
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 wireless carriers alike. Currently in its early years, the market accounts for nearly $21 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 25% between 2014 and 2020.

The "Mobile Advertising (mAdvertising) Market: 2014 - 2020" report provides an in-depth assessment of the global mobile advertising market. In addition to covering the business case, market drivers, challenges, opportunities, key developments, industry roadmap, ecosystem, key player profiles and strategies, the report also presents comprehensive forecasts for the mobile advertising market from 2014 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 advertising market. Historical figures from 2010, 2011 and 2012 accompany the forecasts.

Topics Covered:

- Mobile advertising business models: Ad types, physical Ad dimensions, supporting technologies and revenue generation models
- Key market sectors for mobile advertising and their evolution
- Market drivers and challenges for the mobile advertising market
- A detailed assessment of the emerging tablet advertising submarket and its growth potential
- Key developments and opportunities in the industry
- Profiles and strategies of 34 key players in the mobile advertising market
- Strategic recommendations for advertisers, mobile advertising providers, wireless carriers and mobile device OEMs
- Global and regional market forecasts:
  - Mobile 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
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 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 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, BlackBerry, 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 are categorized in 14 Operating System (OS) platform categories:
  -- Apple iOS
  -- Android
  -- Bada
Key Questions Answered:
- What are the key use cases of mobile advertising?
- What are the key business models of mobile 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 advertising?
- What are the market drivers and barriers for the growth of mobile advertising?
- Which regions and countries will witness the highest level of revenue through mobile advertising?
- Who are the key players in the mobile advertising industry and what are their strategies?
- How can wireless carriers and mobile device OEMs capitalize on the mobile advertising opportunity?
- How big is the opportunity for mobile advertising, and what is the size of the total addressable market?

The report comes with an associated Excel datasheet covering quantitative data from all figures presented within the report.
2.4.2 MMS
2.4.3 Mobile WAP
2.4.4 Web 2.0
2.4.5 WAE
2.4.6 WAP Push
2.4.7 Others
2.5 mAdvertising Formats
2.5.1 PNG
2.5.2 JPEG
2.5.3 GIF
2.5.4 BMP
2.5.5 WBMP
2.6 Revenue Generation Models: How mAdvertising Works?
2.6.1 Cost Per Impression (CPI)
2.6.2 Cost Per Click (CPC)
2.6.3 Conversion Rate (CR)
2.6.4 Cost Per Install (CPI)

Chapter 3: Mobile Network Technologies & Data Growth
3.1 Pre-Analogue and Digital Generation
3.1.1 MTS
3.1.2 IMTS
3.2 Evolution of the Cellular Concept and 1G Technology
3.2.1 AMPs – 1G Era
3.3 Digital Cellular Concept
3.3.1 2G Technology
3.3.2 2G and Mobile Internet
3.3.3 2G and Media Content: The Beginning of the mAdvertising Market
3.4 The Evolution to 3G & Mobile Broadband
3.4.1 3G Technologies
3.4.2 3G Enhancements
3.4.3 The Mobile Broadband Era
3.5 The 4G Era
3.5.1 4G Technologies
3.6 The Evolution of LTE & its Impact on mAdvertising
3.6.1 The LTE Performance Leap
3.6.2 Enabling Innovative mAdvertising Models

Chapter 4: mAdvertising Market Sectors
4.1 Advertising Sectors
4.1.1 SMS
4.1.2 MMS
4.1.3 Push Notifications
4.1.4 In-Game Advertising
4.1.5 Web Advertising
4.1.6 QR Codes
4.1.7 Bluetooth
4.1.8 Infrared
4.1.9 Proximity Systems
4.1.10 User-Controlled Media
4.1.11 Location-based Advertising (LBA)
4.2 Case Study: LBA
4.2.1 LBA Ad Types
4.2.1.1 Push
4.2.1.2 Pull
4.2.2 LBA Ad Format
4.2.3 Factors Affecting Future LBA Growth
4.2.3.1 Reach
4.2.3.2 Relevance
4.2.3.3 Results

