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
- Byyd
- 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?
18.6.3 Revenue Segmentation 2013
18.6.4 Revenue Segmentation 2012 and 2013
18.6.5 Business Strategy
18.6.6 Recent Developments
18.6.7 SWOT Analysis
19. Key Insights
19.1 Leading Revenue Generating Countries in Global Mobile Ad Spending Market
19.2 Penetration of Mobile Advertising in Global Mobile Ad Spending Market
20. Other Reports in this Series

List of Exhibits
Exhibit 1: Market Research Methodology
Exhibit 2: Types of Mobile Advertising
Exhibit 3: Global Mobile Ad Spending Market 2014-2019 ($ billion)
Exhibit 4: Value of r (Correlation Coefficient) for Correlation between Mobile Ad Spending and Other Influencing Market
Exhibit 5: Linear Correlation: Mobile Ad Spending Market versus Influencing Markets
Exhibit 6: Global Digital Ad Spending Market 2014-2019 ($ billion)
Exhibit 7: Global Mobile Application Market 2014-2019 (in billion)
Exhibit 8: Global Mobile Data Traffic 2014-2019 (units exabytes)
Exhibit 9: Global Mobile Devices Market 2014-2019 (billion units)
Exhibit 10: Global Mobile Gaming Market 2014-2019 ($ billion)
Exhibit 11: Global Mobile Ad Spending Market by Geography 2014
Exhibit 12: Per Capita Disposable Income of Leading Countries 2009-2014 ($) 
Exhibit 13: Global Mobile Ad Spending Market by Geography
Exhibit 14: Mobile Ad Spending Market in Americas ($ billion)
Exhibit 15: Mobile Ad Spending Market in EMEA ($ billion)
Exhibit 16: Mobile Ad Spending Market in APAC by Revenue ($ billion)
Exhibit 17: GDP Growth Rate 2011-2019 ($ billion)
Exhibit 18: GDP Per Capita 2011-2019 ($)
Exhibit 20: Population by Age 2014 (in millions)
Exhibit 21: Mobile Ad Spending Market ($ billion)
Exhibit 22: Per Capita GDP Growth Rate 2011-2019 ($ billion)
Exhibit 23: Savings Rate as a Percentage of GDP 2008-2013
Exhibit 24: Population by Age in 2014 (million)
Exhibit 25: Mobile Ad Spending Market in China by Revenue ($ billion)
Exhibit 26: Global Smartphone and Tablet Penetration 2013-2018 (% of global population)
Exhibit 27: Global Internet Penetration Rate 2014
Exhibit 28: Share of Leading Countries by Internet Usage in 2014
Exhibit 30: Cellphone Internet Users 2014-2019 (billion)
Exhibit 31: Global Programmatic Spending 2013-2018 ($ billion)
Exhibit 32: Chartboost: Geographical Presence
Exhibit 33: Flurry: Product Segmentation
Exhibit 34: InMobi: Product Segmentation
Exhibit 35: InMobi: Geographical Segmentation
Exhibit 36: Pandora Media: Revenue Segmentation 2013
Exhibit 37: Pandora Media: Revenue Segmentation 2012 and 2013 ($ million)
Exhibit 38: Leading Revenue Generating Countries in Global Mobile Ad Spending Market 2014
Exhibit 39: Penetration of Mobile Advertising in Global Mobile Ad Spending Market

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3275027/
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,
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 Ad Spending Market 2015-2019
Web Address: http://www.researchandmarkets.com/reports/3275027/
Office Code: SCBRU792

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</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 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td>USD 4000</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