

# Global Mobile Advertising Market Survey and Trend Research 2018

<https://marketpublishers.com/r/GE39B525630EN.html>

Date: December 2017

Pages: 101

Price: US\$ 2,600.00 (Single User License)

ID: GE39B525630EN

## Abstracts

### SUMMARY

Mobile advertising is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subset of mobile marketing.

This report describes the development of the industry by upstream & downstream, industry overall and development, key companies, as well as type segment & market application and so on, and makes a scientific prediction for the development industry prospects on the basis of analysis, finally, analyzes opportunities for investment in the industry at the end of the report.

#### Industry Chain

Raw Materials

Cost

Technology

Consumer Preference

#### Industry Overall:

History

## Development & Trend

Market Competition

Trade Overview

Policy

Region (North America, Europe, Asia-Pacific, South America, Middle East, Africa):

Regional Market

Production Development

Sales

Regional Trade

Regional Forecast

Company (Google, Facebook, Twitter, Yahoo, YP, YP, Apple (iAd), Yelp, Amazon, Millennial Media, Adfonic, Amobee, Chartboost, Flurry, HasOffers, Hunt, InMobi, Tapjoy, The Bottom Line etc.):

Company Profile

Product & Service

Business Operation Data

Market Share

Investment Analysis:

Market Features

Investment Opportunity

Investment Calculation

## Contents

### **PART 1 INDUSTRY OVERVIEW**

- 1.1 Mobile Advertising Industry
  - 1.1.1 Definition
  - 1.1.2 Industry Trend
- 1.2 Industry Chain
  - 1.2.1 Upstream
  - 1.2.2 Technology
  - 1.2.3 Cost Structure
  - 1.2.4 Consumer Preference
  - 1.2.2 Downstream

### **PART 2 INDUSTRY OVERALL**

- 2.1 Industry History
- 2.2 Development Prospect
- 2.3 Competition Structure
- 2.4 Relevant Policy
- 2.5 Trade Overview

### **PART 3 MOBILE ADVERTISING MARKET BY PRODUCT**

- 3.1 Products List of Major Companies
- 3.2 Market Size
- 3.3 Market Forecast

### **4 KEY COMPANIES LIST**

- 4.1 Google (Company Overview, Sales Data etc.)
  - 4.1.1 Company Overview
  - 4.1.2 Products and Services
  - 4.1.3 Business Analysis
- 4.2 Facebook (Company Overview, Sales Data etc.)
  - 4.2.1 Company Overview
  - 4.2.2 Products and Services
  - 4.2.3 Business Analysis
- 4.3 Twitter (Company Overview, Sales Data etc.)

- 4.3.1 Company Overview
- 4.3.2 Products and Services
- 4.3.3 Business Analysis
- 4.4 Yahoo (Company Overview, Sales Data etc.)
  - 4.4.1 Company Overview
  - 4.4.2 Products and Services
  - 4.4.3 Business Analysis
- 4.5 YP (Company Overview, Sales Data etc.)
  - 4.5.1 Company Overview
  - 4.5.2 Products and Services
  - 4.5.3 Business Analysis
- 4.6 YP (Company Overview, Sales Data etc.)
  - 4.6.1 Company Overview
  - 4.6.2 Products and Services
  - 4.6.3 Business Analysis
- 4.7 Apple (iAd) (Company Overview, Sales Data etc.)
  - 4.7.1 Company Overview
  - 4.7.2 Products and Services
  - 4.7.3 Business Analysis
- 4.8 Yelp (Company Overview, Sales Data etc.)
  - 4.8.1 Company Overview
  - 4.8.2 Products and Services
  - 4.8.3 Business Analysis
- 4.9 Amazon (Company Overview, Sales Data etc.)
  - 4.9.1 Company Overview
  - 4.9.2 Products and Services
  - 4.9.3 Business Analysis
- 4.10 Millennial Media (Company Overview, Sales Data etc.)
  - 4.10.1 Company Overview
  - 4.10.2 Products and Services
  - 4.10.3 Business Analysis
- 4.11 Adfonic (Company Overview, Sales Data etc.)
- 4.12 Amobee (Company Overview, Sales Data etc.)
- 4.13 Chartboost (Company Overview, Sales Data etc.)
- 4.14 Flurry (Company Overview, Sales Data etc.)
- 4.15 HasOffers (Company Overview, Sales Data etc.)
- 4.16 Hunt (Company Overview, Sales Data etc.)
- 4.17 InMobi (Company Overview, Sales Data etc.)
- 4.18 Tapjoy (Company Overview, Sales Data etc.)