Chapter 5: Market Drivers & Challenges
5.1 Market Drivers
5.1.1 Technically Conductive mAdvertising Platforms
5.1.2 Improved Regulatory Environment
5.1.3 Availability of Mobile Broadband
5.1.4 Smartphone Technology
5.1.5 Mobile Internet Penetration
5.1.6 Growth in Mobile Content
5.1.7 Display Technology
5.1.8 Consumer Behaviour: The Key to Growth
5.1.9 Increase in Application Downloads
5.1.10 Adoption of Location-based Services (LBS)
5.1.11 The Growing Influx of Social Networking

5.2 Market Challenges
5.2.1 The User Engagement Challenge
5.2.2 Ad Design: Optimising Relevance
5.2.3 Privacy Concerns
5.2.4 Payment Integration
5.2.5 Complexity of OS Systems: Obstructing Development Efforts

Chapter 6: The Tablet Market
6.1 Tablets: An Introduction
6.2 Modern Tablets
6.3 Typical Features/Functions of a Tablet
6.4 The Evolution of Tablets
6.5 Tablet Technologies
6.5.1 Traditional Tablet PCs
6.5.2 ‘Post-PC’ Tablets
6.6 Tablet Types and Content
6.6.1 Tablet Computer
6.6.2 Internet Tablet
6.6.3 Microsoft Tablet PC
6.6.4 Graphics or Digitizing Tablet
6.7 Tablet Technical & Hardware Features
6.7.1 Touch User Interface
6.7.2 Handwriting Recognition
6.7.3 Resistive Touchscreens
6.7.4 Capacitive Touchscreens
6.7.5 Palm Recognition
6.7.6 Multi-Touch Capabilities
6.7.7 Accelerometers
6.7.8 Ambient Light and Proximity Sensors
6.7.9 Storage Drive
6.7.10 Wireless Connectivity
6.7.11 3D Slate
6.7.12 Docking Station
6.8 Tablet Physical Dimensions
6.8.1 Slate Tablets
6.8.2 Booklet Tablets
6.8.3 Convertible Notebooks
6.8.4 Hybrid Tablets
6.8.5 Mini Tablets
6.8.6 Phablets
6.9 Tablet OS Vendors
6.9.1 Android
6.9.2 Apple iOS
6.9.3 Blackberry
6.9.4 Linux
6.9.5 Maemo
6.9.6 MeeGo
6.9.7 Microsoft
6.9.8 OPLC
6.9.9 HP
6.10 The Market Drivers for Tablet Advertising
6.10.1 Growing Consumer Usage
6.10.2 Growing Unit Shipments & Price Adjustment – A Driving Factor for Adoption
6.10.3 Tablet Advertising – A New Marketplace
6.10.4 Adoptability by Advertisers
6.10.5 Content Growth
6.10.6 Harmonization of Mobile Ad Platforms
6.10.7 Better Ad Display & Accessibility
6.10.8 Consumer Acceptability
6.10.9 Tablet Ads have a higher CTR than Smartphones and PCs – Survey Results
6.11 Future Growth Potential: What are the Big Players Saying?
6.11.1 Google
6.11.2 Apple

Chapter 7: Leading Players in the mAdvertising Market
7.1 Aarki
7.2 AdColony
7.3 AdParlor
7.4 Amobee
7.5 AppLift
7.6 Appia
7.7 AppLovin
7.8 Apple
7.9 Chartboost
7.10 Conversant
7.11 Drawbridge
7.12 Euclid
7.13 Facebook
7.14 Flurry
7.15 Google
7.16 Glispa
7.17 HasOffers
7.18 InMobi
7.19 madvertise
7.20 MdotM
7.21 Millennial Media
7.22 MobPartner
7.23 mGage
7.24 MoPub
7.25 Motive Interactive
7.26 NativeX
7.27 Pandora Media
7.28 PlayHaven
7.29 Samsung
7.30 SponsorPay
7.31 Tapjoy
7.32 Twitter
7.33 Vungle
7.34 YP
7.35 Others

