Cross-Platform Advertising - Global Strategic Business Report

Description: This report analyzes the worldwide markets for Cross-Platform Advertising in US$ Million. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2013 through 2020.

Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs.

The report profiles 43 companies including many key and niche players such as -

- 4INFO, Inc.
- Amobee, Inc.
- AOL, Inc.
- Apple, Inc.
- Atlas Solutions, Inc.

Contents: CROSS-PLATFORM ADVERTISING
A GLOBAL STRATEGIC BUSINESS REPORT

CONTENTS

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS
Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study
Cross-Platform Advertising

II. EXECUTIVE SUMMARY
1. INDUSTRY OVERVIEW
A Prelude to Cross-Platform Advertising
Developing Markets Spell Opportunities for Cross-Platform Advertising
Table 1: World Cross-Platform Advertising Market by Geographic Region/Country
Ranked by %CAGR (2014-2020) (includes corresponding Graph/Chart)
Rising Adoption of Web-Enabled Devices to Boost Market Prospects
Table 2: Global Shipments of Laptops, Desktop PCs, and Tablets for the Years 2012, 2013, 2014 & 2017 (In Million Units) (includes corresponding Graph/Chart)
Increasing Proliferation of Smartphones & Tablets: Opportunity for Growth
Table 3: World Smartphones Market by Geographic Region (2014 & 2020)
Breakdown of Annual Shipments in Thousand Units for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America (includes corresponding Graph/Chart)
Table 4: Smartphone Penetration Worldwide (as a Percentage of Total Population) for Major Countries (2014) (includes corresponding Graph/Chart)
Table 5: Smartphone Penetration Rate (%) for Select Countries Worldwide as a Percentage of Mobile Phone Users (2014) (includes corresponding Graph/Chart)
Expanding Mobile Internet and Advancing 3G/4G Networking Technologies
Table 6: Monthly Mobile Data Traffic (in MB) for Smartphones, Mobile PCs and Tablets: 2014E & 2020P (includes corresponding Graph/Chart)
Table 7: Global Mobile Data Traffic by Application Segment (2014E and 2020P): Percentage Breakdown of Contribution by Audio, File Sharing, Other Encrypted Applications, Social Networking, Software Downloads and Updates, Video, Web Browsing, and Other Applications (includes corresponding Graph/Chart)
Smart TVs: An Important Platform for Cross-Screen Advertising
Rising Internet Usage: An Opportunity for Cross-Platform Advertising Market

Table 8: Worldwide Internet Penetration Rates (%) by Region: January 2014 (includes corresponding Graph/Chart)

Table 9: Top Ten Internet Countries: Ranked by Number of Internet Users (in Millions): January 2014 (includes corresponding Graph/Chart)

Rising Customer Preference for Multiscreen Activities: Potential for Cross-Platform Advertisers

Better Recall Rates Drives Focus onto Integrated Cross-Platform Advertising

Cross-Platform Ad Campaigns Gaining Edge Over Single Platform Campaigns

Mobile Advertising Companies Adopt Data-Driven Technologies

Cocooning Trend Bodes Well for Cross-Platform Advertisers

Increasing Trend towards Mobile Apps: Potential for Cross-Platform Advertising

Table 10: Global Mobile App Market (2014 & 2018): Percentage Share Breakdown of Revenues by App Category (includes corresponding Graph/Chart)

Continuous Growth in Cross-Platform Video Advertising Market

Identifying Customers: Essential for Success of Cross-Platform Ad Campaigns

Cross-Platform Advertising in Auto Industry

Technical issues Present Challenges for Cross-Platform Advertising Market

Consistency and Creativity

Major Challenges in Cross-Platform Campaign

Content Management

A Critical Factor in Cross-Platform Advertising

Some Cross-Platform, Hashtag-based Marketing Campaigns in Recent Past

MakeItCount by Nike

lovehome by HGTV

captureeuphoria by Ben & Jerry's

HBO Game of Thrones

Influencer Boxes

SoLongVampires by Audi

Pepsi Pulse and #LiveForNow by Pepsi

2. AN INTRODUCTION TO CROSS-PLATFORM ADVERTISING

Cross-Platform Advertising: A Conceptual Overview

How Does Cross-Platform Advertising Differ from Multi-Channel Marketing?

