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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

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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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Contents

1 CHAPTER 1: INTRODUCTION

1.1 Executive Summary
1.2 Topics Covered
1.3 Key Questions Answered
1.4 Key Findings
1.5 Methodology
1.6 Target Audience
1.7 Companies Mentioned

2 CHAPTER 2: MADVERTISING MARKET MODELS – HOW THEY WORK?

2.1 An Introduction to mAdvertising
2.2 mAdvertising Categories
  2.2.1 Web Banners
  2.2.2 Web Posters
  2.2.3 SMS Adverts
  2.2.4 MMS Adverts
  2.2.5 Audio Adverts
  2.2.6 Rich Media
2.3 mAdvertising Dimensions
  2.3.1 Mobile Ad Sizes & Displays
2.4 mAdvertising Supporting Technologies
  2.4.1 SMS
  2.4.2 MMS
  2.4.3 Mobile WAP
  2.4.4 Web 2.0
  2.4.5 WAE
  2.4.6 WAP Push
  2.4.7 Others
2.5 mAdvertising Formats
  2.5.1 PNG
  2.5.2 JPEG
  2.5.3 GIF
  2.5.4 BMP
  2.5.5 WBMP
2.6 Revenue Generation Models: How mAdvertising Works?

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2.6.1 Cost Per Impression (CPI)
2.6.2 Cost Per Click (CPC)
2.6.3 Conversion Rate (CR)
2.6.4 Cost Per Install (CPI)

3 CHAPTER 3: MOBILE NETWORK TECHNOLOGIES & DATA GROWTH

3.1 Pre-Analogue and Digital Generation
3.1.1 MTS
3.1.2 IMTS
3.2 Evolution of the Cellular Concept and 1G Technology
3.2.1 AMPs – 1G Era
3.3 Digital Cellular Concept
3.3.1 2G Technology
3.3.2 2G and Mobile Internet
3.3.3 2G and Media Content: The Beginning of the mAdvertising Market
3.4 The Evolution to 3G & Mobile Broadband
3.4.1 3G Technologies
3.4.2 3G Enhancements
3.4.3 The Mobile Broadband Era
3.5 The 4G Era
3.5.1 4G Technologies
3.6 The Evolution of LTE & its Impact on mAdvertising
3.6.1 The LTE Performance Leap
3.6.2 Enabling Innovative mAdvertising Models

4 CHAPTER 4: MADVERTISING MARKET SECTORS

4.1 Advertising Sectors
4.1.1 SMS
4.1.2 MMS
4.1.3 Push Notifications
4.1.4 In-Game Advertising
4.1.5 Web Advertising
4.1.6 QR Codes
4.1.7 Bluetooth
4.1.8 Infrared
4.1.9 Proximity Systems
4.1.10 User-Controlled Media

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4.1.11 Location-based Advertising (LBA)
4.2 Case Study: LBA
4.2.1 LBA Ad Types
4.2.1.1 Push
4.2.1.2 Pull
4.2.2 LBA Ad Format
4.2.3 Factors Affecting Future LBA Growth
4.2.3.1 Reach
4.2.3.2 Relevance
4.2.3.3 Results

5 CHAPTER 5: MARKET DRIVERS & CHALLENGES

5.1 Market Drivers
5.1.1 Technically Conductive mAdvertising Platforms
5.1.2 Improved Regulatory Environment
5.1.3 Availability of Mobile Broadband
5.1.4 Smartphone Technology
5.1.5 Mobile Internet Penetration
5.1.6 Growth in Mobile Content
5.1.7 Display Technology
5.1.8 Consumer Behaviour: The Key to Growth
5.1.9 Increase in Application Downloads
5.1.10 Adoption of Location-based Services (LBS)
5.1.11 The Growing Influx of Social Networking
5.2 Market Challenges
5.2.1 The User Engagement Challenge
5.2.2 Ad Design: Optimising Relevance
5.2.3 Privacy Concerns
5.2.4 Payment Integration
5.2.5 Complexity of OS Systems: Obstructing Development Efforts

6 CHAPTER 6: THE TABLET MARKET

6.1 Tablets: An Introduction
6.2 Modern Tablets
6.3 Typical Features/Functions of a Tablet
6.4 The Evolution of Tablets
6.5 Tablet Technologies

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6.5.1 Traditional Tablet PCs
6.5.2 'Post-PC' Tablets
6.6 Tablet Types and Content
6.6.1 Tablet Computer
6.6.2 Internet Tablet
6.6.3 Microsoft Tablet PC
6.6.4 Graphics or Digitizing Tablet
6.7 Tablet Technical & Hardware Features
6.7.1 Touch User Interface
6.7.2 Handwriting Recognition
6.7.3 Resistive Touchscreens
6.7.4 Capacitive Touchscreens
6.7.5 Palm Recognition
6.7.6 Multi-Touch Capabilities
6.7.7 Accelerometers
6.7.8 Ambient Light and Proximity Sensors
6.7.9 Storage Drive
6.7.10 Wireless Connectivity
6.7.11 3D Slate
6.7.12 Docking Station
6.8 Tablet Physical Dimensions
6.8.1 Slate Tablets
6.8.2 Booklet Tablets
6.8.3 Convertible Notebooks
6.8.4 Hybrid Tablets
6.8.5 Mini Tablets
6.8.6 Phablets
6.9 Tablet OS Vendors
6.9.1 Android
6.9.2 Apple iOS
6.9.3 Blackberry
6.9.4 Linux
6.9.5 Maemo
6.9.6 MeeGo
6.9.7 Microsoft
6.9.8 OPLC
6.9.9 HP
6.10 The Market Drivers for Tablet Advertising
6.10.1 Growing Consumer Usage