Chapter 8: Market Analysis & Forecasts
8.1 Global Outlook of mAdvertising: 2014 -2020
8.2 Mobile Phone vs. Tablet Segmentation
8.2.1 Mobile Phone Originated Advertising Revenue: 2014 - 2020
8.2.2 Tablet Originated Advertising Revenue: 2014 - 2020
8.3 Segmentation by Media & Application Category
8.3.1 Media Alerts Submarket: 2014 - 2020
8.3.2 Web Browsing Submarket: 2014 - 2020
8.3.2.1 Display Submarket: 2014 - 2020
8.3.2.2 Search Submarket: 2014 - 2020
8.3.3 Mobile Applications Submarket: 2014 - 2020
8.3.4 Mobile Gaming Submarket: 2014 - 2020
8.3.5 Mobile Music Subscription Submarket: 2014 - 2020
8.3.6 Mobile Social Networking Submarket: 2014 - 2020
8.3.7 Mobile TV Submarket: 2014 - 2020
8.3.8 Mobile Video Submarket: 2014 - 2020
8.3.8.1 One-off (Non Subscription) Mobile Video Submarket: 2014 - 2020
8.3.8.2 Subscriptions Based Mobile Video Submarket: 2014 - 2020
8.3.9 Mobile Text Alerts Submarket: 2014 - 2020
8.4 Regional Outlook of the mAdvertising Market: 2014 - 2020
8.4.1 Asia Pacific mAdvertising Revenue: 2014 - 2020
8.4.2 Eastern Europe mAdvertising Revenue: 2014 - 2020
8.4.3 Latin & Central America mAdvertising Revenue: 2014 - 2020
8.4.4 Middle East & Africa mAdvertising Revenue: 2014 - 2020
8.4.5 North America mAdvertising Revenue: 2014 - 2020
8.4.6 Western Europe mAdvertising Revenue: 2014 - 2020
8.5 Global Tablets Market: 2014 - 2020
8.5.1 Global Tablet Shipments: 2014 - 2020
8.5.2 Segmentation by OS Platform
8.5.2.1 Apple iOS Tablet Shipments: 2014 – 2020
8.5.2.2 Android Tablet Shipments: 2014 – 2020
8.5.2.3 Windows Tablet Shipments: 2014 – 2020
8.5.2.4 Other OS Tablet Shipments: 2014 - 2020
8.5.3 Segmentation by Display Size
8.5.3.1 Global 4-7 Inch Tablet Shipments: 2014 – 2020
8.5.3.2 Global 7-9 Inch Tablet Shipments: 2014 – 2020
8.5.3.3 Global 9-12 Inch Tablet Shipments: 2014 – 2020
8.5.3.4 Global 12-16 Inch Tablet Shipments: 2014 – 2020
8.5.4 Segmentation by Region
8.5.4.1 Asia Pacific Tablet Shipments: 2014 – 2020
8.5.4.2 Eastern Europe Tablet Shipments: 2014 – 2020
8.5.4.3 Latin & Central America Tablet Shipments: 2014 – 2020
8.5.4.4 Middle East & Africa Tablet Shipments: 2014 – 2020
8.5.4.5 North America Tablet Shipments: 2014 – 2020
8.5.4.6 Western Europe Tablet Shipments: 2014 – 2020
8.5.5 Tablet Vendor Market Share
8.6 Global Smartphones Market: 2014 - 2020
8.6.1 Global Smartphone Shipments: 2014 - 2020
8.6.2 Segmentation by OS Platform
8.6.2.1 Apple iOS Smartphone Shipments: 2014 – 2020
8.6.2.2 Android Smartphone Shipments: 2014 – 2020
8.6.2.3 Bada Smartphone Shipments: 2014 – 2020
8.6.2.4 Blackberry OS Smartphone Shipments: 2014 – 2020
8.6.2.5 Firefox OS Smartphone Shipments: 2014 – 2020
8.6.2.6 LiMo Smartphone Shipments: 2014 – 2020
8.6.2.7 MeeGo Smartphone Shipments: 2014 – 2020
8.6.2.8 Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.6.2.9 Palm OS Smartphone Shipments: 2014 – 2020
8.6.2.10 Sailfish Smartphone Shipments: 2014 – 2020
8.6.2.11 Symbian Smartphone Shipments: 2014 – 2020
8.6.2.12 Tizen Smartphone Shipments: 2014 – 2020
8.6.2.13 Ubuntu Smartphone Shipments: 2014 – 2020
8.6.2.14 Other OS Smartphone Shipments: 2014 – 2020
8.6.3 Segmentation by Region
8.6.3.1 Asia Pacific Smartphone Shipments: 2014 – 2020
8.6.3.2 Eastern Europe Smartphone Shipments: 2014 – 2020
8.6.3.3 Latin & Central America Smartphone Shipments: 2014 – 2020
