

Mobile Advertising Industry in India – SWOT Analysis

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Abstracts

Overview

The mobile advertising in India, though at a nascent stage, has transformed over the last one year. Video, rich media advertising and augmented reality have successfully entered the Indian advertising space, breaking the traditional boundaries of text and banner ads.

Intelligent ad targeting is now the key to the development of the mobile as a reach medium. Both consumers and marketers are taking more and more notice of mobile advertising. It's now a matter of converting the medium for consistent growth in the near future. Moreover, mobile advertising is 4.5 to 5 times better in delivering RoI than online advertising.

India has emerged as the largest mobile advertising destination in the Asia Pacific region in 2011. India, today, is the single largest mobile ad impression market which witnessed 22% increase in advertising.

Scope of the report

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

Reasons to buy

Gain insight into the industry in terms of the opportunities and threats that will

augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

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