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6.10.2 Growing Unit Shipments & Price Adjustment – A Driving Factor for Adoption
6.10.3 Tablet Advertising – A New Marketplace
6.10.4 Adoptability by Advertisers
6.10.5 Content Growth
6.10.6 Harmonization of Mobile Ad Platforms
6.10.7 Better Ad Display & Accessibility
6.10.8 Consumer Acceptability
6.10.9 Tablet Ads have a higher CTR than Smartphones and PCs – Survey Results
6.11 Future Growth Potential: What are the Big Players Saying?
6.11.1 Google
6.11.2 Apple

7 CHAPTER 7: LEADING PLAYERS IN THE MADVERTISING MARKET

7.1 Aarki
7.2 AdColony
7.3 AdParlor
7.4 Amobee
7.5 AppLift
7.6 Appia
7.7 AppLovin
7.8 Apple
7.9 Chartboost
7.10 Conversant
7.11 Drawbridge
7.12 Euclid
7.13 Facebook
7.14 Flurry
7.15 Google
7.16 Glispa
7.17 HasOffers
7.18 InMobi
7.19 madvertise
7.20 MdotM
7.21 Millennial Media
7.22 MobPartner
7.23 mGage
7.24 MoPub
7.25 Motive Interactive

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7.26 NativeX
7.27 Pandora Media
7.28 PlayHaven
7.29 Samsung
7.30 SponsorPay
7.31 Tapjoy
7.32 Twitter
7.33 Vungle
7.34 YP
7.35 Others

8 CHAPTER 8: MARKET ANALYSIS & FORECASTS

8.1 Global Outlook of mAdvertising: 2014 -2020
8.2 Mobile Phone vs. Tablet Segmentation
  8.2.1 Mobile Phone Originated Advertising Revenue: 2014 - 2020
  8.2.2 Tablet Originated Advertising Revenue: 2014 - 2020
8.3 Segmentation by Media & Application Category
  8.3.1 Media Alerts Submarket: 2014 - 2020
  8.3.2 Web Browsing Submarket: 2014 - 2020
    8.3.2.1 Display Submarket: 2014 - 2020
    8.3.2.2 Search Submarket: 2014 - 2020
  8.3.3 Mobile Applications Submarket: 2014 - 2020
  8.3.4 Mobile Gaming Submarket: 2014 - 2020
  8.3.5 Mobile Music Subscription Submarket: 2014 - 2020
  8.3.6 Mobile Social Networking Submarket: 2014 - 2020
  8.3.7 Mobile TV Submarket: 2014 - 2020
  8.3.8 Mobile Video Submarket: 2014 - 2020
    8.3.8.1 One-off (Non Subscription) Mobile Video Submarket: 2014 - 2020
    8.3.8.2 Subscriptions Based Mobile Video Submarket: 2014 - 2020
  8.3.9 Mobile Text Alerts Submarket: 2014 - 2020
8.4 Regional Outlook of the mAdvertising Market: 2014 - 2020
  8.4.1 Asia Pacific mAdvertising Revenue: 2014 - 2020
  8.4.2 Eastern Europe mAdvertising Revenue: 2014 - 2020
  8.4.3 Latin & Central America mAdvertising Revenue: 2014 - 2020
  8.4.4 Middle East & Africa mAdvertising Revenue: 2014 - 2020
  8.4.5 North America mAdvertising Revenue: 2014 - 2020
  8.4.6 Western Europe mAdvertising Revenue: 2014 - 2020
8.5 Global Tablets Market: 2014 - 2020

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8.5.1 Global Tablet Shipments: 2014 - 2020
8.5.2 Segmentation by OS Platform
8.5.2.1 Apple iOS Tablet Shipments: 2014 – 2020
8.5.2.2 Android Tablet Shipments: 2014 – 2020
8.5.2.3 Windows Tablet Shipments: 2014 – 2020
8.5.2.4 Other OS Tablet Shipments: 2014 - 2020
8.5.3 Segmentation by Display Size
8.5.3.1 Global 4-7 Inch Tablet Shipments: 2014 – 2020
8.5.3.2 Global 7-9 Inch Tablet Shipments: 2014 – 2020
8.5.3.3 Global 9-12 Inch Tablet Shipments: 2014 – 2020
8.5.3.4 Global 12-16 Inch Tablet Shipments: 2014 – 2020
8.5.4 Segmentation by Region
8.5.4.1 Asia Pacific Tablet Shipments: 2014 – 2020
8.5.4.2 Eastern Europe Tablet Shipments: 2014 – 2020
8.5.4.3 Latin & Central America Tablet Shipments: 2014 – 2020
8.5.4.4 Middle East & Africa Tablet Shipments: 2014 – 2020
8.5.4.5 North America Tablet Shipments: 2014 – 2020
8.5.4.6 Western Europe Tablet Shipments: 2014 – 2020
8.5.5 Tablet Vendor Market Share
8.6 Global Smartphones Market: 2014 - 2020
8.6.1 Global Smartphone Shipments: 2014 - 2020
8.6.2 Segmentation by OS Platform
8.6.2.1 Apple iOS Smartphone Shipments: 2014 – 2020
8.6.2.2 Android Smartphone Shipments: 2014 – 2020
8.6.2.3 Bada Smartphone Shipments: 2014 – 2020
8.6.2.4 Blackberry OS Smartphone Shipments: 2014 – 2020
8.6.2.5 Firefox OS Smartphone Shipments: 2014 – 2020
8.6.2.6 LiMo Smartphone Shipments: 2014 – 2020
8.6.2.7 MeeGo Smartphone Shipments: 2014 – 2020
8.6.2.8 Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.6.2.9 Palm OS Smartphone Shipments: 2014 – 2020
8.6.2.10 Sailfish Smartphone Shipments: 2014 – 2020
8.6.2.11 Symbian Smartphone Shipments: 2014 – 2020
8.6.2.12 Tizen Smartphone Shipments: 2014 – 2020
8.6.2.13 Ubuntu Smartphone Shipments: 2014 – 2020
8.6.2.14 Other OS Smartphone Shipments: 2014 – 2020
8.6.3 Segmentation by Region
8.6.3.1 Asia Pacific Smartphone Shipments: 2014 – 2020
8.6.3.2 Eastern Europe Smartphone Shipments: 2014 – 2020

