

Advertising and TDaaS: Trends in Personal Data Monetisation: Can Telcos Break the Google/Facebook Duopoly?

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Abstracts

The monetisation of personal data is a fundamental and key concept for Internet players, best known in the form of digital advertising. So fundamental, that players such as Google and Facebook generate 90% of their revenues from it. At the same time, it is these two global web giants who dominate the digital advertising space.

This report looks into detail of this digital advertising market, with market forecasts, player strategies and the ecosystems. It touches upon the key technologies such as RTB (real time bidding), programmatic advertising and re-targeting, and also on the new digital players such as ad exchanges, DSPs (Demand Side Platforms) and SSPs (Supply Side Platforms).

It then looks into the current state of telcos in the monetisation of personal data and the various strategies taken, ranging from internal use to more aggressive TDaaS (Telecom data as a Service; aggregated data sales) initiatives and zero-rating offerings.

Finally, the report analyses the market potential for the telcos and concludes with a market sizing forecast for the telcos in the monetisation of personal data.

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