Global Mobile Ad Spending Market 2015-2019

Description: About Mobile Ad Spending

Mobile advertising (mobile ad) refers to the promotion activities done for marketing a product, service, or a brand by using mobile devices, such as cellphones and tablets, as a medium. Marketing intends to attract potential customers by delivering a message. Mobile ads are the paid form of non-personal announcement of an influential message. Mobile ad spending is calculated on the basis of expenditure made on different advertising formats used by companies, such as search-related, display-related, and message-based advertising.

The analysts forecast the global mobile ad spending market to grow at a CAGR of 38.12% over the period 2014-2019.

Covered in this Report

This report covers the present scenario and the growth prospects of the global mobile ad spending market for the period 2015-2019. To calculate the market size, the report considers the revenue generated through mobile search advertising and mobile display advertising such as banners, in-app, videos, and rich media. The report consolidates revenues generated from the following regions:

- Americas
- APAC
- EMEA

The report, the Global Mobile Ad Spending Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, and APAC and EMEA; it also covers the global mobile ad spending 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

- Americas
- APAC
- EMEA

Key Vendors

- Chartboost
- Flurry
- InMobi
- Millennial Media
- MoPub
- Pandora Media

Other Prominent Vendors

- Amobee
- Baidu
- Byyde
- Google
- HasOffers
- iAd
- Kiip
- Matomy Media
- Mobile Network
- MobPartner
- OfferPal Media
- Opera Mediaworks
- PubMatic
- RevMob
- Science

Market Driver

- Growing Adoption of Smartphones and Tablets
- For a full, detailed list, view our report

Market Challenge

- Privacy and Security Concerns
- For a full, detailed list, view our report

Market Trend

- Increase in Number of Mobile Apps Downloading
- 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?

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