

Millennial Media, Inc. (USA): Market Research Report

<https://marketpublishers.com/r/MAF3F9266CFEN.html>

Date: January 2015

Pages: 131

Price: US\$ 3,500.00 (Single User License)

ID: MAF3F9266CFEN

Abstracts

This report presents quick facts about Millennial Media, Inc., which is principally involved in providing Mobile Advertising Solutions. Illustrated with 125 tables, the report showcases the company's sales performance, key markets and market position as against its competitors operating in the industry.

Contents

1. COMPANY SNIPPETS

2. MAJOR PRODUCTS AND SERVICES

3. SALES DATA

Table 1. Millennial Media, Inc.'s Sales by Geographic Region Worldwide (2013-2014) in Percentage for United States and International

4. COMPETITION BY DIVISION

5. MARKET OVERVIEW

Advertising

Table 2. Advertising Market by Region Worldwide (2014) - Percentage Breakdown by Value for Asia, Europe, Latin America, United States and Others

Table 3. Advertising Market by Medium Worldwide (2014) - Percentage Share Breakdown by Value Sales for Cable TV, Digital (Internet & Mobile), Directories, Local TV (ex. Cable), Magazines, National TV (ex. Cable), Newspapers, Outdoor and Radio

Table 4. Advertising Market by Segment Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Online Advertising, Online Display, Rich Media, Video Advertising, Socially-Enabled Advertising, and Others

Table 5. Global Marketing/Advertising Automation Market (2014) in US\$ Million

Table 6. Advertising Market by Category in Australia (2014) - Percentage Share Breakdown by Value Sales for Cinema, Metro TV FTA, Online, Outdoor, Print (ex-directories), Print directories, Radio and Others (Includes Regional TV - FTA, and Subscription)

Table 7. Advertising Market by Channel in Australia (2014) - Percentage Share

Breakdown by Value for Quokka, Radio, The West Australian (Including Magazines) and Others

Table 8. Advertising Market by Type in Australia (2014) - Percentage Share Breakdown by Value for Magazines, Metropolitan TV, Newspapers, Online, Radio, Regional TV, Subscription TV, and Others

Table 9. Advertising Market in Australia (2014) in A\$ Million

Table 10. Advertising Market by Segment in Australia (2014) - Percentage Share Breakdown by Value Sales for Magazines, Newspapers, Online, Radio and Others

Table 11. Advertising Market by Category in Brazil (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 12. Advertising Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Catalogue/Direct Mail, Community Newspapers, Conventional Television, Daily Newspapers, Internet, Magazines, Mobile, Out-of-Home, Radio, Specialty Television, Yellow Pages, and Miscellaneous

Table 13. Advertising Market by Category in China (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 14. Advertising Market by Medium in China (2014) - Percentage Share Breakdown by Value for Broadcast, Internet (Non-Video), Magazines, Mobile, Newspapers, Online Videos and Television

Table 15. Advertising Market by Medium in France (2014) - Percentage Share Breakdown by Value Sales for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and TV

Table 16. Advertisement Market in India (2014) in US\$ Million

Table 17. Advertising Market by Category in India (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 18. Advertising Market by Media in Japan (2014) - Percentage Share Breakdown by Value for Internet, Magazine, Newspaper, Radio, Television and Others

Table 19. Advertising Market by Segment in North America (2014) - Percentage Market Share Breakdown by Value Sales for Online Advertising, Online Display, Rich Media, Video Advertising, and Others

Table 20. Advertising Market by Category in Russia (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 21. Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, TV, Cinema, and Others

Table 22. Advertising Market by Channel in Russia (2014) - Percentage Share Breakdown by Volume Sales for Mail. ru (excl. OK), OK, Radio (Russia), TV (Channel 1), TV (CTC Media), TV (NTV), TV (Russia), TV (TNT), Vkontakte, Yandex, and Others

Table 23. Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, TV, and Others

Table 24. Advertising Market by Media in the US (2014) - Percentage Share Breakdown by Value Sales for Cable TV, Direct Mail, Directories, Local Broadcast TV, Magazines, National Broadcast, Syndicated TV, Newspapers, Outdoor, Radio, and Others

Table 25. Advertising Market in the US (2014) in US\$ Million

Table 26. Advertising Market by Country Worldwide (2014) - Percentage Breakdown for Argentina, Australia, Brazil, China, Colombia, Germany, Hong Kong, India, Indonesia, Japan, Russia, UK, USA, and Others