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8.6.3.3 Latin & Central America Smartphone Shipments: 2014 – 2020
8.6.3.4 Middle East & Africa Smartphone Shipments: 2014 – 2020
8.6.3.5 North America Smartphone Shipments: 2014 – 2020
8.6.3.6 Western Europe Smartphone Shipments: 2014 – 2020
8.6.4 Smartphone Vendor Market Share
8.7 Asia Pacific mAdvertising Market: 2014 - 2020
8.7.1 Asia Pacific mAdvertising Revenue by Country: 2014 - 2020
8.7.1.1 Australia Mobile Advertising Revenue: 2014 - 2020
8.7.1.2 China Mobile Advertising Revenue: 2014 - 2020
8.7.1.3 India Mobile Advertising Revenue: 2014 - 2020
8.7.1.4 Japan Mobile Advertising Revenue: 2014 - 2020
8.7.1.5 South Korea Mobile Advertising Revenue: 2014 - 2020
8.7.1.6 Rest of Asia Pacific Mobile Advertising Revenue: 2014 - 2020
8.7.2 Asia Pacific Tablet Shipments by OS Platform: 2014 - 2020
8.7.2.1 Asia Pacific Apple iOS Tablet Shipments: 2014 – 2020
8.7.2.2 Asia Pacific Android Tablet Shipments: 2014 – 2020
8.7.2.3 Asia Pacific Windows Tablet Shipments: 2014 – 2020
8.7.2.4 Asia Pacific Other Tablet Shipments: 2014 – 2020
8.7.3 Asia Pacific Smartphone Shipments by OS Platform: 2014 - 2020
8.7.3.1 Asia Pacific Apple iOS Smartphone Shipments: 2014 – 2020
8.7.3.2 Asia Pacific Android Smartphone Shipments: 2014 – 2020
8.7.3.3 Asia Pacific Bada Smartphone Shipments: 2014 – 2020
8.7.3.4 Asia Pacific Blackberry OS Smartphone Shipments: 2014 – 2020
8.7.3.5 Asia Pacific Firefox OS Smartphone Shipments: 2014 – 2020
8.7.3.6 Asia Pacific LiMo Smartphone Shipments: 2014 – 2020
8.7.3.7 Asia Pacific MeeGo Smartphone Shipments: 2014 – 2020
8.7.3.8 Asia Pacific Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.7.3.9 Asia Pacific Palm OS Smartphone Shipments: 2014 – 2020
8.7.3.10 Asia Pacific Sailfish Smartphone Shipments: 2014 – 2020
8.7.3.11 Asia Pacific Symbian Smartphone Shipments: 2014 – 2020
8.7.3.12 Asia Pacific Tizen Smartphone Shipments: 2014 – 2020
8.7.3.13 Asia Pacific Ubuntu Smartphone Shipments: 2014 – 2020
8.7.3.14 Asia Pacific Other OS Smartphone Shipments: 2014 – 2020
8.8 Eastern Europe mAdvertising Market: 2014 - 2020
8.8.1 Eastern Europe m Advertising Revenue by Country: 2014 – 2020
8.8.1.1 Russia Mobile Advertising Revenue: 2014 – 2020
8.8.1.2 Poland Mobile Advertising Revenue: 2014 – 2020
8.8.1.3 Czech Republic Mobile Advertising Revenue: 2014 – 2020
8.8.1.4 Rest of Eastern Europe Mobile Advertising Revenue: 2014 – 2020

