Video and Mobile Ad Networks, Platforms 2012 - 2014: Path to Media Spend Parity

Description:
Video advertising networks, trafficking platforms and exchanges when evaluated with and compared to mobile counterparts are projected to process, clear and deliver $13.2 billion in 2012 multi-format media spend, detailed in this interdisciplinary sector report.

This research report is a data-driven valuation of each sector's performance, based on multi-year contrasting analysis of billed inventory and net revenue accruing to platforms and solutions. Collectively, both sectors are forecast to return $3.6 billion in 2012 net revenue to platform providers. The video clearing/serving sector is forecast at a CAGR of 40.5% (2007 – 2014), while global mobile peers (all formats, including video) are running at a 138.4% CAGR (2009 – 2014). Mobile ad network clearing and serving platforms are expected to reach media spend parity with internet video equivalents by year-end 2014.

This report contains detailed billing analysis, inventory fill rates, 3rd party integrations, strategic business partnerships plus inventory sources intersecting and pairing these vibrant media clearing and trafficking technology platforms. Media spend and business model analytics are calculated against total, non-duplicated inventory, sellout rates, CPMs, eCPMs, CPC pricing, in-house vs. 3rd party ad sales, spend by format and participation ranges.

Revenue share associated with inventory sales or flat fee ad trafficking CPMs are valued to reach aggregate media spend, growth trajectories, plus net revenue accruing to each platform provider (post any publisher payouts). Video platform entrants analyzed include Adap.tv, AudienceScience, Blinkx, Affine, Adobe Auditude, Freewheel, TREMOR VIDEO, YuMe Inc., SpotXchange, Videology, TubeMogul, adBrite, Adrise, and others. Mobile network and platform entrants include Aditic, AdMarvel, AdFonic, Millennial Media, Jumptap, Amobee, Madvertise, Mobgold, Madhouse, xAd and Nexage, among others. Q & A's augment the report's inventory, media spend, and company operational data analytics.

This report is an investment tool for agencies, VCs, consulting firms, marketers, electronics manufacturers and solutions vendors, and provides exacting inventory management, media spend transparency and market trends by format.

Contents:

EXECUTIVE SUMMARY
Internet/Online Video and Mobile Ad Networks, Ad Trafficking and Media Clearing Platforms Forecast to Process $13.2 Billion in 2012 Spend
CAGR Revenue Comparison: Mobile/Online Ad Networks/Platforms
Video Ad Network Inventory eCPM Analysis: 2008 – 2012
Mobile Ad Network and Platform CPM and eCPM Analysis 2012
eCPM Analysis: European and U.S. Inventory Priced at a Premium Compared to Asia, Africa and Latin America
Mobile Ad Networks, Platforms And Exchanges: Ecpm Comparables By Region: 2010 - 2012
Internet Video and Mobile Ad Networks/Platforms: $3.5 Billion in 2012 Net Revenue
Mobile ad networks, trafficking and media clearing platforms forecast to surpass internet video counterparts by year-end 2014

DIGITAL VIDEO ADVERTISING TERMINOLOGY and DEFINITIONS
Internet/Online Video ad networks, platforms
Mobile Ad Networks, Platforms

