

# **Mobile Advertising Market by Format (Search, Native social, Display, Video, SMS), Category (Arts & entertainment, Hobbies & interests, Society, Science, Style & Fashion, and Technology) - Global Opportunity Analysis and Industry Forecast, 2014 - 2022**

<https://marketpublishers.com/r/M1995191973EN.html>

Date: February 2017

Pages: 136

Price: US\$ 4,999.00 (Single User License)

ID: M1995191973EN

## **Abstracts**

Mobile advertising is a technique of promoting products and services on mobile devices such as smartphones, tablets, and featured phones through mobile applications (apps) or mobile websites (web). The mobile advertising market is segmented by format, category, and geography. Based on the format, the market is divided into search, native social, display, video, and short message service (SMS). Among formats, the search segment contributed maximum market share in 2014 owing to increase in awareness about health, safety, entertainment, and hobbies & interests among mobile users. By category, the market is classified into arts & entertainment, hobbies & interests, and others (society, science, style & fashion, and technology). Among categories, the arts & entertainment segment dominated the market in 2014 due to increase in trend of watching on-demand movies, TV shows, and other videos especially among the young population. Geographically, the mobile advertising market covers North America, Europe, Asia-Pacific, and LAMEA. The market in North America is projected to grow at the highest CAGR during the forecast period owing to high mobile device penetration in the region.

The prominent companies operating in the global mobile advertising market adopted expansion, partnership, and acquisition as their major strategies for business growth and expansion globally. Key players identified in the mobile advertising market include Applovin Corporation, Avazu Inc., Chartboost Inc., Facebook Inc., Flurry Inc., Google Inc., Inmobi Pte. Ltd., Matomy Media Group Ltd., Millennial Media Inc., and Smaato Inc.

## KEY BENEFITS

The study provides an in-depth analysis of the mobile advertising market size along with current and future trends to elucidate the imminent investment pockets.

Information regarding key drivers, restraints, and opportunities along with their impact analysis on the mobile advertising industry is provided.

Porter's Five Forces analysis illustrates the potency of buyers and suppliers participating in the market.

The quantitative analysis from 2014 to 2022 is provided to elaborate the market potential.

## KEY MARKET SEGMENTS

The mobile advertising market is segmented based on format, category, and geography.

### BY FORMAT

Search

Native social

Display

Video

SMS

### BY CATEGORY

Art & entertainment

Hobbies & interests

Others (society, science, style & fashion, and technology)

## BY REGION

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## **KEY MARKET PLAYERS PROFILED IN THE REPORT**

Applovin Corporation

Avazu Inc.

Chartboost Inc.

Facebook Inc.

Flurry Inc.

Google Inc.

Inmobi Pte. Ltd.

Matomy Media Group Ltd.

Millennial Media Inc.

Smaato Inc.

## **OTHER MARKET PLAYERS MENTIONED IN THE REPORT**

PageFair Ltd. and Adobe Systems Inc.

## Contents

### CHAPTER 1 INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits
- 1.3. Key market segments
- 1.4. Research methodology
  - 1.4.1. Primary research
  - 1.4.2. Secondary research
  - 1.4.3. Analyst tools and models

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1. CXO perspective

### CHAPTER 3 MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
  - 3.2.1. Top investment pockets
- 3.3. Porters five forces Analysis
  - 3.3.1. Moderate bargaining power of suppliers
  - 3.3.2. High threat of new entrants
  - 3.3.3. Moderate threat of substitutes
  - 3.3.4. High competitive rivalry
  - 3.3.5. High bargaining power among buyers
- 3.4. Market dynamics
  - 3.4.1. Drivers
    - 3.4.1.1. Upsurge in mobile device penetration
    - 3.4.1.2. Rise in number of mobile Internet users
    - 3.4.1.3. Increased awareness
  - 3.4.2. Restraints
    - 3.4.2.1. Rise in privacy and security concerns
    - 3.4.2.2. Growth in Ad blocker solution adoption
  - 3.4.3. Opportunities
    - 3.4.3.1. Age-group specific mobile advertising contents
    - 3.4.3.2. Special mobile advertising content for low mobile connectivity areas

