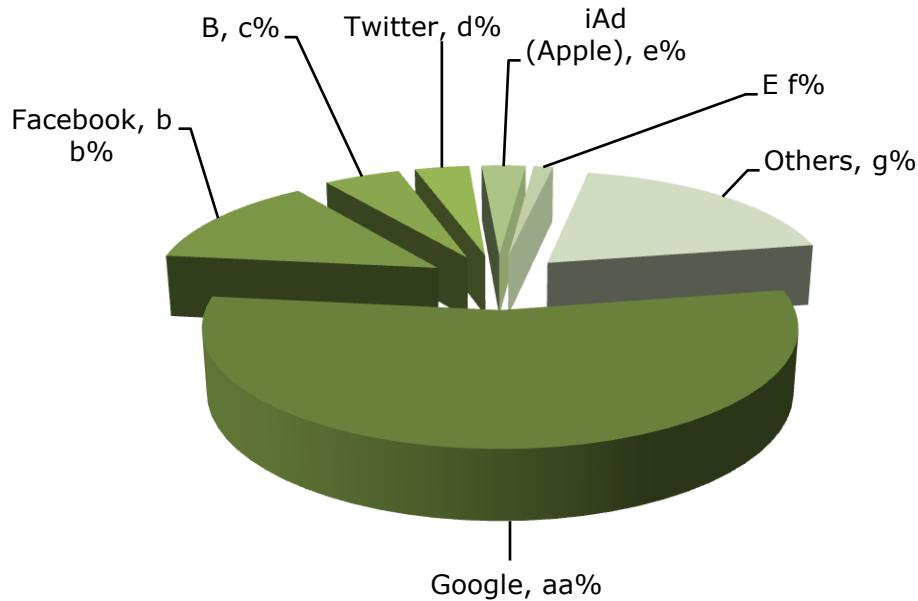
Global Mobile Advertising Market Size by Value Forecast 2013-18 (US\$ Billions)



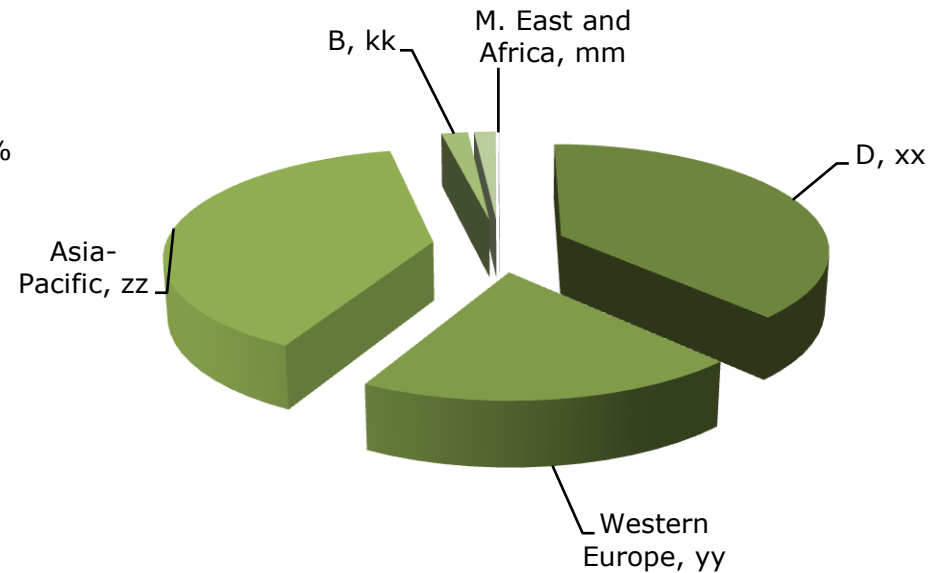
- Market size of Global Mobile Advertising Market is expected to reach to US\$billion in the year 2018, from US\$ billion in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to

Global Mobile Advertising Market Share by Category

Global Mobile Advertising Market Share by Competitors (2012)



Global Mobile Advertising Market Share by Region (2012)



- accounted for% share of the global mobile advertising market in the year 2012, while accounts for% of the market share
- In 2012, around% of the total mobile advertising market share was accounted by Asia-Pacific region and around% by

Market Trends

Search and Display - Leading Ad Formats

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Use of Real-Time Bidding (RTB) Mobile Ad Technology

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Mergers and Acquisitions in Mobile Advertising Industry

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