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8.8.2 Eastern Europe Tablet Shipments by OS Platform: 2014 - 2020
8.8.2.1 Eastern Europe Apple iOS Tablet Shipments: 2014 – 2020
8.8.2.2 Eastern Europe Android Tablet Shipments: 2014 – 2020
8.8.2.3 Eastern Europe Windows Tablet Shipments: 2014 – 2020
8.8.2.4 Eastern Europe Other Tablet Shipments: 2014 – 2020
8.8.3 Eastern Europe Smartphone Shipments by OS Platform: 2014 - 2020
8.8.3.1 Eastern Europe Apple iOS Smartphone Shipments: 2014 – 2020
8.8.3.2 Eastern Europe Android Smartphone Shipments: 2014 – 2020
8.8.3.3 Eastern Europe Bada Smartphone Shipments: 2014 – 2020
8.8.3.4 Eastern Europe Blackberry OS Smartphone Shipments: 2014 – 2020
8.8.3.5 Eastern Europe Firefox OS Smartphone Shipments: 2014 – 2020
8.8.3.6 Eastern Europe LiMo Smartphone Shipments: 2014 – 2020
8.8.3.7 Eastern Europe MeeGo Smartphone Shipments: 2014 – 2020
8.8.3.8 Eastern Europe Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.8.3.9 Eastern Europe Palm OS Smartphone Shipments: 2014 – 2020
8.8.3.10 Eastern Europe Sailfish Smartphone Shipments: 2014 – 2020
8.8.3.11 Eastern Europe Symbian Smartphone Shipments: 2014 – 2020
8.8.3.12 Eastern Europe Tizen Smartphone Shipments: 2014 – 2020
8.8.3.13 Eastern Europe Ubuntu Smartphone Shipments: 2014 – 2020
8.8.3.14 Eastern Europe Other OS Smartphone Shipments: 2014 – 2020
8.9 Latin & Central America mAdvertising Market: 2014 - 2020
8.9.1 Latin & Central America m Advertising Revenue by Country: 2014 – 2020
8.9.1.1 Argentina Mobile Advertising Revenue: 2014 – 2020
8.9.1.2 Brazil Mobile Advertising Revenue: 2014 – 2020
8.9.1.3 Mexico Mobile Advertising Revenue: 2014 – 2020
8.9.1.4 Rest of Latin & Central America Mobile Advertising Revenue: 2014 – 2020
8.9.2 Latin & Central America Tablet Shipments by OS Platform: 2014 - 2020
8.9.2.1 Latin & Central America Apple iOS Tablet Shipments: 2014 – 2020
8.9.2.2 Latin & Central America Android Tablet Shipments: 2014 – 2020
8.9.2.3 Latin & Central America Windows Tablet Shipments: 2014 – 2020
8.9.2.4 Latin & Central America Other Tablet Shipments: 2014 – 2020
8.9.3 Latin & Central America Smartphone Shipments by OS Platform: 2014 - 2020
8.9.3.1 Latin & Central America Apple iOS Smartphone Shipments: 2014 – 2020
8.9.3.2 Latin & Central America Android Smartphone Shipments: 2014 – 2020
8.9.3.3 Latin & Central America Bada Smartphone Shipments: 2014 – 2020
8.9.3.4 Latin & Central America Blackberry OS Smartphone Shipments: 2014 – 2020
8.9.3.5 Latin & Central America Firefox OS Smartphone Shipments: 2014 – 2020
8.9.3.6 Latin & Central America LiMo Smartphone Shipments: 2014 – 2020

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8.9.3.7 Latin & Central America MeeGo Smartphone Shipments: 2014 – 2020
8.9.3.8 Latin & Central America Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.9.3.9 Latin & Central America Palm OS Smartphone Shipments: 2014 – 2020
8.9.3.10 Latin & Central America Sailfish Smartphone Shipments: 2014 – 2020
8.9.3.11 Latin & Central America Symbian Smartphone Shipments: 2014 – 2020
8.9.3.12 Latin & Central America Tizen Smartphone Shipments: 2014 – 2020
8.9.3.13 Latin & Central America Ubuntu Smartphone Shipments: 2014 – 2020
8.9.3.14 Latin & Central America Other OS Smartphone Shipments: 2014 – 2020
8.10 Middle East & Africa mAdvertising Market: 2014 - 2020
8.10.1 Middle East & Africa mAdvertising Revenue by Country: 2014 – 2020
8.10.1.1 South Africa Mobile Advertising Revenue: 2014 – 2020
8.10.1.2 UAE Mobile Advertising Revenue: 2014 – 2020
8.10.1.3 Saudi Arabia Mobile Advertising Revenue: 2014 – 2020
8.10.1.4 Rest of the Middle East & Africa Mobile Advertising Revenue: 2014 – 2020
8.10.2 Middle East & Africa Tablet Shipments by OS Platform: 2014 - 2020
8.10.2.1 Middle East & Africa Apple iOS Tablet Shipments: 2014 – 2020
8.10.2.2 Middle East & Africa Android Tablet Shipments: 2014 – 2020
8.10.2.3 Middle East & Africa Windows Tablet Shipments: 2014 – 2020
8.10.2.4 Middle East & Africa Other Tablet Shipments: 2014 – 2020
8.10.3 Middle East & Africa Smartphone Shipments by OS Platform: 2014 - 2020
8.10.3.1 Middle East & Africa Apple iOS Smartphone Shipments: 2014 – 2020
8.10.3.2 Middle East & Africa Android Smartphone Shipments: 2014 – 2020
8.10.3.3 Middle East & Africa Bada Smartphone Shipments: 2014 – 2020
8.10.3.4 Middle East & Africa Blackberry OS Smartphone Shipments: 2014 – 2020
8.10.3.5 Middle East & Africa Firefox OS Smartphone Shipments: 2014 – 2020
8.10.3.6 Middle East & Africa LiMo Smartphone Shipments: 2014 – 2020
8.10.3.7 Middle East & Africa MeeGo Smartphone Shipments: 2014 – 2020
8.10.3.8 Middle East & Africa Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.10.3.9 Middle East & Africa Palm OS Smartphone Shipments: 2014 – 2020
8.10.3.10 Middle East & Africa Sailfish Smartphone Shipments: 2014 – 2020
8.10.3.11 Middle East & Africa Symbian Smartphone Shipments: 2014 – 2020
8.10.3.12 Middle East & Africa Tizen Smartphone Shipments: 2014 – 2020
8.10.3.13 Middle East & Africa Ubuntu Smartphone Shipments: 2014 – 2020
8.10.3.14 Middle East & Africa Other OS Smartphone Shipments: 2014 – 2020
8.11 North America mAdvertising Market: 2014 - 2020
8.11.1 North America mAdvertising Revenue by Country: 2014 – 2020
8.11.1.1 USA Mobile Advertising Revenue: 2014 – 2020