4.19 The Bottom Line (Company Overview, Sales Data etc.)

## **PART 5 MARKET COMPETITION**

- 5.1 Companies Competition
- 5.2 Industry Competition Structure Analysis
  - 5.2.1 Rivalry
  - 5.2.2 Threat of New Entrants
  - 5.2.3 Substitutes
  - 5.2.4 Bargaining Power of Suppliers
  - 5.2.5 Bargaining Power of Buyers

## **PART 6 MARKET DEMAND BY SEGMENT**

- 6.1 Demand Situation
  - 6.1.1 Industry Application Status
  - 6.1.2 Industry SWOT Analysis
    - 6.1.2.1 Strengths
    - 6.1.2.2 Weaknesses
    - 6.1.2.3 Opportunities
    - 6.1.2.4 Threats
- 6.2 Major Customer Survey
- 6.3 Demand Forecast

## **PART 7 REGION OPERATION**

- 7.1 Regional Market
- 7.2 Production and Sales by Region
  - 7.2.1 Production
  - 7.2.2 Sales
  - 7.2.3 Trade
- 7.3 Regional Forecast

## **PART 8 MARKET INVESTMENT**

- 8.1 Market Features
  - 8.1.1 Product Features
  - 8.1.2 Price Features
  - 8.1.3 Channel Features

- 8.1.4 Purchasing Features
- 8.2 Investment Opportunity
  - 8.2.1 Regional Investment Opportunity
  - 8.2.2 Industry Investment Opportunity
- 8.3 Investment Calculation
  - 8.3.1 Cost Calculation
  - 8.3.2 Revenue Calculation
  - 8.3.3 Economic Performance Evaluation

## **PART 9 CONCLUSION**

## List Of Tables

### LIST OF TABLES

- Table Global Mobile Advertising Market 2012-2017, by Type, in USD Million
- Table Global Mobile Advertising Market 2012-2017, by Type, in Volume
- Table Global Mobile Advertising Market Forecast 2018-2023, by Type, in USD Million
- Table Global Mobile Advertising Market Forecast 2018-2023, by Type, in Volume
- Table Google Overview List
- Table Mobile Advertising Business Operation of Google (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table Facebook Overview List
- Table Mobile Advertising Business Operation of Facebook (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table Twitter Overview List
- Table Mobile Advertising Business Operation of Twitter (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table Yahoo Overview List
- Table Mobile Advertising Business Operation of Yahoo (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table YP Overview List
- Table Mobile Advertising Business Operation of YP (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table YP Overview List
- Table Mobile Advertising Business Operation of YP (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table Apple (iAd) Overview List
- Table Mobile Advertising Business Operation of Apple (iAd) (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table Yelp Overview List
- Table Mobile Advertising Business Operation of Yelp (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table Amazon Overview List
- Table Mobile Advertising Business Operation of Amazon (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table Millennial Media Overview List
- Table Mobile Advertising Business Operation of Millennial Media (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)
- Table Adfonic Overview List



Table Mobile Advertising Business Operation of Adfonic (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Amobee Overview List

Table Mobile Advertising Business Operation of Amobee (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Chartboost Overview List

Table Mobile Advertising Business Operation of Chartboost (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Flurry Overview List

Table Mobile Advertising Business Operation of Flurry (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table HasOffers Overview List

Table Mobile Advertising Business Operation of HasOffers (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Hunt Overview List

Table Mobile Advertising Business Operation of Hunt (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table InMobi Overview List

Table Mobile Advertising Business Operation of InMobi (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Tapjoy Overview List

Table Mobile Advertising Business Operation of Tapjoy (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table The Bottom Line Overview List

Table Mobile Advertising Business Operation of The Bottom Line (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Global Mobile Advertising Sales Revenue 2012-2017, by Companies, in USD Million

Table Global Mobile Advertising Sales Revenue Share, by Companies, in USD Million

Table Global Mobile Advertising Sales Volume 2012-2017, by Companies, in Volume

Table Global Mobile Advertising Sales Revenue Share, by Companies in 2017, in Volume

Table Mobile Advertising Demand 2012-2017, by Application, in USD Million

Table Mobile Advertising Demand 2012-2017, by Application, in Volume

Table Mobile Advertising Demand Forecast 2018-2023, by Application, in USD Million

Table Mobile Advertising Demand Forecast 2018-2023, by Application, in Volume

Table Global Mobile Advertising Market 2012-2017, by Region, in USD Million

Table Global Mobile Advertising Market 2012-2017, by Region, in Volume

Table Mobile Advertising Market Forecast 2018-2023, by Region, in USD Million

## Table Mobile Advertising Market Forecast 2018-2023, by Region, in Volume

## List Of Figures

### LIST OF FIGURES

Figure Mobile Advertising Industry Chain Structure

Figure Global Mobile Advertising Market Growth 2012-2017, by Type, in USD Million

Figure Global Mobile Advertising Market Growth 2012-2017, by Type, in Volume

Figure Global Mobile Advertising Sales Revenue Share, by Companies in 2017, in USD Million

Figure Global Mobile Advertising Sales Volume Share 2012-2017, by Companies, in Volume

Figure Production Development by Region

Figure Sales List by Region

## I would like to order

Product name: Global Mobile Advertising Market Survey and Trend Research 2018

Product link: <https://marketpublishers.com/r/GE39B525630EN.html>

Price: US\$ 2,600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE39B525630EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970