8.6.3.4 Middle East & Africa Smartphone Shipments: 2014 – 2020
8.6.3.5 North America Smartphone Shipments: 2014 – 2020
8.6.3.6 Western Europe Smartphone Shipments: 2014 – 2020
8.6.4 Smartphone Vendor Market Share
8.7 Asia Pacific mAdvertising Market: 2014 - 2020
8.7.1 Asia Pacific mAdvertising Revenue by Country: 2014 - 2020
8.7.1.1 Australia Mobile Advertising Revenue: 2014 - 2020
8.7.1.2 China Mobile Advertising Revenue: 2014 - 2020
8.7.1.3 India Mobile Advertising Revenue: 2014 - 2020
8.7.1.4 Japan Mobile Advertising Revenue: 2014 - 2020
8.7.1.5 South Korea Mobile Advertising Revenue: 2014 - 2020
8.7.1.6 Rest of Asia Pacific Mobile Advertising Revenue: 2014 - 2020
8.7.2 Asia Pacific Tablet Shipments by OS Platform: 2014 - 2020
8.7.2.1 Asia Pacific Apple iOS Tablet Shipments: 2014 – 2020
8.7.2.2 Asia Pacific Android Tablet Shipments: 2014 – 2020
8.7.2.3 Asia Pacific Windows Tablet Shipments: 2014 – 2020
8.7.2.4 Asia Pacific Other Tablet Shipments: 2014 – 2020
8.7.3 Asia Pacific Smartphone Shipments by OS Platform: 2014 - 2020
8.7.3.1 Asia Pacific Apple iOS Smartphone Shipments: 2014 – 2020
8.7.3.2 Asia Pacific Android Smartphone Shipments: 2014 – 2020
8.7.3.3 Asia Pacific Bada Smartphone Shipments: 2014 – 2020
8.7.3.4 Asia Pacific Blackberry OS Smartphone Shipments: 2014 – 2020
8.7.3.5 Asia Pacific Firefox OS Smartphone Shipments: 2014 – 2020
8.7.3.6 Asia Pacific LiMo Smartphone Shipments: 2014 – 2020
8.7.3.7 Asia Pacific MeeGo Smartphone Shipments: 2014 – 2020
8.7.3.8 Asia Pacific Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.7.3.9 Asia Pacific Palm OS Smartphone Shipments: 2014 – 2020
8.7.3.10 Asia Pacific Sailfish Smartphone Shipments: 2014 – 2020
8.7.3.11 Asia Pacific Symbian Smartphone Shipments: 2014 – 2020
8.7.3.12 Asia Pacific Tizen Smartphone Shipments: 2014 – 2020
8.7.3.13 Asia Pacific Ubuntu Smartphone Shipments: 2014 – 2020
8.7.3.14 Asia Pacific Other OS Smartphone Shipments: 2014 – 2020
8.8 Eastern Europe mAdvertising Market: 2014 - 2020
8.8.1 Eastern Europe m Advertising Revenue by Country: 2014 – 2020
8.8.1.1 Russia Mobile Advertising Revenue: 2014 – 2020
8.8.1.2 Poland Mobile Advertising Revenue: 2014 – 2020
8.8.1.3 Czech Republic Mobile Advertising Revenue: 2014 – 2020
8.8.1.4 Rest of Eastern Europe Mobile Advertising Revenue: 2014 – 2020
8.8.2 Eastern Europe Tablet Shipments by OS Platform: 2014 - 2020
8.8.2.1 Eastern Europe Apple iOS Tablet Shipments: 2014 – 2020
8.8.2.2 Eastern Europe Android Tablet Shipments: 2014 – 2020
8.8.2.3 Eastern Europe Windows Tablet Shipments: 2014 – 2020
8.8.2.4 Eastern Europe Other Tablet Shipments: 2014 – 2020
8.8.3 Eastern Europe Smartphone Shipments by OS Platform: 2014 - 2020
8.8.3.1 Eastern Europe Apple iOS Smartphone Shipments: 2014 – 2020
8.8.3.2 Eastern Europe Android Smartphone Shipments: 2014 – 2020
8.8.3.3 Eastern Europe Bada Smartphone Shipments: 2014 – 2020
8.8.3.4 Eastern Europe Blackberry OS Smartphone Shipments: 2014 – 2020
8.8.3.5 Eastern Europe Firefox OS Smartphone Shipments: 2014 – 2020
8.8.3.6 Eastern Europe LiMo Smartphone Shipments: 2014 – 2020
8.8.3.7 Eastern Europe MeeGo Smartphone Shipments: 2014 – 2020
8.8.3.8 Eastern Europe Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.8.3.9 Eastern Europe Palm OS Smartphone Shipments: 2014 – 2020