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8.11.1.2 Canada Mobile Advertising Revenue: 2014 – 2020
8.11.2 North America Tablet Shipments by OS Platform: 2014 - 2020
8.11.2.1 North America Apple iOS Tablet Shipments: 2014 – 2020
8.11.2.2 North America Android Tablet Shipments: 2014 – 2020
8.11.2.3 North America Windows Tablet Shipments: 2014 – 2020
8.11.2.4 North America Other Tablet Shipments: 2014 – 2020
8.11.3 North America Smartphone Shipments by OS Platform: 2014 - 2020
8.11.3.1 North America Apple iOS Smartphone Shipments: 2014 – 2020
8.11.3.2 North America Android Smartphone Shipments: 2014 – 2020
8.11.3.3 North America Bada Smartphone Shipments: 2014 – 2020
8.11.3.4 North America Blackberry OS Smartphone Shipments: 2014 – 2020
8.11.3.5 North America Firefox OS Smartphone Shipments: 2014 – 2020
8.11.3.6 North America LiMo Smartphone Shipments: 2014 – 2020
8.11.3.7 North America MeeGo Smartphone Shipments: 2014 – 2020
8.11.3.8 North America Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.11.3.9 North America Palm OS Smartphone Shipments: 2014 – 2020
8.11.3.10 North America Sailfish Smartphone Shipments: 2014 – 2020
8.11.3.11 North America Symbian Smartphone Shipments: 2014 – 2020
8.11.3.12 North America Tizen Smartphone Shipments: 2014 – 2020
8.11.3.13 North America Ubuntu Smartphone Shipments: 2014 – 2020
8.11.3.14 North America Other OS Smartphone Shipments: 2014 – 2020
8.12 Western Europe mAdvertising Market: 2014 - 2020
8.12.1 Western Europe mAdvertising Revenue by Country: 2014 – 2020
8.12.1.1 Denmark Mobile Advertising Revenue: 2014 – 2020
8.12.1.2 Finland Mobile Advertising Revenue: 2014 – 2020
8.12.1.3 France Mobile Advertising Revenue: 2014 – 2020
8.12.1.4 Germany Mobile Advertising Revenue: 2014 – 2020
8.12.1.5 Italy Mobile Advertising Revenue: 2014 – 2020
8.12.1.6 Spain Mobile Advertising Revenue: 2014 – 2020
8.12.1.7 Sweden Mobile Advertising Revenue: 2014 – 2020
8.12.1.8 Norway Mobile Advertising Revenue: 2014 – 2020
8.12.1.9 UK Mobile Advertising Revenue: 2014 – 2020
8.12.1.10 Rest of Western Europe Mobile Advertising Revenue: 2014 – 2020
8.12.2 Western Europe Tablet Shipments by OS Platform: 2014 - 2020
8.12.2.1 Western Europe Apple iOS Tablet Shipments: 2014 – 2020
8.12.2.2 Western Europe Android Tablet Shipments: 2014 – 2020
8.12.2.3 Western Europe Windows Tablet Shipments: 2014 – 2020
8.12.2.4 Western Europe Other Tablet Shipments: 2014 – 2020

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8.12.3 Western Europe Smartphone Shipments by OS Platform: 2014 - 2020
8.12.3.1 Western Europe Apple iOS Smartphone Shipments: 2014 – 2020
8.12.3.2 Western Europe Android Smartphone Shipments: 2014 – 2020
8.12.3.3 Western Europe Bada Smartphone Shipments: 2014 – 2020
8.12.3.4 Western Europe Blackberry OS Smartphone Shipments: 2014 – 2020
8.12.3.5 Western Europe Firefox OS Smartphone Shipments: 2014 – 2020
8.12.3.6 Western Europe LiMo Smartphone Shipments: 2014 – 2020
8.12.3.7 Western Europe MeeGo Smartphone Shipments: 2014 – 2020
8.12.3.8 Western Europe Microsoft (Windows OS) Smartphone Shipments: 2014 – 2020
8.12.3.9 Western Europe Palm OS Smartphone Shipments: 2014 – 2020
8.12.3.10 Western Europe Sailfish Smartphone Shipments: 2014 – 2020
8.12.3.11 Western Europe Symbian Smartphone Shipments: 2014 – 2020
8.12.3.12 Western Europe Tizen Smartphone Shipments: 2014 – 2020
8.12.3.13 Western Europe Ubuntu Smartphone Shipments: 2014 – 2020
8.12.3.14 Western Europe Other OS Smartphone Shipments: 2014 – 2020