## **CHAPTER 4 MOBILE ADVERTISING MARKET, BY FORMAT**

- 4.1. Overview
- 4.2. Search
  - 4.2.1. Key market trends
  - 4.2.2. Key growth factors and opportunities
  - 4.2.3. Market size and forecast
- 4.3. Native social
  - 4.3.1. Key market trends
  - 4.3.2. Key growth factors and opportunities
  - 4.3.3. Market size and forecast
- 4.4. Display
  - 4.4.1. Key market trends
  - 4.4.2. Key growth factors and opportunities
  - 4.4.3. Market size and forecast
- 4.5. Video
  - 4.5.1. Key market trends
  - 4.5.2. Key growth factors and opportunities
  - 4.5.3. Market size and forecast
- 4.6. SMS
  - 4.6.1. Key market trends
  - 4.6.2. Key growth factors and opportunities
  - 4.6.3. Market size and forecast

## **CHAPTER 5 MOBILE ADVERTISING MARKET, BY CATEGORY**

- 5.1. Overview
- 5.2. Art & entertainment
  - 5.2.1. Key market trends
  - 5.2.2. Key growth factors and opportunities
  - 5.2.3. Market size and forecast
- 5.3. Hobbies & interests
  - 5.3.1. Key market trends
  - 5.3.2. Key growth factors and opportunities
  - 5.3.3. Market size and forecast
- 5.4. others
  - 5.4.1. Key market trends
  - 5.4.2. Key growth factors and opportunities
  - 5.4.3. Market size and forecast

