The Economics of Mobile Ad Spend 2013 – 2016: Global Inventory, Media Billings and Business Operations

Description: Mobile advertising networks, exchanges, programmatic trading systems and direct publisher sales combined form a global marketplace worth $7.4 billion in unduplicated 2013 media billings. This sector analytics report presents a detailed accounting of global sales by territory, including the U.S., Europe, AsiaPac, Africa and Latin America, calculated against inventory requests, formats, pricing by region, fill rates, CTRs and eCPMs.

Global Mobile Ad Billings Scale To $7.4 Billion in 2013; Ecosystem Marginal Performance Averages 34.6%

Mobile advertising networks, exchanges, programmatic trading systems and direct publisher sales combined form a global marketplace worth $7.4 billion in unduplicated 2013 media billings, according to an inventory, spend and sector solutions revenue report.

The report, The Economics of Mobile Ad Spend 2013 – 2016: Global Inventory, Media Billings and Business Operations, presents a detailed accounting of global sales by territory, including the U.S., Europe, AsiaPac, Africa and Latin America, calculated against inventory requests, formats, pricing by region, fill rates, CTRs and eCPMs.

CPM inventory, performance-driven media conversion rates, served and data-enhanced impressions are fueling business operations yielding strong sector net revenue growth across technology solution categories including ad networks, ad serving platforms, audience profiling specialists, exchanges and programmatic trading environments.

Overall sector margins average 34.6% and result in aggregate net topline revenues exceeding $2.26 billion in 2013, and forecast to achieve 50.2% growth in 2014.

Each sub segment of the mobile ad solutions ecosystem is analyzed through 2016, post publisher payouts, when applicable.

Ad networks typically report topline as media spend pre publisher and 3rd party data partner payouts, taken at the COGS line.

Ad serving and technology platform topline revenue not associated with representing or filling impression requests are paid against volume CPM pricing, licensing, or both.

This research report’s sweeping data, analytics and forecasts are enhanced and further contextualized by thorough, inventory and business operations-focused Q & A’s conducted with a diverse, veteran and talented group of digital executives directing the industry’s leading network, technology platform, data solution and audience profiling providers.

Impression pricing by format, geography, network, exchange, ad serving platform and data provider is included. Duplicated inventory and spend is identified by analyzing exchanges connected to multiple demand sources.

In addition, this research report details the rapid evolution of company positioning and technology capabilities innovation, geographic expansion, business model progression, R & D initiatives and more.

Contents:

EXECUTIVE SUMMARY
Global Mobile Ad Network Spend to Reach $5.3 Billion in 2013
eCPMs Average $1.14 in 2013 across all Formats, Publisher Inventory, Platforms, Sales Channels and Bidded Environments
Analysis by Year: Mobile Ad Clearing Ecosystem: 2009 - 2013
Mobile Ad Networks, Serving Platforms, Data Providers, Exchanges, RTBs and Marketing Platforms Have Diverse Participation Models
Mobile Exchanges, Ad Networks with Exchange Capabilities Exhibit Triple-Digit Revenue Growth
CAGR Analysis: 2009 - 2016
Mobile Ad Clearing Ecosystem CAGR Analysis by Segment: 2009 - 2016
Global Mobile Ad Network Filled Impressions by Geography: 2010 - 2013
Mobile Advertising Platforms and Inventory: Terms and Definitions
Global Mobile Inventory, Monetization and Solutions Provider Business Operations Summaries
Global Mobile Audience, Ad Spend and Company Positioning Fundamentals
Mobile advertising and consumer behavior
Ad network market positioning
CAGR Analysis: 2009 - 2016
Exchanges and auctions
SSPs (aggregated publisher inventory sources)
DSPs (aggregated sources of inventory demand)
RTBs/Programmatic trading
Mobile Exchange, Auction and Inventory, Fill Rates and Media Spend: 2011 - 2013
Sources of inventory/impression requests
eCPM Market Value by Geography: 2011
Filled Mobile Impressions by Geography: 2013
Sources of demand
Ad serving platforms
Mobile Auctions, Exchanges, Serving Platforms and RTBs: Ranked by 2013 Media Spend
Mobile ad formats
In-app inventory and media spend dynamics
Mobile web inventory and media spend dynamics
Audience reach, profiling and geographic/territorial investment, inventory and sellout dynamics
Mobile audience and campaign data analytics: Location
Ad networks, platforms, auctions, exchanges, ad serving business operations
Mobile Ad Network and Exchange Revenue Comparison: 2009 - 2016
Pricing and eCPMs
Mobile Advertising Networks: Ranked by 2013 Media Spend
R & D investment
Headcount/hiring/staff