9 CHAPTER 9: CONCLUSION, KEY INDUSTRY DEVELOPMENTS & STRATEGIC RECOMMENDATIONS

9.1 The Importance of mAdvertising Performance Analytics
9.2 Emerging mAdvertising Competitors: Are Wireless Carriers a Threat to Google and Facebook?
9.3 Does Yahoo Stand a Change in the mAdvertising Market?
9.4 Market Share: Who Leads the Market?
9.5 Mobile OEMs: Are Apple and Samsung the Only OEMs with an mAdvertising Portfolio?
9.6 Dedicated Mobile Sites vs. Responsive Design: Impact on mAdvertising
9.7 Multiple Device Types and Operating Systems: Understanding the Nature of mAdvertising
9.8 Top Brands Embrace mAdvertising
9.9 Which Media/Application Categories Are Most Lucrative?
9.10 Strategic Recommendations
9.10.1 Advertisers
9.10.2 mAdvertising Service Providers
9.10.3 Wireless Carriers
9.10.4 Mobile Device OEMs

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: Global Smartphones vs. Tablets User Engagement Rates for E-Commerce Activities by Industry (%)
Figure 2: Mobile Advertising Ecology
Figure 3: Typical Mobile Advertising Display Dimensions
Figure 4: Smartphone & Tablets Click Through Rate (CTR) Comparison by Campaign Type (CTR Index)
Figure 5: Evolution of Mobile Network Technology Through Different Generations of Data Growth
Figure 6: Mobile Advertising Market Segments
Figure 7: Mobile Handset Data Consumption Trends in the U.S
Figure 8: A Convertible Notebook Tablet
Figure 9: Average Click Through Rate (CTR) by Device (Smartphones, Tablets, PCs) for 10 Leading Markets (%)
Figure 10: Global Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 11: Global Mobile Advertising Revenue by Device Form Factor (Mobile Phones, Tablets): 2010 - 2020 ($ Millions)
Figure 12: Global Mobile Phone Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 13: Global Tablet Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 14: Global Mobile Advertising Revenue by Media & Application Category: 2010 - 2020 ($ Millions)
Figure 15: Global Media Alerts based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 16: Global Web Browsing based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 17: Global Web Browsing based Mobile Advertising Revenue by Category (Display vs. Search): 2010 - 2020 ($ Millions)
Figure 18: Global Web Browsing Display based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 19: Global Search based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 20: Global Mobile Applications based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 21: Global Mobile Gaming based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 22: Global Music Subscription based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)

+44 20 8123 2220
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Figure 23: Global Social Networking based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 24: Global Mobile TV based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 25: Global Mobile Video based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 26: Global Mobile Video based Mobile Advertising Revenue by Category (One-off vs. Subscription Based): 2010 - 2020 ($ Millions)
Figure 27: Global One-off Mobile Video based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 28: Global Mobile Video Subscription based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 29: Global Text Alerts based Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 30: Global Mobile Advertising Revenue by Region: 2010 - 2020 ($ Millions)
Figure 31: Asia Pacific Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 32: Eastern Europe Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 33: Latin & Central America Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 34: Middle East & Africa Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 35: North America Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 36: Western Europe Mobile Advertising Revenue: 2010 - 2020 ($ Millions)
Figure 37: Global Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 38: Global Tablet Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 39: Global Apple iOS Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 40: Global Android Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 41: Global Windows Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 42: Global Other OS Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 43: Global Tablet Unit Shipments by Display Size: 2010 - 2020 (Millions of Units)
Figure 44: Global 4-7 Inch Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 45: Global 7-9 Inch Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 46: Global 9-12 Inch Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 47: Global 12-16 Inch Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 48: Global Tablet Unit Shipments by Region: 2010 - 2020 (Millions of Units)
Figure 49: Asia Pacific Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 50: Eastern Europe Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 51: Latin & Central America Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 52: Middle East & Africa Tablet Unit Shipments: 2010 - 2020 (Millions of Units)

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Figure 53: North America Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 54: Western Europe Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 55: Global Tablet Vendor Share Forecast by Unit Shipments (%)
Figure 56: Global Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 57: Global Smartphone Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 58: Global Apple iOS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 59: Global Android Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 60: Global Bada Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 61: Global Blackberry OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 62: Global Firefox OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 63: Global LiMo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 64: Global MeeGo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 65: Global Microsoft (Windows OS) Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 66: Global Palm OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 67: Global Sailfish Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 68: Global Symbian Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 69: Global Tizen Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 70: Global Ubuntu Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 71: Global Other OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 72: Global Smartphone Unit Shipments by Region: 2010 - 2020 (Millions of Units)
Figure 73: Asia Pacific Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 74: Eastern Europe Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 75: Latin & Central America Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 76: Middle East & Africa Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 77: North America Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 78: Western Europe Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 79: Global Smartphone Vendor Share Forecast by Unit Shipments (%)
Figure 80: Asia Pacific Mobile Advertising Revenue by Country: 2010 - 2020 ($ Million)
Figure 81: Australia Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 82: China Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 83: India Mobile Advertising Revenue: 2010 - 2020 ($ Million)