## **CHAPTER 6 MOBILE ADVERTISING MARKET, BY REGION**

### 6.1. Overview

### 6.2. North America

#### 6.2.1. Key market trends

#### 6.2.2. Key growth factors and opportunities

#### 6.2.3. Market size and forecast

##### 6.2.3.1. U.S.

###### 6.2.3.1.1. MARKET SIZE AND FORECAST

##### 6.2.3.2. Canada

###### 6.2.3.2.1. MARKET SIZE AND FORECAST

##### 6.2.3.3. Mexico

###### 6.2.3.3.1. MARKET SIZE AND FORECAST

### 6.3. Europe

#### 6.3.1. Key market trends

#### 6.3.2. Key growth factors and opportunities

#### 6.3.3. Market size and forecast

##### 6.3.3.1. Germany

###### 6.3.3.1.1. MARKET SIZE AND FORECAST

##### 6.3.3.2. U.K.

###### 6.3.3.2.1. MARKET SIZE AND FORECAST

##### 6.3.3.3. France

###### 6.3.3.3.1. MARKET SIZE AND FORECAST

##### 6.3.3.4. Spain

###### 6.3.3.4.1. MARKET SIZE AND FORECAST

##### 6.3.3.5. Italy

###### 6.3.3.5.1. MARKET SIZE AND FORECAST

##### 6.3.3.6. Rest of Europe

###### 6.3.3.6.1. MARKET SIZE AND FORECAST

### 6.4. Asia-Pacific

#### 6.4.1. Key market trends

#### 6.4.2. Key growth factors and opportunities

#### 6.4.3. Market size and forecast

##### 6.4.3.1. China

###### 6.4.3.1.1. MARKET SIZE AND FORECAST

##### 6.4.3.2. India

###### 6.4.3.2.1. MARKET SIZE AND FORECAST

##### 6.4.3.3. Japan

#### 6.4.3.3.1. MARKET SIZE AND FORECAST

#### 6.4.3.4. South Korea

##### 6.4.3.4.1. MARKET SIZE AND FORECAST

#### 6.4.3.5. Rest of Asia-Pacific

##### 6.4.3.5.1. MARKET SIZE AND FORECAST

### 6.5. LAMEA

#### 6.5.1. Key market trends

#### 6.5.2. Key growth factors and opportunities

#### 6.5.3. Market size and forecast

##### 6.5.3.1. Latin America

###### 6.5.3.1.1. MARKET SIZE AND FORECAST

##### 6.5.3.2. Middle East

###### 6.5.3.2.1. MARKET SIZE AND FORECAST

##### 6.5.3.3. Africa

###### 6.5.3.3.1. MARKET SIZE AND FORECAST

## CHAPTER 7 COMPANY PROFILES

### 7.1. Applovin Corporation

#### 7.1.1. Company overview

#### 7.1.2. Company snapshot

#### 7.1.3. Operating business segments

#### 7.1.4. Business performance

#### 7.1.5. Key strategic moves and developments

### 7.2. Avazu Inc.

#### 7.2.1. Company overview

#### 7.2.2. Company snapshot

#### 7.2.3. Operating business segments

#### 7.2.4. Business performance

#### 7.2.5. Key strategic moves and developments

### 7.3. Chartboost Inc.

#### 7.3.1. Company overview

#### 7.3.2. Company snapshot

#### 7.3.3. Operating business segments

#### 7.3.4. Business performance

#### 7.3.5. Key strategic moves and developments

### 7.4. Facebook Inc.

#### 7.4.1. Company overview

#### 7.4.2. Company snapshot



- 7.4.3. Operating business segments
- 7.4.4. Business performance
- 7.4.5. Key strategic moves and developments
- 7.5. Flurry Inc.
  - 7.5.1. Company overview
  - 7.5.2. Company snapshot
  - 7.5.3. Operating business segments
  - 7.5.4. Business performance
  - 7.5.5. Key strategic moves and developments
- 7.6. Google Inc.
  - 7.6.1. Company overview
  - 7.6.2. Company snapshot
  - 7.6.3. Operating business segments
  - 7.6.4. Business performance
  - 7.6.5. Key strategic moves and developments
- 7.7. Inmobi Pte. Ltd.
  - 7.7.1. Company overview
  - 7.7.2. Company snapshot
  - 7.7.3. Operating business segments
  - 7.7.4. Business performance
  - 7.7.5. Key strategic moves and developments
- 7.8. Matomy Media Group Ltd.
  - 7.8.1. Company overview
  - 7.8.2. Company snapshot
  - 7.8.3. Operating business segments
  - 7.8.4. Business performance
  - 7.8.5. Key strategic moves and developments
- 7.9. Millennial Media Inc.
  - 7.9.1. Company overview
  - 7.9.2. Company snapshot
  - 7.9.3. Operating business segments
  - 7.9.4. Business performance
  - 7.9.5. Key strategic moves and developments
- 7.10. Smaato Inc.
  - 7.10.1. Company overview
  - 7.10.2. Company snapshot
  - 7.10.3. Operating business segments
  - 7.10.4. Business performance
  - 7.10.5. Key strategic moves and developments



## List Of Tables

### LIST OF TABLES

TABLE 1. MOBILE ADVERTISING MARKET, BY FORMAT, 2014-2022 (\$MILLION)

TABLE 2. MOBILE ADVERTISING MARKET FORSEARCH SEGMENT, BY REGION, 2014-2022 (\$MILLION)

TABLE 3. MOBILE ADVERTISING MARKET FOR NATIVE SOCIAL SEGMENT, BY REGION, 2014-2022 (\$MILLION)

TABLE 4. MOBILE ADVERTISING MARKET FOR DISPLAY SEGMENT, BY REGION, 2014-2022 (\$MILLION)

TABLE 5. MOBILE ADVERTISING MARKET FOR VIDEO SEGMENT, BY REGION, 2014-2022 (\$MILLION)

TABLE 6. MOBILE ADVERTISING MARKET FOR SMS SEGMENT, BY REGION, 2014-2022 (\$MILLION)

TABLE 7. MOBILE ADVERTISING MARKET, BY CATEGORY, 2014-2022 (\$MILLION)