Contextual Advertising

Table 27. Contextual Advertising Market in Europe (2012-2017) in € Million

Table 28. Contextual Advertising Market in Russia (2012-2017) in US\$ Million

Table 29. Contextual Advertising Market by Company in Russia (2014) - Percentage Share Breakdown for Yandex Direct, Google AdWords, Begun and Others

Table 30. Contextual Advertising Spending in the US (2012-2017) in US\$ Million

Digital Advertising

Table 31. Global Digital Video Ad Spend (2014) in US\$ Million

Table 32. Digital Video Ad Spend in the US (2014) in US\$ Million

Table 33. Digital Ad Spending by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales for Digital Video Ad Spend, and Others

Table 34. Virtual and Digital Goods Advertising Market by Web Sites Worldwide (2014) - Percentage Share Breakdown by Value for Facebook and Virtual and Digital Goods Websites

Display Advertising

Table 35. Display Advertising Spend through Source in Australia (2014) - Percentage Market Share Breakdown by Value for Communications, Entertainment, Finance, Government, Health, Media, Motor Vehicles, Real Estate, Recruitment, Retail, Services, Travel, and Others

Table 36. Display Advertising Domestic Market in the US (2014) in US\$ Million

Internet Advertising

Table 37. Spending on Advertising through Internet by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia-Pacific, North America, Western Europe, and Others

Table 38. Spending on Advertising through Internet by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Australia, France, Germany, Japan, South Korea, UK, USA, and Others

Table 39. Spending on Advertising through Internet by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

Table 40. Advertising through Internet Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Entertainment, Financial/Insurance, Government, Media, Packaged Goods, Retail, Technology, Telecommunications, Travel/Leisure and Others

Table 41. Spending on Advertising through Internet by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Czech Republic, Poland, Russia, Turkey, and Others

Table 42. Internet Advertising Market in China (2014) in RMB Million

Table 43. Internet Advertising (including Display, Mobile, Online Video) Market by Country in Europe (2014) - Percentage Share Breakdown by Value for France, Germany, Italy, Spain, Sweden, UK, and Others

Table 44. Global Internet Advertising (2014) in US\$ Million

Table 45. Internet Advertising by Type Worldwide (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 46. Spending on Advertising through Internet by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Chile, Colombia, Venezuela, and Others

Table 47. Spending on Advertising through Internet by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 48. Spending on Advertising through Internet by Type in the US (2014) - Percentage Market Share Breakdown by Value Sales for Classifieds, Display, Internet Video, Rich Media, Paid Search, and Social Media

Table 49. Spending on Advertising through Internet by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for France, Germany, UK, and Others

Table 50. Internet Advertising in Western Europe (2014) in US\$ Million

Mobile Advertising

Table 51. Spending on Advertising through Mobile by Category Worldwide (2014) - Percentage Market Share Breakdown by Value for Display Ads in the US, International and Search Ads in the US

Table 52. Advertising through Mobile Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Drug Products, Entertainment, Financial/Insurance, Media, Packaged Goods, Retail, Technology, Telecommunications, Travel/Leisure and Others

Table 53. Mobile Advertising Market in China (2014) in US\$ Million

Online Advertising

Table 54. Global Online Advertisement Market (2014) in US\$ Million

Table 55. Global Online Advertising Market (2014) in US\$ Millions

Table 56. Global Online Advertising Spend (2014) in US\$ Million

Table 57. Global Online Search Advertising Market (2014) in US\$ Million

Table 58. Online Advertising by Segment Worldwide (2014) - in Units for Mobile formats, Out of home, Print, Radio, Search, Social formats, TV, Video, and Others

Table 59. Online Advertising Market by Region Worldwide (2014) - Percentage Breakdown by Value for Asia-Pacific, Central and Eastern Europe, Latin America, Middle East and Africa, North America, and Western Europe

Table 60. Spending on Advertising through Online by Type Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Classifieds, Digital Video, Display Ads, Lead Generation, Mobile, Rich Media, Search, and Sponsorship

Table 61. Online Search Advertising Market by Country Worldwide (2014) - Percentage Share Breakdown by Value for US, and Others

Table 62. Online Advertising Spend through Medium in Australia (2014) - Percentage