SECTION ONE
Internet Video and Mobile Ad Networks/Platforms: $3.5 Billion in 2012 Net Revenue
Mobile Ad Networks, Trafficking and Media Clearing Platforms Forecast to Surpass Internet Video Counterparts by Year-End 2014
Mobile and Video Ad Networks, Platforms: Net Revenue 2009 - 2012
Internet/Online Video and Mobile Ad Networks, Ad Trafficking and Media Clearing Platforms Forecast to Process $13.2 Billion in 2012 Spend
Mobile and Online Ad Network, Platform, Exchange and Rtb Media Spend: 2009 - 2014
CAGR Revenue Comparison: Mobile/Online Ad Networks/Platforms
Comparative Media Clearing and Ad Serving Market Dynamics: Internet Video and
Mobile Ad Networks, Platforms 2012
Global Mobile Inventory Clearing Overview: Market Drivers and Media Spend
Dynamics
Internet Video Inventory Clearing and Trafficking Overview: Content Choices, Video View Increases and Multi
Screen, 24/7 Continuous Access Accelerating Video
Clearing and Ad Serving Market Growth
Business and Market Positioning Comparisons
Inventory Billing Models and Formats Supported: Video Ad Networks/Platforms
Video Advertising Networks, Ad Serving Platforms, Auctions, Exchanges, RTBs, Mediation Layers, SSPs and
DSPs
Legend: Video Ad Networks, Ad Serving Platforms, Auctions, Exchanges and
RTBs: 2012
Mobile Ad Networks, Platforms: Inventory Billing Models and Formats Supported
2012
Mobile Advertising Networks, Platforms, Auctions Exchanges and Rtb: Billing Models and Formats Supported
2012
Video Ad Networks and Platforms: Reach Analysis
Video Advertising Networks, Ad Serving Platforms, Auctions, Exchanges, RTBs, Mediation Layers, SSPs and
DSPs
Mobile Ad Networks and Platforms: Reach Analysis
Mobile Advertising Networks, Platforms, Auctions, Exchanges and RTBs: Reach
2009 - 2012
Video Ad Network/Platform Inventory and Serving CPM/eCPM Comparison and
Breakout 2012
Video Advertising Networks, Ad Serving Platforms, Auctions, Exchanges, RTBs,
Mediation Layers, SSPs and DSPs
Video Ad Network Inventory eCPM Analysis: 2008 – 2012
Video Advertising Networks: Inventory and eCPM Analysis 2008 - 2012
In-Banner and Pre Roll Video Inventory eCPMs Running over Ad Serving Platforms
Average $7.87 in 2012
Video Ad Serving Platforms: 2008 - 2012
Mobile Ad Network and Platform CPM and eCPM Analysis 2012
Mobile Advertising Networks, Platforms, Auctions, Exchanges and RTBs: Fill Rates
and Pricing 2011 – 2012
eCPM Analysis: European and U.S. Inventory Priced at a Premium Compared to Asia,
Africa and Latin America
Mobile Ad Network, Platform eCPMs by Region: 2010 - 2012
Internet Video Ad Network and Platform Inventory and Media Spend Duplication
Analysis 2012
Video Advertising Networks, Ad Serving Platforms, SSPs and DSPs
Mobile Ad Network and Platform Inventory and Media Spend Duplication Analysis 2012
Mobile Advertising Networks, Platforms, Auctions, Exchanges and RTBs: Inventory
Analysis 2009 - 2012
Mobile Advertising Network Filled Impressions Delivered by Geographic Region: 2012
Mobile Advertising Network Billed Impressions Delivered by Geographic Region: 2012

