

# Location Based Advertising (LBA): Market Research Report

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## Abstracts

This report analyzes the worldwide markets for Location Based Advertising (LBA) in US\$ Million.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific and Rest of World.

Annual estimates and forecasts are provided for the period 2008 through 2017.

The report profiles 52 companies including many key and niche players such as Apple, Inc., Google, Inc., mOcean Mobile, JiWire, Inc., JumpTap, Inc., Loopt, Inc., NAVTEQ, Placecast, Inc., TeleNav, Inc., and Yowza International Inc.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.

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mOcean Mobile (US)  
JiWire, Inc. (US)  
JumpTap, Inc. (US)  
Loopt, Inc. (US)  
NAVTEQ (US)  
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### **COMPETITIVE LANDSCAPE**

Total Companies Profiled: 52 (including Divisions/Subsidiaries - 58)

Region/Country/Players

The United States

Canada

Japan

Europe

France

Germany

The United Kingdom

Rest of Europe

Asia-Pacific (Excluding Japan)

Middle East

Africa

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