Cost-Effective Ways to Implement Cross-platform Advertising Services

Advantages of Cross-Platform Advertising

Challenges Faced in Cross-Platform Advertising

3. PRODUCT INTROS/INNOVATIONS

RhythmOne Releases Video SDK solution

Blinkx Launches RhythmOne (1R), a Cross-Screen Ad Platform

Microsoft Launches Re-Imagined MSN Cross-Platform App

Drawbridge Adds Offline Marketing Attribution to its Cross-Device Solution

Conversant Unveils Private Exchange Solution

Microsoft Introduces New Cross-Platform Advertising on MSN Apps

Microsoft Introduces Free Cross-Promotion

AOL Releases ONE, a Unified Programmatic Platform in North America

Amobee Launches Amobee Ink

Microsoft Advertising Unveils Interactive Cross-Platform Campaign for Renault Vehicles

Sizmek Releases Novel Attribution Suite for Cross-Channel Analytics

Thrillist in Partnership with TouchTunes Launches Thrillist In-Venue platform

Advance Digital Selects PubMatic's One Platform

SeaChange and INVIDI Develop SeaChange-INVIDI Cross-Platform Management Solution

Millennial Media Launches Path, a Mobile-First Cross-Platform Ad Solution

Facebook to Relaunch Atlas, a Cross-Platform Ad Network

Crosswise Releases Cross-Device Identification Platform

Crosswise Launches Cross-Device Identification Data Solution

Drawbridge Introduces Pre-Roll Video Ads for Video Advertising

Sizmek Unveils Novel Toolset for Mobile and Social Advertisements

4INFO Unveils Per4mance Trak

4INFO Launches MultiScreen Video Advertising

comScore Introduces Partnership Program for vCE® Mobile

PubMatic Unveils Cross-platform Solution for Video Advertisements

Vistar Media Introduces Cross-Screen Ad Platform
Somo Partners with Drawbridge for Self-Service Drawbridge Cross-Device Advertising Platform
AOL Platforms Introduces ‘One’ Platform
Xaxis Launches Xaxis Sync Technology in Asia-Pacific
Vdopia Unveils ‘Chocolate’ for Buying and Selling of Mobile Video Advertising
PK4 Media Unveils XPS™ Cross-Platform Technology Solution
CoxReps Introduces Novel Cross-Platform Advertising Solutions
Amobee Unveils AppsFuel Cross-Platform HTML5 Mobile App Store
MobileFuse Unveils ‘Vision’ Cross-Platform Video Advertising Network
DMG Introduces UPPs Cross-Platform Advertising Network
AT&T Integrates Advertising and In-App Messaging APIs to API Platform
Adconion Direct Integrates Video Advertising Solutions to Advertising Platform
GoldSpot Media Introduces Digital One-Voice Cross-Platform Ad Solution
CoxReps Unveils Novel Cross-Platform Advertising Solutions