TABLE 8. MOBILE ADVERTISING MARKET FOR ARTS& ENTERTAINMENT SEGMENT, BY REGION, 2014-2022 (\$MILLION)

TABLE 9. MOBILE ADVERTISING MARKET FOR HOBBIES AND INTERESTS SEGMENT, BY REGION, 2014-2022 (\$MILLION)

TABLE 10. MOBILE ADVERTISING MARKET FOR OTHERS SEGMENT, BY REGION, 2014-2022 (\$MILLION)

TABLE 11. MOBILE ADVERTISING MARKET, BY REGION, 2014-2022 (\$MILLION)

TABLE 12. NORTH AMERICA MOBILE ADVERTISING MARKET, BY FORMAT, 2014-2022 (\$MILLION)

TABLE 13. NORTH AMERICA MOBILE ADVERTISING MARKET, BY CATEGORY, 2014-2022 (\$MILLION)

TABLE 14. NORTH AMERICA MOBILE ADVERTISING MARKET, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 15. EUROPE MOBILE ADVERTISING MARKET, BY FORMAT, 2014-2022 (\$MILLION)

TABLE 16. EUROPE MOBILE ADVERTISING MARKET, BY CATEGORY, 2014-2022 (\$MILLION)

TABLE 17. EUROPE MOBILE ADVERTISING MARKET, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 18. ASIA-PACIFIC MOBILE ADVERTISING MARKET, BY FORMAT, 2014-2022 (\$MILLION)

TABLE 19. ASIA-PACIFIC MOBILE ADVERTISING MARKET, BY CATEGORY, 2014-2022 (\$MILLION)

TABLE 20. ASIA-PACIFIC MOBILE ADVERTISING MARKET, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 21. LAMEA MOBILE ADVERTISING MARKET, BY FORMAT, 2014-2022 (\$MILLION)

TABLE 22. LAMEA MOBILE ADVERTISING MARKET, BY CATEGORY, 2014-2022 (\$MILLION)

TABLE 23. LAMEA MOBILE ADVERTISING MARKET, BY COUNTRY, 2014-2022 (\$MILLION)

