Global Mobile Advertising Market 2014-2018

Description:

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.

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