4. RECENT INDUSTRY ACTIVITY
INTAGE and Nielsen Form JV to Provide Cross-Platform Advertising Solutions
comScore Forms Partnership with WPP with Enhance Cross-Platform Capabilities
Tapad Forms Strategic Partnership with Placed
Amobee Acquires Adconion Direct and Kontera
Millennial Media Acquires Nexage
Alliance Data Acquires Conversant
Acquire Online Forms Partnership with ClickOn
PubMatic Acquires Mocean Mobile, an Ad Serving Company
Sizmek Completes Acquisition of Aerify Media
PK4 Acquires Prosperio’s Programmatic Direct Platform
Publishers Clearing House Digital Takes Over Plethora Mobile
Yahoo to Acquire BrightRoll
PlaceIQ Enters into Partnership with Tapad
Interpublic Group Enters into Partnership Agreement with Millennial Media
Sokal Media Group Establishes Strategic Partnership with Millennial Media
Flite Forms Partnership with Atlas
Millennial Media Partners with Turn
Virgin Media Establishes Partnership with BlackArrow
4INFO Enters into Partnership with Acxiom
BlackArrow Expands to Europe
Jeep Utilizes Cross-Screen Technology of Millennial Media
ValueClick Changes Name to Conversant, Inc.
Millennial Media Takes Over Jumptap
Blinkx to Acquire Rhythm NewMedia, a Mobile Video Ad Platform
Drawbridge Partners with TRUSTe for Cross-Device Advertising Privacy Solution
Mediahub/Mullen Establishes Partnership with Millennial Media
Frontline® Plus Establishes Partnership with MediaBrix
Lukup Media Signs Agreement with Mediabrands Indonesia
Adometry Collaborates with Tapad
Adform and Marin Software Merges Advertising Technology Platforms
Taptica Plans to Expand Globally
Nielsen Obtains FTC Approval to Acquire Arbitron

5. FOCUS ON SELECT PLAYERS
4INFO, Inc. (USA)
Amobee, Inc. (USA)
AOL, Inc. (USA)
Apple, Inc. (USA)
Atlas Solutions, Inc. (USA)
Conversant, Inc. (USA)
Drawbridge (USA)
Google, Inc. (USA)
InMobi (India)
Microsoft Advertising (USA)
Millennial Media (USA)
PubMatic (USA)
RhythmOne (USA)
Rovi Corporation (USA)
6. GLOBAL MARKET PERSPECTIVE
Table 11: World Recent Past, Current & Future Analysis for Cross-Platform Advertising by Geographic Region/Country
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 12: World 8-Year Perspective for Cross-Platform Advertising by Geographic Region/Country
Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2013, 2015 & 2020 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES
A. Market Analysis
   Market Overview
   Table 13: Cross-Platform Advertising Packages in the US (As of 2014): Percent of Advertisers and Publishers Offering Advertising Package Sales by Combination of Platforms (includes corresponding Graph/Chart)
   Changing Media Consumption Trends Influence Market Growth
   Table 14: US Digital Media Market (As of June 2014): Percent of Time Spent by Platform (includes corresponding Graph/Chart)
   Advanced Mobile Devices Foster Growth in Mobile Advertising Market
   Automotive Advertising Chasing the Trend
   Product Launches
   Strategic Corporate Developments
   Key Players
B. Market Analytics
   Table 15: US Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

2. CANADA
Market Analysis
Table 16: Canadian Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

3. JAPAN
A. Market Analysis
   Market Overview
   Strategic Corporate Developments
B. Market Analytics
   Table 17: Japanese Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

4. EUROPE
A. Market Analysis
   Market Overview
   Expanding Internet User Base: Opportunity for Cross-Platform Advertising Market
   Table 18: Internet Users and Internet Penetration Rate in European Countries (2013) (includes corresponding Graph/Chart)
   Table 19: Mobile Internet Penetration (As a Percentage of Total Population) in Europe: 2014E (includes corresponding Graph/Chart)
   European Associations
   European Interactive Advertising Association
   Interactive Advertising Bureau
   Strategic Corporate Developments
B. Market Analytics
   Table 20: European Recent Past, Current & Future Analysis for Cross-Platform Advertising by Geographic
Region/Country
France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 21: European 8-Year Perspective for Cross-Platform Advertising by Geographic Region/Country Percentage Breakdown of Revenues for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2013, 2015 & 2020 (includes corresponding Graph/Chart)

4a. FRANCE
Market Analysis
Table 22: French Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

4b. GERMANY
Market Analysis
Table 23: German Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

4c. ITALY
Market Analysis
Table 24: Italian Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

4d. THE UNITED KINGDOM
A. Market Analysis
Market Overview
Table 25: Number of Internet Users and Penetration Levels in the UK (2007-2014) (includes corresponding Graph/Chart)
Growing Tablet Penetration Presents Opportunity
Product Launches
Strategic Corporate Development
B. Market Analytics
Table 26: UK Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