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Figure 84: Japan Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 85: South Korea Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 86: Rest of Asia Pacific Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 87: Asia Pacific Tablet Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 88: Asia Pacific Apple iOS Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 89: Asia Pacific Android Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 90: Asia Pacific Windows Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 91: Asia Pacific Other Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 92: Asia Pacific Smartphone Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 93: Asia Pacific Apple iOS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 94: Asia Pacific Android Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 95: Asia Pacific Bada Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 96: Asia Pacific Blackberry OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 97: Asia Pacific Firefox OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 98: Asia Pacific LiMo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 99: Asia Pacific MeeGo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 100: Asia Pacific Microsoft (Windows OS) Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 101: Asia Pacific Palm OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 102: Asia Pacific Sailfish Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 103: Asia Pacific Symbian Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 104: Asia Pacific Tizen Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 105: Asia Pacific Ubuntu Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 106: Asia Pacific Other OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)

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Figure 107: Eastern Europe Mobile Advertising Revenue by Country: 2010 - 2020 ($ Million)
Figure 108: Russia Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 109: Poland Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 110: Czech Republic Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 111: Rest of Eastern Europe Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 112: Eastern Europe Tablet Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 113: Eastern Europe Apple iOS Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 114: Eastern Europe Android Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 115: Eastern Europe Windows Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 116: Eastern Europe Other Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 117: Eastern Europe Smartphone Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 118: Eastern Europe Apple iOS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 119: Eastern Europe Android Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 120: Eastern Europe Bada Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 121: Eastern Europe Blackberry OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 122: Eastern Europe Firefox OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 123: Eastern Europe LiMo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 124: Eastern Europe MeeGo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 125: Eastern Europe Microsoft (Windows OS) Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 126: Eastern Europe Palm OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 127: Eastern Europe Sailfish Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 128: Eastern Europe Symbian Smartphone Unit Shipments: 2010 - 2020

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(Millions of Units)
Figure 129: Eastern Europe Tizen Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 130: Eastern Europe Ubuntu Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 131: Eastern Europe Other OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 132: Latin & Central America Mobile Advertising Revenue by Country: 2010 - 2020 ($ Million)
Figure 133: Argentina Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 134: Brazil Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 135: Mexico Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 136: Rest of Latin & Central America Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 137: Latin & Central America Tablet Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 138: Latin & Central America Apple iOS Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 139: Latin & Central America Android Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 140: Latin & Central America Windows Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 141: Latin & Central America Other Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 142: Latin & Central America Smartphone Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 143: Latin & Central America Apple iOS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 144: Latin & Central America Android Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 145: Latin & Central America Bada Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 146: Latin & Central America Blackberry OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 147: Latin & Central America Firefox OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 148: Latin & Central America LiMo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 149: Latin & Central America MeeGo Smartphone Unit Shipments: 2010 - 2020

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(Millions of Units)
Figure 150: Latin & Central America Microsoft (Windows OS) Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 151: Latin & Central America Palm OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 152: Latin & Central America Sailfish Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 153: Latin & Central America Symbian Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 154: Latin & Central America Tizen Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 155: Latin & Central America Ubuntu Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 156: Latin & Central America Other OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 157: Middle East & Africa Mobile Advertising Revenue by Country: 2010 - 2020 ($ Million)
Figure 158: South Africa Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 159: UAE Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 160: Saudi Arabia Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 161: Rest of the Middle East & Africa Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 162: Middle East & Africa Tablet Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 163: Middle East & Africa Apple iOS Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 164: Middle East & Africa Android Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 165: Middle East & Africa Windows Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 166: Middle East & Africa Other Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 167: Middle East & Africa Smartphone Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 168: Middle East & Africa Apple iOS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 169: Middle East & Africa Android Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 170: Middle East & Africa Bada Smartphone Unit Shipments: 2010 - 2020

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(Millions of Units)
Figure 171: Middle East & Africa Blackberry OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 172: Middle East & Africa Firefox OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 173: Middle East & Africa LiMo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 174: Middle East & Africa MeeGo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 175: Middle East & Africa Microsoft (Windows OS) Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 176: Middle East & Africa Palm OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 177: Middle East & Africa Sailfish Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 178: Middle East & Africa Symbian Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 179: Middle East & Africa Tizen Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 180: Middle East & Africa Ubuntu Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 181: Middle East & Africa Other OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 182: North America Mobile Advertising Revenue by Country: 2010 - 2020 ($ Million)
Figure 183: USA Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 184: Canada Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 185: North America Tablet Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 186: North America Apple iOS Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 187: North America Android Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 188: North America Windows Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 189: North America Other Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 190: North America Smartphone Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 191: North America Apple iOS Smartphone Unit Shipments: 2010 - 2020

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(Millions of Units)
Figure 192: North America Android Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 193: North America Bada Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 194: North America Blackberry OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 195: North America Firefox OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 196: North America LiMo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 197: North America MeeGo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 198: North America Microsoft (Windows OS) Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 199: North America Palm OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 200: North America Sailfish Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 201: North America Symbian Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 202: North America Tizen Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 203: North America Ubuntu Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 204: North America Other OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 205: Western Europe Mobile Advertising Revenue by Country: 2010 - 2020 ($ Million)
Figure 206: Denmark Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 207: Finland Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 208: France Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 209: Germany Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 210: Italy Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 211: Spain Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 212: Sweden Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 213: Norway Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 214: UK Mobile Advertising Revenue: 2010 - 2020 ($ Million)
Figure 215: Rest of Western Europe Mobile Advertising Revenue: 2010 - 2020 ($

