The Mobile & Tablet Advertising Market: 2013 - 2020

Description: Mobile advertising refers to a form of advertising via mobile phones or other mobile devices such as tablets. Although many view mobile advertising as sub-segment of online advertising, its scope is far greater with over 7 Billion mobile subscriptions worldwide.

Mobile advertising promises to drive revenue generation opportunities for App developers, advertising networks, mobile platform providers and Mobile Network Operators (MNOs) alike. Currently in its early years, the market accounts for nearly $17 Billion in annual revenue. The growing penetration of smartphones and tablets has further extended the addressable market for mobile advertising as users spend an increasing amount of their time with these devices. By the end of 2020, tablet based advertising campaigns alone will generate more than $27 Billion in global revenue, following a CAGR of nearly 30% between 2013 and 2020.

This report provides an in-depth assessment of the global mobile & tablet advertising market. In addition to covering the business case, the market drivers, the challenges, the industry's roadmap, the ecosystem, key player profiles & strategies and key industry developments, the report also presents comprehensive forecasts for the mobile & advertising market from 2013 till 2020, including an individual assessment of 2 device form factor submarkets, 9 application & media submarkets, and 25 country submarkets.

Tablet and Smartphone shipment forecasts (by OS platform, vendor and region) are also presented in the report due to their profound impact on the size of the mobile & tablet advertising market. Historical figures from 2010, 2011 and 2012 accompany the forecasts.

The report comes with an associated Excel datasheet covering quantitative data from all figures presented within the report.

Key Findings:

- At present, the market for mobile & tablet advertising is still in its early years, and accounts for more than $17 Billion in global revenue
- Drive by a higher Click-Through Rate (CTR) and growing user penetration, the tablet segment of the market is expected to overtake smartphone based advertising revenues
- By the end of 2020, tablet advertising will generate more than $27 Billion in global revenue, following a CAGR of nearly 30% between 2013 and 2020. During the same year (2020) tablet shipments will reach nearly 600 Million annually
- Mobile video based advertising will outperform all other applications categories in terms of growth rate. Growing at a CAGR of nearly 23% between 2013 and 2020 mobile video based advertising revenues will account for $5 Billion by 2020

Topics Covered:

- Mobile & tablet advertising business models: Ad types, physical Ad dimensions, supporting technologies and revenue generation models
- Key market sectors for mobile & tablet advertising and their evolution
- Market drivers and challenges for the mobile & tablet advertising market
- A detailed assessment of the emergent tablet advertising submarket and its growth potential
- Key developments in the industry
- Profiles and strategies of key players in the mobile & tablet advertising market
- Global and regional market forecasts:

- Mobile & Tablet Advertising Revenue Forecasts: 2010 - 2020
  Submarket revenue forecasts are categorized in 2 device form factor categories:
  -- Mobile Phone
  -- Tablet
  -- Submarket revenue forecasts are categorized in 9 application & media categories:
Media Alerts
--- Mobile Browsing (Display, Search)
--- Mobile Applications
--- Mobile Games
--- Mobile Music
--- Mobile Social Networking
--- Mobile TV (Broadcast, Unicast & One-off)
--- Mobile Video (One-off, Subscription Based)
--- Text Alerts

--- Country level revenue projections are presented for the following 25 leading countries in the mobile & tablet advertising market:
--- Argentina
--- Australia
--- Brazil
--- Canada
--- China
--- Czech Republic
--- Denmark
--- Finland
--- France
--- Germany
--- India
--- Italy
--- Japan
--- Mexico
--- Norway
--- Poland
--- Russia
--- Saudi Arabia
--- South Africa
--- South Korea
--- Spain
--- Sweden
--- UAE
--- UK
--- USA
--- Regional mobile & tablet advertising forecasts are categorized in the following six categories:
--- Asia Pacific
--- Eastern Europe
--- Latin & Central America
--- Middle East & Africa
--- North America
--- Western Europe

--- Tablet Shipment Forecasts: 2010 - 2020

--- Tablet shipment projections are categorized in 4 Operating System (OS) platform categories:
--- Apple iOS
--- Android
--- Windows
--- Others

--- Tablet shipment projections are categorized in 4 display size categories:
--- 4 – 7 inches
--- 7 – 9 inches
--- 9 – 12 inches
--- 12 – 16 inches

--- Tablet vendor share projections are shown for the following 22 vendors: Apple, White Box, Samsung, Asus, Amazon, Acer, Lenovo, Huawei, Sony, Microsoft, Dell, RIM, HP, Archos, Nook, Toshiba, ZTE, Vizio, Motorola, LG, Viewsonic, HTC

--- Regional tablet shipment forecasts are categorized in the following six categories:
--- Asia Pacific
--- Eastern Europe
--- Latin & Central America
--- Middle East & Africa
--- North America
Western Europe

Smartphone Shipment Projections: 2010 - 2020
Smartphone shipment projections are categorized in 14 Operating System (OS) platform categories:

- Apple iOS
- Android
- Bada
- Blackberry OS
- Firefox OS
- LiMo
- MeeGo
- Microsoft
- Palm OS / webOS
- Sailfish
- Symbian
- Tizen
- Ubuntu
- Others

Smartphone vendor share projections are shown for the following 22 vendors: Samsung, Apple, LG, Huawei, ZTE, Lenovo, Sony, Coolpad, RiM (BlackBerry), Nokia, HTC, Motorola, Pantech, TCL-Alcatel, Fujitsu, Sharp, Panasonic, NEC, Casio, Hitachi, Acer

Regional smartphone shipment forecasts are categorized in the following six categories:

- Asia Pacific
- Eastern Europe
- Latin & Central America
- Middle East & Africa
- North America
- Western Europe

Key Questions Answered:

- How big is the opportunity for mobile & tablet advertising and what is the size of the total addressable market?
- What are the key use cases of mobile & tablet advertising?
- What are the key business models of mobile & tablet advertising and how can advertisers generate revenue?
- Do tablet advertising campaigns have a better Click-Through Rate (CTR) than smartphones?
- Which application & media categories will generate the highest amount of revenue through mobile & tablet advertising?
- What are the market drivers and barriers for the growth of mobile & tablet advertising?
- Which regions and countries will witness the highest level of revenue through mobile & tablet advertising?
- Who are the key players in the mobile & tablet advertising industry and what are their strategies?

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