

Europe Mobile Ad Spending Market Report 2017

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Abstracts

Notes:

Sales, means the sales volume of Mobile Ad Spending

Revenue, means the sales value of Mobile Ad Spending

This report studies sales (consumption) of Mobile Ad Spending in Europe market, especially in Germany, France, UK, Russia, Italy, Spain and Benelux, focuses on top players in these countries, with sales, price, revenue and market share for each player in these Countries, covering

AdMob

Chartboost

Flurry

InMobi

Millennial Media

MoPub

Pandora Media

Amobee

Baidu

Byyd

Google

HasOffers

iAd

Kiip

Matomy Media

Mobile Network

Market Segment by Countries, this report splits Europe into several key Countries, with sales (consumption), revenue, market share and growth rate of Mobile Ad Spending in these countries, from 2011 to 2021 (forecast), like

Germany

France

UK

Russia

Italy

Spain

Benelux

Split by product type, with sales, revenue, price, market share and growth rate of each type, can be divided into

Search ads

Display ads

SMS ads

Split by application, this report focuses on sales, market share and growth rate of Mobile Ad Spending in each application, can be divided into

Smart phones

Tablet devices

Other

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