Breakdown by Value for Classifieds, Display, Search and Directories

Table 63. Online Classifieds Advertising Market in Australia (2014) in A\$ Millions

Table 64. Online Search Ads Market in China (2012-2017) in US\$ Million

Table 65. Online Advertising Market by Segment in China (2014) - Percentage Share Breakdown by Value Sales for Display, Paid Search, and Others

Table 66. Online Advertisement Market in India (2014) in US\$ Million

Table 67. Advertising through Internet by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Classifieds, Digital Video, Display/Banner Ads, Email, Lead Generation, Mobile, Paid Search, Rich Media and Sponsorship

Table 68. Advertising through Online by Type in the UK (2014) – Percentage Market Share Breakdown by Value for Online Classified, Online Display, Paid Search, and Online Others

Table 69. Online Advertising Market by Category in the US (2014) - Percentage Share Breakdown by Value for Classifieds / Auctions, Display Advertising, Lead Generation/E-mail, Mobile, and Search

Table 70. Online Advertising Market in the US (2014) in US\$ Million

Table 71. Online Real Estate Spending on Advertising by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Broadcast TV, Cable TV, Direct Mail, Newspapers, Other Print, Out of Home, Radio, and Others

Table 72. Online Search Ads Market by Company in the US (2014) - Percentage Share Breakdown for Google and Others

Table 73. Online Search Ads Market by Media in the US (2012-2017) in US\$ Million for Mobile and Others

Outdoor Advertising

Table 74. Outdoor Advertising Market by Type Worldwide (2014) - Percentage Share

Breakdown by Value for Alternative Outdoor, Billboards, Street Furniture and Transit

Table 75. Spending on Advertising through Outdoor by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for France, Japan, USA, and Others

Table 76. Spending on Advertising through Outdoor by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia Pacific, North America, Western Europe, and Others

Table 77. Spending on Advertising through Outdoor by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

Table 78. Spending on Advertising through Outdoor by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Poland, Russia, Turkey, and Others

Table 79. Spending on Advertising through Outdoor by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Chile, and Others

Table 80. Spending on Advertising through Outdoor by Country in Middle East and North Africa (2014) - Percentage Market Share Breakdown by Value Sales for Saudi Arabia, UAE, and Others

Table 81. Spending on Advertising through Outdoor by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 82. Spending on Advertising through Outdoor by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Billboards, and Others

Table 83. Spending on Advertising through Outdoor by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for Belgium, France, Germany, Italy, Spain, Switzerland, UK, and Others

Search Advertising

Table 84. Search Advertising Market by Country in Europe (2014) - Percentage Share Breakdown by Value for France, Germany, Italy, Spain, Sweden, UK, and Others

Spending on Advertising

Table 85. Spending on Advertising by Region Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Asia Pacific, Latin America, North America, Western Europe, and Others

Table 86. Spending on Advertising by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for China, Germany, USA, and Others

Table 87. Spending on Advertising by Segment Worldwide (2014) - Percentage Breakdown by Value Sales for Online, and Others

Table 88. Spending on Advertising through Medium in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 89. Spending on Advertising by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

Table 90. Advertising through Out-of-Home Medium Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Alcohol, Automotive, Entertainment, Financial/Insurance, Food, Media Promotion, Restaurants, Retail, Telecommunications, Travel/Leisure and Others

Table 91. Spending on Advertising by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Poland, Russia, Turkey, and Others

Table 92. Spending on Advertising through Medium in China (2014) – Percentage Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 93. Personal Computer (PC) Advertising Market in China (2014) in US\$ Million

Table 94. Global Spending on Advertising (2014) in US\$ Million

Table 95. Spending on Advertising through Sector Worldwide (2014) - Percentage Share Breakdown by Value for Automotive, Consumer Electronics and Technology, Entertainment and Media, Food and Beverages (incl. Alcohol), Household Products, Personal Care, Pharmaceuticals, Restaurants, Retail, Telecommunications, and Others

Table 96. Spending on Advertising through Medium Worldwide (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Table 97. Spending on Advertising through Hispanic Media Worldwide (2014) - Percentage Market Share Breakdown by Value for Cable TV, Internet, Magazines, Network TV, Newspapers, Spot Radio and Spot TV

Table 98. Spending on Advertising through Media in India (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 99. Spending on Advertising through Print Media by Language in India (2014) - Percentage Market Share Breakdown by Value for English, Hindi, Tamil, Telugu, and Others