TABLE 24. APPLOVIN CORPORATION: COMPANY SNAPSHOT

TABLE 25. APPLOVIN CORPORATION: OPERATING SEGMENTS

TABLE 26. AVAZU INC.: COMPANY SNAPSHOT

TABLE 27. AVAZU INC.: OPERATING SEGMENTS

TABLE 28. CHARTBOOST INC.: COMPANY SNAPSHOT

TABLE 29. CHARTBOOST INC.: OPERATING SEGMENTS

TABLE 30. FACEBOOK INC.: COMPANY SNAPSHOT

TABLE 31. FACEBOOK INC.: OPERATING SEGMENTS

TABLE 32. FLURRY INC.: COMPANY SNAPSHOT

TABLE 33. FLURRY INC.: OPERATING SEGMENTS

TABLE 34. GOOGLE INC.: COMPANY SNAPSHOT

TABLE 35. GOOGLE INC.: OPERATING SEGMENTS

TABLE 36. INMOBI PTE. LTD.: COMPANY SNAPSHOT

TABLE 37. INMOBI PTE. LTD.: OPERATING SEGMENTS

TABLE 38. MATOMY MEDIA GROUP LTD.: COMPANY SNAPSHOT

TABLE 39. MATOMY MEDIA GROUP LTD.: OPERATING SEGMENTS

TABLE 40. MILLENNIAL MEDIA INC.: COMPANY SNAPSHOT

TABLE 41. MILLENNIAL MEDIA INC.: OPERATING SEGMENTS

TABLE 42. SMAATO INC.: COMPANY SNAPSHOT

TABLE 43. SMAATO INC.: OPERATING SEGMENTS

## List Of Figures

### LIST OF FIGURES

- FIGURE 1. GLOBAL MOBILE ADVERTISING MARKET SEGMENTATION
- FIGURE 2. KEY INVESTMENT POCKETS
- FIGURE 3. GLOBAL AD BLOCKER ACTIVE USERS, 2010-2015 (MILLION)
- FIGURE 4. MOBILE ADVERTISING MARKET, BY FORMAT
- FIGURE 6. MOBILE ADVERTISING MARKET, BY SEARCH, 2014-2022 (\$MILLION)
- FIGURE 7. MOBILE ADVERTISING MARKET, BY NATIVE SOCIAL, 2014-2022 (\$MILLION)
- FIGURE 8. MOBILE ADVERTISING MARKET BY DISPLAY SEGMENT, 2014-2022 (\$MILLION)
- FIGURE 9. MOBILE ADVERTISING MARKET BY VIDEO SEGMENT, 2014-2022 (\$MILLION)
- FIGURE 10. MOBILE ADVERTISING MARKET BY SMS SEGMENT, 2014-2022 (\$MILLION)
- FIGURE 11. MOBILE ADVERTISING MARKET, BY CATEGORY, 2014-2022
- FIGURE 12. MOBILE ADVERTISING MARKET, BY ARTS & ENTERTAINMENT, 2014-2022 (\$MILLION)
- FIGURE 13. MOBILE ADVERTISING MARKET, BY HOBBIES & INTERESTS, 2014-2022 (\$MILLION)
- FIGURE 14. MOBILE ADVERTISING MARKET, BY OTHERS, 2014-2022 (\$MILLION)
- FIGURE 15. MOBILE ADVERTISING MARKET, BY REGION, 2015 (%)
- FIGURE 16. NORTH AMERICA MOBILE ADVERTISING MARKET
- FIGURE 17. U.S. MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 18. CANADA MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 19. MEXICO MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 20. EUROPE MOBILE ADVERTISING MARKET
- FIGURE 21. GERMANY MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 22. U.K. MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 23. FRANCE MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 24. SPAIN MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 25. ITALY MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 26. REST OF EUROPE MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 27. ASIA-PACIFIC MOBILE ADVERTISING MARKET
- FIGURE 28. CHINA MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)
- FIGURE 29. INDIA MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)

FIGURE 30. JAPAN MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)

FIGURE 31. SOUTH KOREA MOBILE ADVERTISING MARKET, 2014-2022  
(\$MILLION)

FIGURE 32. REST OF ASIA-PACIFIC MOBILE ADVERTISING MARKET, 2014-2022  
(\$MILLION)

FIGURE 33. LAMEA MOBILE ADVERTISING MARKET

FIGURE 34. LATIN AMERICA MOBILE ADVERTISING MARKET, 2014-2022  
(\$MILLION)

FIGURE 35. MIDDLE EAST MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)

FIGURE 36. AFRICA MOBILE ADVERTISING MARKET, 2014-2022 (\$MILLION)

FIGURE 37. APPLOVIN CORPORATION: COMPANY FINANCIALS

FIGURE 38. AVAZU INC.: COMPANY FINANCIALS

FIGURE 39. CHARTBOOST INC.: COMPANY FINANCIALS

FIGURE 40. FLURRY INC.: COMPANY FINANCIALS

FIGURE 41. GOOGLE INC.: COMPANY FINANCIALS

FIGURE 42. INMOBI PTE. LTD.: COMPANY FINANCIALS

FIGURE 43. MATOMY MEDIA GROUP LTD.: COMPANY FINANCIALS

FIGURE 44. MILLENNIAL MEDIA INC.: COMPANY FINANCIALS

FIGURE 45. SMAATO INC.: COMPANY FINANCIALS

## I would like to order

Product name: Mobile Advertising Market by Format (Search, Native social, Display, Video, SMS), Category (Arts & entertainment, Hobbies & interests, Society, Science, Style & Fashion, and Technology) - Global Opportunity Analysis and Industry Forecast, 2014 - 2022

Product link: <https://marketpublishers.com/r/M1995191973EN.html>

Price: US\$ 4,999.00 (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/M1995191973EN.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