Million)
Figure 216: Western Europe Tablet Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 217: Western Europe Apple iOS Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 218: Western Europe Android Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 219: Western Europe Windows Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 220: Western Europe Other Tablet Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 221: Western Europe Smartphone Unit Shipments by OS Platform: 2010 - 2020 (Millions of Units)
Figure 222: Western Europe Apple iOS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 223: Western Europe Android Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 224: Western Europe Bada Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 225: Western Europe Blackberry OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 226: Western Europe Firefox OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 227: Western Europe LiMo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 228: Western Europe MeeGo Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 229: Western Europe Microsoft (Windows OS) Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 230: Western Europe Palm OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 231: Western Europe Sailfish Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 232: Western Europe Symbian Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 233: Western Europe Tizen Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 234: Western Europe Ubuntu Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)

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Figure 235: Western Europe Other OS Smartphone Unit Shipments: 2010 - 2020 (Millions of Units)
Figure 236: Mobile Advertising Revenue Share by Company (%)
Figure 237: Mobile Advertising Revenue Share by Media & Application Category (%)

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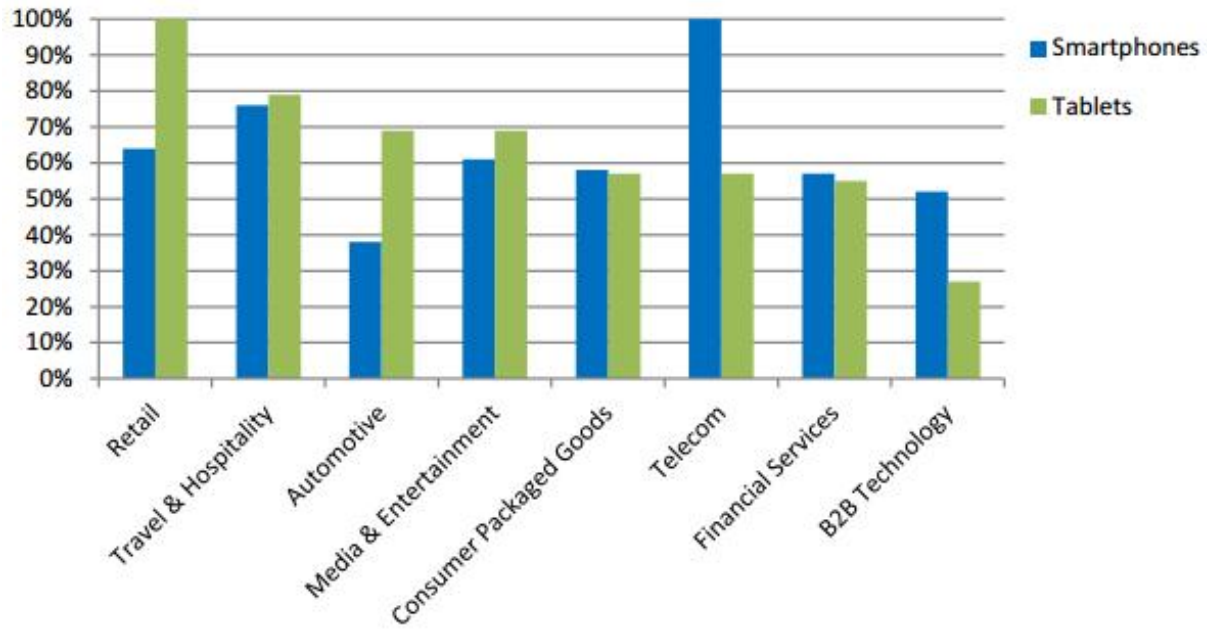
About

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 (%)

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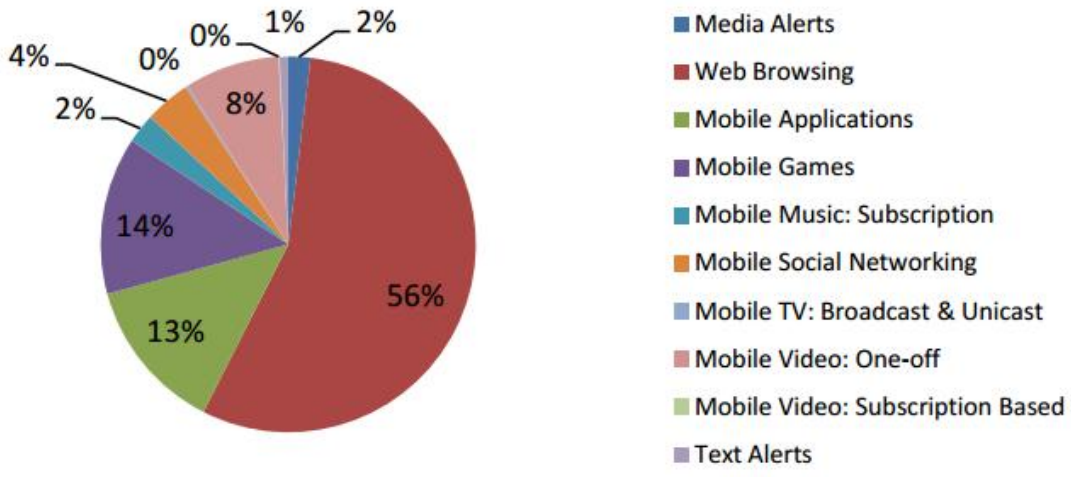

Application based advertising is expected to significantly grow its revenue share over the coming years, accounting for over 25% of the total mobile advertising market by 2020.

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