4e. SPAIN
Market Analysis
Table 27: Spanish Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

4f. RUSSIA
Market Analysis
Table 28: Russian Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

4g. REST OF EUROPE
Market Analysis
Table 29: Rest of Europe Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC
A. Market Analysis
Asia-Pacific Presents Strong Growth Potential
Increasing Penetration of Mobile Devices: A Favorable Factor
Product Launch
B. Market Analytics
Table 30: Asia-Pacific Recent Past, Current & Future Analysis for Cross-Platform Advertising by Geographic Region/Country
Australia, China, India, South Korea, and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 31: Asia-Pacific 8-Year Perspective for Cross-Platform Advertising by Geographic Region/ Country Percentage Breakdown of Revenues for Australia, China, India, South Korea, and Rest of Asia-Pacific Markets for Years 2013, 2015 & 2020 (includes corresponding Graph/Chart)

5a. AUSTRALIA
Market Analysis
Table 32: Australian Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed
5b. CHINA
A. Market Analysis
Growing Utilization of Mobile Internet Drives Cross-Platform Advertising Market
Expanding Internet User Population Bodes Well for Market Growth
Table 33: Internet Usage in China (2007-2014): Breakdown by Number of Internet Users, Internet Penetration Rates (includes corresponding Graph/Chart)
Table 34: Internet Users in China (2014): Percentage Share Breakdown of Internet Users by Age Group (includes corresponding Graph/Chart)
Key Internet, Mobile and Social Media Statistics in China
B. Market Analytics
Table 35: Chinese Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
5c. INDIA
A. Market Analysis
Current and Future Analysis
InMobi (India)
A Key Player
B. Market Analytics
Table 36: Indian Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
5d. SOUTH KOREA
A. Market Analysis
Market Overview
Table 37: South Korean Mobile Market (2011-2016): Percentage Breakdown of Internet Users as a Proportion of Mobile Users and Total Population (includes corresponding Graph/Chart)
B. Market Analytics
Table 38: South Korean Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
5e. REST OF ASIA-PACIFIC
A. Market Analysis
Current and Future Analysis
Strategic Corporate Developments
B. Market Analytics
Table 39: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
6. LATIN AMERICA
A. Market Analysis
Market Overview
Brazil: A Rapidly Expanding Cross-Platform Advertising Market
B. Market Analytics
Table 40: Latin American Recent Past, Current & Future Analysis for Cross-Platform Advertising by Geographic Region/Country
Brazil, Mexico, and Rest of Latin America Markets Independently Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding Graph/Chart)
Table 41: Latin American 8-Year Perspective for Cross-Platform Advertising by Geographic Region/Country Percentage Breakdown of Revenues for Brazil, Mexico, and Rest of Latin America Markets for Years 2013, 2015 & 2020 (includes corresponding Graph/Chart)
7. REST OF WORLD
A. Market Analysis
Current and Future Analysis
Cross-Platform Advertising in Middle East & Africa: An Emerging Market
Saudi Arabia: Proliferation of Mobile Devices Drives Market Growth
Product Launches
B. Market Analytics
Table 42: Rest of World Recent Past, Current & Future Analysis for Cross-Platform Advertising Market Analyzed with Annual Revenue Figures in US$ Million for Years 2013 through 2020 (includes corresponding
IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 43 (including Divisions/Subsidiaries 43)
The United States (30)
Japan (1)
Europe (5)
- France (1)
- The United Kingdom (1)
- Rest of Europe (3)
Asia-Pacific (Excluding Japan) (5)
Middle East (2)

Ordering:


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: Cross-Platform Advertising - Global Strategic Business Report
Web Address: http://www.researchandmarkets.com/reports/3301151/
Office Code: SCH3ABB1

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 4500</td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td>USD 6300</td>
</tr>
<tr>
<td>1 - 10 Users:</td>
<td>USD 8550</td>
</tr>
<tr>
<td>1 - 15 Users:</td>
<td>USD 10800</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: ____________________________________________
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