8.8.3.10 Eastern Europe Sailfish Smartphone Shipments: 2014 – 2020
8.8.3.11 Eastern Europe Symbian Smartphone Shipments: 2014 – 2020
8.8.3.12 Eastern Europe Tizen Smartphone Shipments: 2014 – 2020
8.8.3.13 Eastern Europe Ubuntu Smartphone Shipments: 2014 – 2020
8.8.3.14 Eastern Europe Other OS Smartphone Shipments: 2014 – 2020
8.9 Latin & Central America mAdvertising Market: 2014 - 2020
8.9.1 Latin & Central America m Advertising Revenue by Country: 2014 – 2020
8.9.1.1 Argentina Mobile Advertising Revenue: 2014 – 2020
8.9.1.2 Brazil Mobile Advertising Revenue: 2014 – 2020
8.9.1.3 Mexico Mobile Advertising Revenue: 2014 – 2020
8.9.1.4 Rest of Latin & Central America Mobile Advertising Revenue: 2014 – 2020
8.9.2 Latin & Central America Tablet Shipments by OS Platform: 2014 - 2020
8.9.2.1 Latin & Central America Apple iOS Tablet Shipments: 2014 – 2020
8.9.2.2 Latin & Central America Android Tablet Shipments: 2014 – 2020
8.9.2.3 Latin & Central America Windows Tablet Shipments: 2014 – 2020
8.9.2.4 Latin & Central America Other Tablet Shipments: 2014 – 2020
8.9.3 Latin & Central America Smartphone Shipments by OS Platform: 2014 - 2020
8.9.3.1 Latin & Central America Apple iOS Smartphone Shipments: 2014 – 2020
8.9.3.2 Latin & Central America Android Smartphone Shipments: 2014 – 2020
8.9.3.3 Latin & Central America Bada Smartphone Shipments: 2014 – 2020
8.12.1.1 Denmark Mobile Advertising Revenue: 2014 – 2020
8.12.1.2 Finland Mobile Advertising Revenue: 2014 – 2020
8.12.1.3 France Mobile Advertising Revenue: 2014 – 2020
8.12.1.4 Germany Mobile Advertising Revenue: 2014 – 2020
8.12.1.5 Italy Mobile Advertising Revenue: 2014 – 2020
8.12.1.6 Spain Mobile Advertising Revenue: 2014 – 2020
8.12.1.7 Sweden Mobile Advertising Revenue: 2014 – 2020
8.12.1.8 Norway Mobile Advertising Revenue: 2014 – 2020
8.12.1.9 UK Mobile Advertising Revenue: 2014 – 2020
8.12.1.10 Rest of Western Europe Mobile Advertising Revenue: 2014 – 2020
8.12.2 Western Europe Tablet Shipments by OS Platform: 2014 - 2020
8.12.2.1 Western Europe Apple iOS Tablet Shipments: 2014 – 2020
8.12.2.2 Western Europe Android Tablet Shipments: 2014 – 2020
8.12.2.3 Western Europe Windows Tablet Shipments: 2014 – 2020
8.12.2.4 Western Europe Other Tablet Shipments: 2014 – 2020
8.12.3 Western Europe Smartphone Shipments by OS Platform: 2014 - 2020
8.12.3.1 Western Europe Apple iOS Smartphone Shipments: 2014 – 2020
8.12.3.2 Western Europe Android Smartphone Shipments: 2014 – 2020
8.12.3.3 Western Europe Bada Smartphone Shipments: 2014 – 2020
8.12.3.4 Western Europe Blackberry OS Smartphone Shipments: 2014 – 2020
8.12.3.5 Western Europe Firefox OS Smartphone Shipments: 2014 – 2020
8.12.3.6 Western Europe LiMo Smartphone Shipments: 2014 – 2020
8.12.3.7 Western Europe MeeGo Smartphone Shipments: 2014 – 2020
8.12.3.8 Western Europe Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.12.3.9 Western Europe Palm OS Smartphone Shipments: 2014 – 2020
8.12.3.10 Western Europe Sailfish Smartphone Shipments: 2014 – 2020
8.12.3.11 Western Europe Symbian Smartphone Shipments: 2014 – 2020
8.12.3.12 Western Europe Tizen Smartphone Shipments: 2014 – 2020
8.12.3.13 Western Europe Ubuntu Smartphone Shipments: 2014 – 2020
8.12.3.14 Western Europe Other OS Smartphone Shipments: 2014 – 2020