SECTION TWO
Video Ad Trafficking Platforms Set to Deliver $5.7 Billion in Multi-Format Media
Spend in 2012
Comparative Media Spend Associated With Market Segment: 2008 - 2012
Legend: Video Advertising Networks, Ad Serving Platforms, SSPs and DSPs
Video Advertising Networks, Ad Serving Platforms, Auctions and Exchanges to Clear and
Deliver $6.2 Billion in 2012 Video Media Spend
Video Advertising Networks, Ad Serving Platforms, SSPs and DSPs
Video Ad Networks: Media Spend Cleared and Delivered Forecast at $1.3 Billion in
2012, up 85% over 2011
Video Advertising Networks: Media Spend Analysis 2008 - 2012
Video Ad Network Inventory Analysis 2008 – 2012: Estimated 30% Impression
Duplication, 80% Fill Rates in 2012
Video Advertising Networks: Inventory and eCPM Analysis 2008 - 2012
Video Ad Serving/Trafficking Platforms
Video Ad Serving Platforms: 2008 - 2012
Video Ad Serving/Trafficking Platforms: 2008 - 2012
Video Exchanges and RTBs: Triple-Digital Media Spend Growth 2009 - 2012
Video Advertising Auctions, Exchanges and RTBs: 2008 - 2012
Social Video Campaign Spend by Platform
Social Video Advertising Networks and Platforms: Media Spend 2008 - 2012
Over-The-Top Platforms
Over-The-Top Video Advertising: Media Spend Analysis 2011 - 2012
Video Ad Networks, Ad Trafficking Platforms, Auctions, Exchanges and RTBs
Forecast to Earn $1.1 Billion in 2012 Revenue
Post Publisher Payout Topline Revenue Analysis
Video Advertising Networks, Ad Serving Platforms, Auctions, Exchanges, RTBs, Mediation Layers, SSPs and DSPs: Revenue Analysis 2007 - 2012
Video Advertising Networks, Ad Serving Platforms, Auctions, Exchanges, RTBs, Mediation Layers, SSPs and DSPs
Video Advertising Networks, Ad Serving Platforms, Auctions, Exchanges, RTBs, Mediation Layers, SSPs and DSPs: Platform Revenue Analysis 2007 - 2014
Video Ad Trafficking: Scale, Reach, Technology and Integration Specialists
Video Ad Serving Platforms: Revenue Analysis 2007 - 2014
Video Advertising Networks: Managing the Media Buy and Delivering the Audience
Video Advertising Networks: Platform Revenue Analysis 2007 - 2014
Auctions, Exchanges and RTBs: Experiencing High Growth
Video Auctions, Exchanges and RTBs: Platform Revenue Analysis 2007 - 2014
Social Video Ad Campaign Platforms and Networks
Social Video Advertising Networks: Platform Revenue Analysis 2007 - 2014
Over-The-Top Ad Platforms
Over-The-Top Video Advertising Solutions: Platform Revenue Analysis 2007 - 2014
Q & A's
ADAP.TV
ADBRITE
ADOBE AUDITUDE
adRise
AFFINE
AUDIENCESCIENCE
BLACKARROW
BLINKX
FREEWHEEL
INNOVATE MEDIA/OCULU
JUN GROUP
LIMELIGHT VIDEO PLATFORM
MEDIAMIND (A division of DG)
MIXPO
POINTROLL
ROCKET FUEL
ROVION (a unit of Local Corporation)
SHARETHROUGH
SPOTXCHANGE
TREMOR VIDEO
TUBEMOGUL
VIDEOLOGY
VISIBLE MEASURES
YUME INC.

SECTION THREE
Mobile Ad Networks, Auctions, Platforms, Exchanges And RTbs: Inventory Trends, Growth Drivers And Metrics
Mobile Ad Inventory Is Expanding At Double And Triple Digit Rates
Global Mobile Ad Network Requests Are Forecast At 5.7 Trillion in 2012
Mobile Advertising Networks, Platforms, Auctions, Exchanges and RTBs: Inventory Analysis 2009 - 2012
Fill Rates Steadily Improve: 2009 - 2012
Mobile Advertising Networks, Platforms, Auctions, Exchanges and RTBs: Fill Rates 2010 - 2012
Media Spend Through Ad Networks, Platforms, Auctions and Exchanges Forecast at $5 Billion Globally in 2
Mobile Advertising Networks, Platforms, Auctions, Exchanges and RTBs: Media Spend 2009 - 2012
Mobile Advertising Networks, Platforms, Auctions, Exchanges and RTBs: Media Spend Ranking 2009 - 2012
Q & A's
- ADFONIC
- ADITIC (A Division Of Sofialys)
- ADMARVEL (A Unit Of Opera Software)
- ADMODA/ADULTMODA
- AMOBEE
- BUZZ CITY
- CASEE
- INMOBI
- JUMPTAP
- MADHOUSE
- MADVERSE
- MOBCLIX (A Velti Company)
- MOBGOLD
- MOGREET
- MOJIVA
- NEXAGE
- TREMOR VIDEO
- Xad, Inc.

Ordering:
Order Online - http://www.researchandmarkets.com/reports/2234024/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Product Name: | Video and Mobile Ad Networks, Platforms 2012 - 2014: Path to Media Spend Parity |
| Web Address: | http://www.researchandmarkets.com/reports/2234024/ |
| Office Code: | SCISUQSQ |

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>____________________________</td>
<td>Last Name:</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td>____________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account number</td>
<td>833 130 83</td>
</tr>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World