Global Mobile Advertising Market 2014-2018

Description:  
About Mobile Advertising

Mobile advertising is one of the fastest growing fields in advertising, which drives the growth of online advertising. Mobile advertising is a platform for advertising through mobile devices such as tablets and smartphones. A rapid increase in the number of mobile devices has induced advertisers to choose mobile advertising. Search, display, and messaging are the three advertising platforms in the Global Mobile Advertising market. Retail, Financial Services, and Pharmaceutical are the three leading industries that invest in mobile advertising.

The analysts forecast the Global Mobile Advertising market to grow at a CAGR of 24.24 percent over the period 2013-2018.

Covered in this Report
This report covers the present scenario and the growth prospects of the Global Mobile Advertising market for the period 2014-2018. To calculate the market size, the report takes into account the revenue generated from search, display, and message mobile advertising. The market size in the report is the net of agent commission, production cost, and discount.

The report, the Global Mobile Advertising Market 2014-2018, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the APAC and EMEA regions, Latin America, and North America; it also covers the Global Mobile Advertising market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key Regions
- APAC
- EMEA
- Latin America
- North America

Key Vendors
- Facebook
- Google
- Microsoft
- Millennial Media
- Twitter
- Yahoo

Other Prominent Vendors
- Amobee
- Apple
- Chartboost
- Flurry
- Has Offers
- InMobi
- MoPub
- Opera Mediaworks
- Vungle

Market Drivers
- Increased Browsing of Online Videos
- For a full, detailed list, view our report

Market Challenges
- Privacy and Security Concerns
- For a full, detailed list, view our report
Market Trends
- Rapid Growth in Programmatic Advertising
- For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

Contents:
01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Product Offerings
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Introduction
06. Market Landscape
06.1 Market Overview
06.2 Market Size and Forecast
06.3 Five Forces Analysis
07. Market Segmentation by Platform
07.1 Search Mobile Advertising
07.2 Display Mobile Advertising
07.3 Messaging Mobile Advertising
08. Geographical Segmentation
08.1 Global Mobile Advertising Market by Geographical Segmentation 2013-2018
08.2 Global Mobile Advertising Market in North America
08.2.1 Market Size and Forecast
08.3 Global Mobile Advertising Market in EMEA
08.3.1 Market Size and Forecast
08.4 Global Mobile Advertising Market in APAC
08.4.1 Market Size and Forecast
08.5 Global Mobile Advertising Market in Latin America
08.5.1 Market Size and Forecast
09. Key Leading Countries
09.1 US
09.2 UK
09.3 Japan
10. Buying Criteria
11. Market Growth Drivers
12. Drivers and their Impact
13. Market Challenges
14. Impact of Drivers and Challenges
15. Market Trends
16. Trends and their Impact
17. Vendor Landscape
17.1 Competitive Scenario
17.1.1 Mergers and Acquisitions
17.2 Other Prominent Vendors
18. Key Vendor Analysis
18.1 Google
Exhibit 12: Global Mobile Advertising Market in APAC by Segment 2013
Exhibit 13: Global Mobile Advertising Market in Latin America 2013-2018 (US$ billion)
Exhibit 14: Global Mobile Advertising Market in Latin America by Segment 2013
Exhibit 15: Mobile Advertising Market in the US 2013-2018 (US$ billion)
Exhibit 16: Mobile Advertising Market in the US by Segment 2013
Exhibit 17: US Mobile Advertising Market Share by Company 2013
Exhibit 18: Mobile Advertising Market in the UK 2013-2018 (US$ billion)
Exhibit 19: Mobile Advertising Market in the US by Segment 2013
Exhibit 20: Mobile Advertising Market in Japan 2013-2018 (US$ billion)
Exhibit 21: Time Spend by Smartphone User in Mobile Device 2013
Exhibit 22: Global Mobile Apps Download 2013-2018 (billions)
Exhibit 23: Time Spend by Users on Mobile Apps 2013
Exhibit 24: Average Time Spend by US Adults on Media Consumption 2010 and 2013
Exhibit 25: Smartphone and Tablet Shipment Forecast 2013-2018 (millions unit)
Exhibit 26: Global 3G/4G Subscription (billions) and Mobile Data Consumption (Petabytes) 2013 and 2018
Exhibit 27: Percentage of Smartphone User Who Uses Phones while Watching TV 2012
Exhibit 28: Global Programmatic Spending 2013-2018 (US$ billion)
Exhibit 29: Google: Business Segmentation by Revenue 2013
Exhibit 30: Google: Business Segmentation by Revenue 2012 and 2013 (US$ million)
Exhibit 31: Google: Geographical Segmentation by Revenue 2013
Exhibit 32: Facebook: Business Segmentation by Revenue 2013
Exhibit 33: Facebook: Business Segmentation by Revenue 2011-2013 (US$ billion)
Exhibit 34: Facebook: Geographical Segmentation by Revenue 2013
Exhibit 35: Microsoft: Business Segmentation by Revenue 2013
Exhibit 36: Microsoft: Business Segmentation by Revenue 2012 and 2013 (US$ billion)
Exhibit 37: Microsoft: Geographical Segmentation by Revenue 2013
Exhibit 38: Twitter: Business Segmentation by Revenue 2013
Exhibit 39: Twitter: Business Segmentation by Revenue 2011-2013 (US$ million)
Exhibit 40: Twitter: Geographical Segmentation by Revenue 2013
Exhibit 41: Yahoo: Business Segmentation by Revenue 2013
Exhibit 42: Yahoo: Business Segmentation by Revenue 2012 and 2013 (US$ billion)
Exhibit 43: Yahoo: Geographical Segmentation by Revenue 2013

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3054457/
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: Global Mobile Advertising Market 2014-2018
Web Address: http://www.researchandmarkets.com/reports/3054457/
Office Code: SCBRU7WE

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) - Single User:</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 2800</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 3500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 10000</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

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