

Global Mobile Advertising Market: Trends & Opportunities (2013-2018)

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Abstracts

Scope of the Report

The report titled “Global Mobile Advertising Market: Trends and Opportunities (2013-2018)” analyzes the potential opportunities and significant trends in the global mobile advertising industry. The report also provides detailed analysis of the global mobile advertising market, with focus on regional markets of Asia-Pacific, North America, Europe, and Middle East & Africa and countries like the US and Japan. The report also profiles and analyzes the business strategies of the leading companies operating in the segment.

Geographical Coverage

Global

North America

Asia-Pacific

Europe

Latin America

Middle East & Africa

Company Coverage

Google Inc.

Yahoo Inc.

Microsoft Corporation

Millennial Media

Velti

YOC

Executive Summary

Mobile advertising is one of the cutting edge types of interactive advertising used globally. Mobile marketing and advertising is one of the fastest growing industries to date due to ubiquitous presence of smart phones worldwide. It is a further evolution of online advertising on a personalized device which is accessible round the clock. In the coming years, mobile advertising is expected to account for a major share of the total advertising market. The industry is driven by increasing number of smart phone users globally, surging use of internet on mobile devices for convenience, entertainment, etc. and resilience shown in Asia-Pacific economy during tough times. The global mobile advertising market is pulled down due to technical challenges posed by fragmentation of the industry, customer opt-in requirements hindering marketing on mobile devices, etc. The service providers are going in for acquisitions and coming up with technologies to address the issues faced by the industry.

The major trends observed in the global mobile advertising market are: search and display leading ad formats; use of real-time bidding (RTB) mobile ad technology and mergers and acquisitions in mobile advertising industry. Two sets of companies are profiled in the report, alongwith discussion of its business segments and strategies. These are pure-play mobile advertising vendors like Millennial Media, Velti and YOC. Other set of companies include big players such as Google Inc., Yahoo Inc. and Microsoft.

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