

The Mobile Advertising (mAdvertising) Market: 2014 - 2020 - Opportunities, Challenges, Strategies & Forecasts

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Abstracts

Mobile advertising refers to a form of advertising via mobile phones or other mobile devices such as tablets. Although many view mobile advertising as sub-segment of online advertising, its scope is far greater with over 7 Billion mobile subscriptions worldwide.

Mobile advertising promises to drive revenue generation opportunities for App developers, advertising networks, mobile platform providers and wireless carriers alike. Currently in its early years, the market accounts for nearly \$21 Billion in annual revenue.

The growing penetration of smartphones and tablets has further extended the addressable market for mobile advertising as users spend an increasing amount of their time with these devices. By the end of 2020, tablet based advertising campaigns alone will generate more than \$27 Billion in global revenue, following a CAGR of nearly 25% between 2014 and 2020.

The 'Mobile Advertising (mAdvertising) Market: 2014 - 2020' report provides an in-depth assessment of the global mobile advertising market. In addition to covering the business case, market drivers, challenges, opportunities, key developments, industry roadmap, ecosystem, key player profiles and strategies, the report also presents comprehensive forecasts for the mobile advertising market from 2014 till 2020, including an individual assessment of 2 device form factor submarkets, 9 application & media submarkets, and 25 country submarkets.

Tablet and Smartphone shipment forecasts (by OS platform, vendor and region) are also presented in the report due to their profound impact on the size of the mobile

advertising market. Historical figures from 2010, 2011 and 2012 accompany the forecasts.

The report comes with an associated Excel datasheet covering quantitative data from all figures presented within the report.

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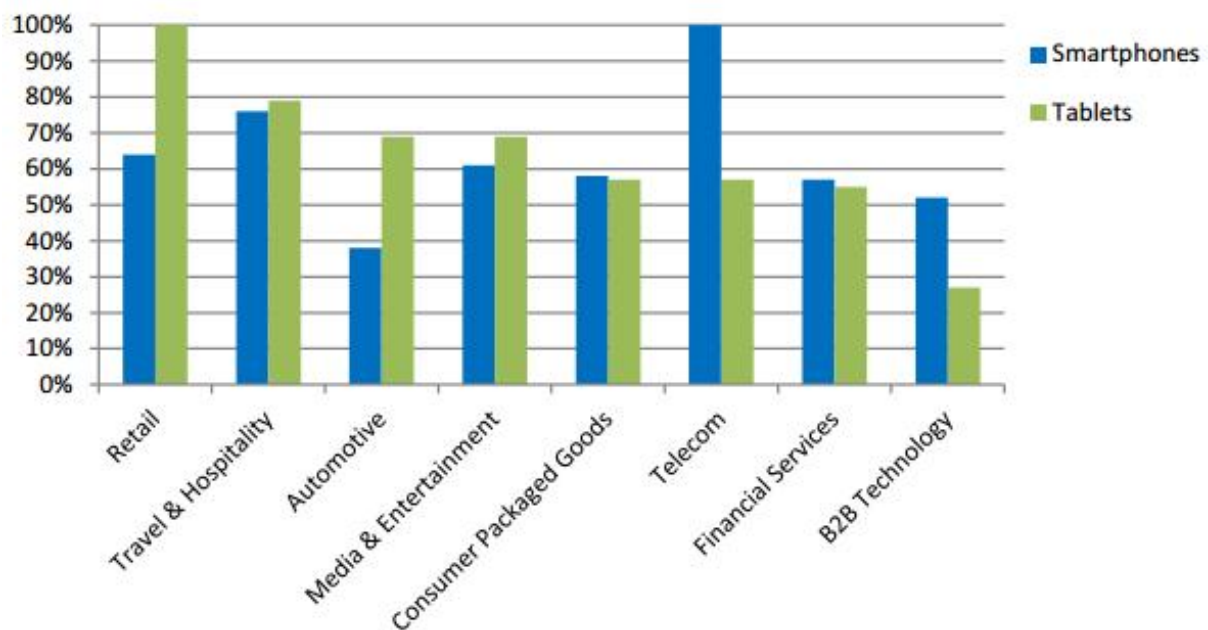
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About

Due to a higher likelihood of user engagement in e-commerce activities, tablets show great potential to lead the mobile advertising market from the front. This is particularly relevant within consumer segments such as retail, travel and entertainment, as can be seen from the results of our survey below.

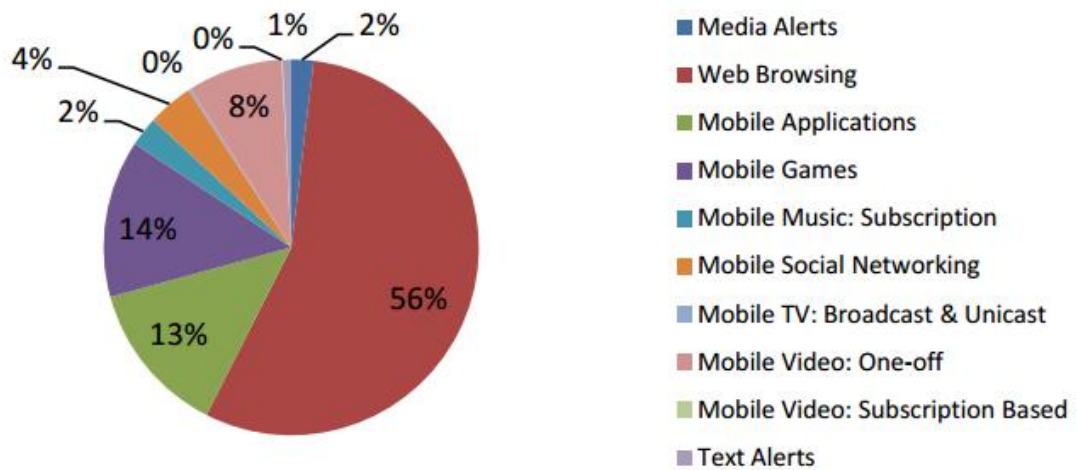
Global Smartphones vs. Tablets User Engagement Rates for E-Commerce Activities by Industry (%)



The advances in mobile communications can be traced in successive generations from the early '0G' services such as Mobile Telephone Service (MTS) and its successor Improved Mobile Telephone Service (IMTS), to first generation (1G) analogue cellular networks, second generation (2G) digital cellular networks, third generation (3G) broadband data services to the current state of the art, fourth generation (4G) native-IP networks.

In terms of media and application categories, SNS Research estimates that mobile web browsing presently accounts for over 56% of the total mobile advertising revenue. This is followed by mobile gaming, application (in-app based advertising) and video based advertising, which account for a combined revenue share of 35%.

Mobile Advertising Revenue Share by Media & Application Category (%)



Application based advertising is expected to significantly grow its revenue share over the coming years, accounting for over 25% of the total mobile advertising market by 2020.

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