SECTION ONE
Global Mobile Ad Network Spend to Reach $5.3 Billion in 2013
Mobile Ad Network Filled Inventory and Media Spend Analysis: 2010 - 2013
Global Mobile Ad Network Media Spend on Pace to Climb 52% in 2014
Mobile Ad Networks and Direct Publisher Sales Comparisons: 2009 -2016
CAGR Comparison: Mobile Ad Networks vs. Publisher Direct Sales 2009 - 2016
eCPMs Average $1.14 in 2013 Across All Formats, Publisher Inventory, Platforms, Sales Channels and Bidded Environments
eCPM Analysis by Year: Mobile Ad Clearing Ecosystem: 2009 - 2013
Four Trillion Inventory Requests Filled in 2013, with An Average eCPM of $1.33
Mobile Ad Network Inventory, Fill Rates and Media Spend: 2009 - 2013
Mobile Advertising Networks, Tech Platforms, Auctions, Exchanges and RTBs: Fill Rates, Media Spend and eCPM Analysis 2010
Filled Mobile Exchange Inventory Averages $0.64 eCPMs in 2013
Mobile Exchange, Auction and Inventory, Fill Rates and Media Spend: 2011 - 2013
The Impact of Inventory Data: Audience Profiles, Predictive and Real-Time Impression Analytics Boost Ad Network eCPMs in 2013
Global Mobile Ad Clearing eCPM Analysis by Market Position: 2011 - 2013
Mobile Auctions, Exchanges, Serving Platforms and RTBs: Fill Rates, Media Spend and eCPM Analysis 2011
Global Mobile Ad Network Media Spend at $1.8 Billion in 2011
Mobile Advertising Networks: Fill Rates, Media Spend and eCPM Analysis 2011
Mobile Auctions, Exchanges, Serving Platforms and RTBs: Fill Rates, Media Spend and eCPM Analysis 2012
Global Mobile Ad Networks Clear $2.7 Billion in 2012
Mobile Advertising Networks: Fill Rates, Media Spend and eCPM Analysis 2012
Mobile Advertising Networks, Tech Platforms, Auctions, Exchanges and RTBs: Fill Rates, Media Spend and
Mobile Ad Networks and Direct Publisher Sales Result in a $7.5 Billion Global Market in 2013

SECTION TWO
The Mobile Media Ad Clearing and Serving Business: The Economics of Making Money

Global Mobile Media Spend: 2009 - 2016

Mobile Ad Networks and Clearing Solutions Continue to Evolve Core Competencies and Business Models


Mobile Advertising Networks, Tech Platforms, Auctions, Exchanges and RTBs
Mobile Advertising Networks, Networks W/Exchange Capability 2013/2014
Mobile Exchanges, Auctions, RTBs, Ad Serving and Data Analytics 2013/2014

Mobile Ad Networks, Tech Platforms, Ad Servers, Auctions, Exchanges and RTBs: Inventory Availability, Trafficking, Requests: 2009 - 2013

Global Mobile Fill Rates Improve in 2013: Marketers Respond to More Sophisticated Format, Publisher, OS, Geography, Billing Model and Audience Profiling Data

Inventory Conversion: Turning Technology and Media Operations into Topline Revenue

Mobile Ad Clearing, Trafficking, Data, Exchange, RTB, DSP Market Worth $2.2 Billion in 2013 Net Revenue


Mobile Ecosystem Net Revenue: 2009 - 2016
Mobile Exchanges, Ad Networks with Exchange Capabilities Exhibit Triple-Digit Revenue Growth
CAGR Analysis: 2009 - 2016

Mobile Advertising Networks: Ranked by 2013 Media Spend
Mobile Auctions, Exchanges, Serving Platforms and RTBs: Ranked by 2013 Media Spend

Mobile Ad Network Net Revenue: 2009 - 2016
Mobile Advertising Networks: Net Revenue 2009 - 2016
Mobile Ad Exchange/RTB/Auction Net Revenue: 2009 - 2016
Mobile Auctions, Exchanges, Platforms and RTBs: Net Revenue 2009 - 2016
Mobile Ad Networks Capture 81.5% of Ecosystem Revenue in 2013, Net of Publisher Payouts
Mobile Ad Network and Exchange Revenue Comparison: 2009 - 2016

Mobile Ecosystem Revenue Driven by Ad Networks with Exchange and Programmatic Trading Capabilities

SECTION THREE
Global Mobile Media Ad Spend by Region

Mobile Ad Network Media Spend by Region: 2010 - 2013
Global Mobile Ad Network Filled Impressions by Region: 2010 - 2013

European Markets Consistently Produce the Globe's Highest eCPMs
eCPMs by Region: 2010 - 2013
Filled Mobile Impressions by Geography: 2010
eCPM Market Value by Geography: 2010
Mobile Advertising Network Filled Impressions by Geographic Region: 2011
eCPM Market Value by Geography: 2010
Filled Mobile Impressions by Geography: 2010
Mobile Advertising Network Filled Impressions by Geographic Region: 2011
Filled Mobile Impressions by Geography: 2010
eCPM Market Value by Geography: 2010
Mobile Advertising Network Filled Impressions Delivered by Geographic Region: 2012
eCPM Market Value by Geography: 2013
Filled Mobile Impressions by Geography: 2013
Mobile Advertising Network Filled Impressions Delivered by Geographic Region: 2013

SECTION FOUR
Industry Briefings and Executive Forum: Q & A's
ADCOLONY
ADFONIC
ADITIC (a division of Sofialys)
ADMODA/ADULTMODA
AMOBEE
BUZZCITY
CASEE (owned by Velti)
INMOBI
JUMPTAP
KOMLI MOBILE
MADHOUSE
MEDIALETS
MOBCLIX (owned by Velti)
MOBILE POSSE
MOJIVA
NDN (News Distribution Network)
NEXAGE
OPERA MEDIAWORKS
RHYTHM NEWMEDIA
SMAATO
TAPJOY
TREMOR VIDEO
TRUMPIA
VERVE MOBILE
VOLTARI
xAD, Inc.

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/2680644/](http://www.researchandmarkets.com/reports/2680644/)

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: The Economics of Mobile Ad Spend 2013 – 2016: Global Inventory, Media Billings and Business Operations
Web Address: http://www.researchandmarkets.com/reports/2680644/
Office Code: SCH3N6AX

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 2995</td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>USD 3990</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td></td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ____________________________
Last Name: _____________________________
Email Address: * ____________________________
Job Title: ________________________________
Organisation: ___________________________
Address: _______________________________
City: ___________________________________
Postal / Zip Code: _______________________
Country: ________________________________
Phone Number: __________________________
Fax Number: _____________________________

* 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:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

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