Chapter 9: Conclusion, Key Industry Developments & Strategic Recommendations
9.1 The Importance of mAdvertising Performance Analytics
9.2 Emerging mAdvertising Competitors: Are Wireless Carriers a Threat to Google and Facebook?
9.3 Does Yahoo Stand a Chance in the mAdvertising Market?
9.4 Market Share: Who Leads the Market?
9.5 Mobile OEMs: Are Apple and Samsung the Only OEMs with an mAdvertising Portfolio?
9.6 Dedicated Mobile Sites vs. Responsive Design: Impact on mAdvertising
9.7 Multiple Device Types and Operating Systems: Understanding the Nature of mAdvertising
9.8 Top Brands Embrace mAdvertising
9.9 Which Media/Application Categories Are Most Lucrative?
9.10 Strategic Recommendations
9.10.1 Advertisers
9.10.2 mAdvertising Service Providers
9.10.3 Wireless Carriers
9.10.4 Mobile Device OEMs

List of Figures
Figure 1: Global Smartphones vs. Tablets User Engagement Rates for E-Commerce Activities by Industry (%)
Figure 2: Mobile Advertising Ecology
Figure 3: Typical Mobile Advertising Display Dimensions
Figure 4: Smartphone & Tablets Click Through Rate (CTR) Comparison by Campaign Type (CTR Index)
Figure 5: Evolution of Mobile Network Technology Through Different Generations of Data Growth
Figure 6: Mobile Advertising Market Segments
Figure 7: Mobile Handset Data Consumption Trends in the U.S
Figure 8: A Convertible Notebook Tablet
Figure 9: Average Click Through Rate (CTR) by Device (Smartphones, Tablets, PCs) for 10 Leading Markets (%)
Figure 10: Global Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 11: Global Mobile Advertising Revenue by Device Form Factor (Mobile Phones, Tablets): 2010 - 2020 ($ Millions)
Figure 12: Global Mobile Phone Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 13: Global Tablet Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 196: North America LiMo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 197: North America MeeGo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 198: North America Microsoft (Windows OS) Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 199: North America Palm OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 200: North America Sailfish Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 201: North America Symbian Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 202: North America Tizen Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 203: North America Ubuntu Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 204: North America Other OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 205: Western Europe Mobile Advertising Revenue by Country: 2010 - 2020 ($ Million)
Figure 206: Denmark Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 207: Finland Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 208: France Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 209: Germany Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 210: Italy Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 211: Spain Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 212: Sweden Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 213: Norway Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 214: UK Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 215: Rest of Western Europe Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 216: Western Europe Tablet Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 217: Western Europe Apple iOS Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 218: Western Europe Android Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 219: Western Europe Windows Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 220: Western Europe Other Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 221: Western Europe Smartphone Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 222: Western Europe Apple iOS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 223: Western Europe Android Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 224: Western Europe Bada Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 225: Western Europe Blackberry OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 226: Western Europe Firefox OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 227: Western Europe LiMo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 228: Western Europe MeeGo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 229: Western Europe Microsoft (Windows OS) Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 230: Western Europe Palm OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 231: Western Europe Sailfish Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 232: Western Europe Symbian Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 233: Western Europe Tizen Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 234: Western Europe Ubuntu Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 235: Western Europe Other OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 236: Mobile Advertising Revenue Share by Company (%)
Figure 237: Mobile Advertising Revenue Share by Media & Application Category (%)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/2815368/
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.

Web Address: http://www.researchandmarkets.com/reports/2815368/
Office Code: SCH3N6LR

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic - Single User</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic - Enterprisewide</td>
<td></td>
<td>USD 3500</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:                      | Mr | Mrs | Dr | Miss | Ms | Prof |
-----------------------------|----|-----|----|------|----|------|
First 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

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