

In-app Advertising on Connected Devices 4Q 2013

<https://marketpublishers.com/r/IC65166BF2FEN.html>

Date: December 2012

Pages: 55

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

ID: IC65166BF2FEN

Abstracts

In-app Advertising on Connected Devices tracks the explosive growth of ad-supported app use in the U.S. on the primary app-enabled devices—smartphones, tablets, and smart TVs. The report examines in-app advertising strategies employed by industry stakeholders, including app content owners, publishers, ad services, and brand advertisers, to engage consumers and monetize the burgeoning app marketplace.

Contents

1 REPORT SUMMARY

- 1.1 Purpose and Scope of Report
- 1.2 Research Approach

2 MARKET TRENDS FUELING THE RISE OF THE IN-APP ADVERTISING ECONOMY

- 2.1 Growing Connected Device Users & Households
- 2.2 Popular & Experimental App Use Cases
 - 2.2.1 On-demand Video
 - 2.2.2 Internet-streaming and On-demand Music Services
 - 2.2.3 Social Sharing Apps
 - 2.2.4 Second-screen and First-screen Apps

3 EMERGING IN-APP ADVERTISING STRATEGIES

- 3.1 App Marketing and Cross-promotion
- 3.2 Real-time Bidding (RTB) for Mobile Apps
- 3.3 Smart TV In-app Advertising
- 3.4 First-screen Content Awareness

4 U.S. IN-APP ADVERTISING REVENUE FORECASTS 2014-2018

- 4.1 Forecast Methodology & Assumptions
- 4.2 U.S. Smartphone & Table In-app Advertising Revenues 2014-2018

5 MARKET IMPLICATIONS & RECOMMENDATIONS

- 5.1 Implications & Recommendations for App Developers & Publishers
- 5.2 Implications & Recommendations for Ad Agencies & Advertisers
- Appendix
- GLOSSARY of Terms
- Company INDEX

List Of Figures

LIST OF FIGURES

Sources of Data

U.S. Mobile Phone & Smartphone Users 2014-2018

U.S. Smartphone & Tablet Users 2014-2018

U.S. TV Households (HHs) & Smart TV HHs 2014-2018

U.S. Smartphone & Tablet App Downloads 2014-2018

Ad-supported Entertainment, Media, & Social Apps

Ad-supported Smartphone Entertainment, Media, and Social Apps by Age

Video Viewing by Distribution Channel

Leading Free Video Apps

Leading Internet-streaming & On-demand Music Services

Leading Ad-support Internet-streaming and On-demand Music Services

Successful Pinterest Brands

TV Show/Channel App Engagement While Watching TV

Common In-app Advertising Formats

In-app Advertising Strategy Decision-making Process

Common App Marketing Practices

Mobile Real-time Bidding Advertising Ecosystem

Benefits of RTB for Mobile Apps

Leading Mobile App Real-time Bidding (RTB) Services

Consumer Comfort Level with Personalized Smartphone, Tablet, and Smart TV Ads

Consumer Comfort Level with Personalized Ads by Device and Targeting Type

LG Smart AD Ad API Technical Workflow

Samsung SMART TV In-app Ad Technical Workflow

OEM-operated Smart TV Advertising Platforms

Comparing First-screen and Second-screen Markets

Engage Cognitive Networks ACR Platform

First-screen Benefits for Advertising

In-app Advertising Revenue Forecast Methodology

U.S. Mobile In-app Advertising Revenues

U.S. Mobile App Revenues

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