Table 100. Spending on Advertising by Country in Latin America (2014) - Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Colombia, Mexico, and Others

Table 101. Spending on Advertising by Country in Middle East and Africa (2014) - Percentage Market Share Breakdown by Value Sales for Egypt, Kuwait, Pan Arab, Saudi Arabia, UAE, and Others

Table 102. Spending on Advertising by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

Table 103. Spending on Advertising through Media in the UK (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 104. Spending on Advertising through Media in the US (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 105. Spending on Advertising through Media in the US (2014) in US\$ Million

Table 106. Spending on Direct Mail Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Addressed, and Unaddressed

Table 107. Spending on Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Major Media, and Marketing Services

Table 108. Spending on Advertising through Cable TV in the US (2014) in US\$ Million

Table 109. Spending on Advertising through Network TV in the US (2014) in US\$ Million

Table 110. Personal Care Ad Spending through Media in the US (2014) in US\$ Thousand

Table 111. Beverages Ad Spending through Media in the US (2014) in US\$ Thousand

Table 112. Spending on Advertising through Cinema in the US (2014) in US\$ Thousand

Table 113. Spending on Advertising by Sector in the US (2014) - Percentage Breakdown by Value Sales for Traditional, and Digital

Table 114. Spending on Advertising by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for France, Germany, Italy, Spain, Switzerland, UK, and Others

Table 115. Spending on Advertising through Medium in Western European (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

6. COMPETITIVE LANDSCAPE

Advertising and Marketing

Table 116. Market Shares of Leading Advertising and Marketing Providers Worldwide (2014) - Percentage Market Share Breakdown by Value for Dentsu Aegis Network Ltd., Havas Media Group, Interpublic Group Plc, Omnicom Group, Inc., Publicis Groupe, and WPP Plc

Digital Advertising

Table 117. Market Shares of Leading Digital Advertising Companies in Japan (2014) - Percentage Breakdown by Value for Asatsu-DK, Inc., Dentsu, Inc., Hakuhodo, Inc. and Others

Table 118. Market Shares of Leading Digital Display, Rich Media, Video Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Facebook, Inc. Twitter, Inc., and Others

Table 119. Market Shares of Leading Display Advertising Companies by Value Sales in Russia (2014) - Percentage Breakdown for Mail. Ru Group, Yandex, and Others

Table 120. Market Shares of Leading Domestic Display Advertising Companies in the US (2014) - Percentage Breakdown by Value for AOL Inc., Facebook. com, Google, Yahoo! Inc., and Others

Media Ad Spending

Table 121. Market Shares of Leading Insurance Providers Advertising Spending through Media in the US (2014) - Percentage Breakdown by Value for Aflac Incorporated, Allstate Corporation, American Family Mutual Insurance Company, Government Employees Insurance Company, Liberty Mutual Group, Nationwide Mutual Insurance Company, Progressive Corporation, State Farm Mutual Automobile Insurance Company, UnitedHealth Group, Inc., Zurich Insurance Group Ltd. and Others

Table 122. Market Shares of Leading Media Ad Spending Retailers in the US (2014) - Percentage Breakdown by Value for Best Buy Company, Inc., Gap, Inc., The, Home Depot, The, J. C. Penney Company, Inc., Kohl's Corporation, Lowe's Companies, Inc., R. H. Macy & Co., Sears Holdings Corporation, Target Corporation, Wal-Mart Stores, Inc., and Others

Mobile Display Advertising

Table 123. Market Shares of Leading Mobile Display Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Apple, Inc., Google, Inc.,

Millennial Media, and Others

Online Advertising

Table 124. Market Shares of Leading Online Advertising Companies Worldwide (2014)
- Percentage Breakdown by Value Sales for Facebook, Inc., Google,
IAC/InterActiveCorp (IAC), Microsoft Corporation, Twitter Inc., Yahoo! Inc., and Others
(Includes AOL, Inc., Pandora, LinkedIn, Millennial Media)

Social Advertising

Table 125. Market Shares of Leading Social Online Advertising Companies by Value
Sales Worldwide (2014) - Percentage Breakdown for Facebook, Inc. Twitter, Inc., and
Others

I would like to order

Product name: Millennial Media, Inc. (USA): Market Research Report

Product link: <https://marketpublishers.com/r/MAF3F9266CFEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MAF3F9266CFEN.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