

Mobile Advertising

Delivery Channels, Strategies & Forecasts

2008-2013

This eagerly anticipated mobile advertising report provides the most comprehensive examination of the mobile advertising market to date. By focusing on 7 key advertising delivery channels, this study analyses the opportunities for SMS, MMS, In-content download, on-portal, mobile internet, idol screen and mobile TV; exploring the strategies that have thus far been adopted by many members of the mobile advertising ecosystem. This research further presents market projections for eight key global regions via easy to understand tables, diagrams and charts (across the 7 advertising channels) providing a complete analysis of the market for global mobile adspend up until 2013. In addition, the report provides an extensive focus on key players in the mobile advertising value chain, with vital strategic recommendations for brands, advertising agencies, content providers and operators.

Key Questions Addressed by this Report:

- What is the current value of the mobile advertising market?
- Who are the leading players in the mobile advertising market?
- How many people respond to mobile advertising?
- What are the key drivers behind mobile advertising?
- What are the key hurdles to the deployment and success of mobile advertising?
- How is the mobile advertising value chain likely to develop?
- How is mobile advertising regulated?
- Which mobile delivery channels will be the most successful for advertisers?
- Is advertising likely to provide a substantial revenue stream for mobile TV services?

Key Benefits:

- A unique source of research and analysis for the mobile advertising market including technologies, market characteristics and forecasts.
- Practical analysis of emerging opportunities for vendors & operators.
- Unique insights: includes interviews with leading industry players who have significant experience in the mobile advertising market.
- Benefit from fresh thinking and an intelligent market assessment from a respected thought leader.



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Mobile Advertising: Analysis & Forecasts

report overview

'Mobile Advertising' profiles a number of leading companies within all sectors of the mobile advertising environment including agencies, advertising networks, application providers, operators and MVNO's. Through select interviews with key executives across the mobile and advertising industries, this 162 page investigation into the opportunities within this growing marketplace affords brands, advertising agencies, content providers and operators with all the necessary analysis and data to help plan their current and future strategy within this potentially lucrative revenue stream.

analysis & forecasts

Report Analysis

Extensive Coverage with in-depth analytical forecasts until 2013, for eight key regions: N/S America; W/E Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific; Africa & Middle East.

Thorough Evaluation of the mobile advertising market for strategic & market planners; focusing on detailed market sizing, forecasts, player analysis and positioning strategies.

Calculated Assessment of the opportunity for industry operators, vendors & manufacturers - researched by an industry-leading analyst in mobile advertising markets.

Strategic Tool for assessing & realising the unfolding opportunities in the mobile advertising marketplace.

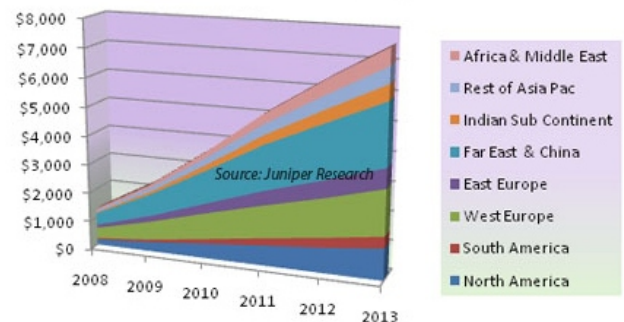
Market Forecast Suite

SMS Advertising Recipients: subscribers who receive SMS advertising; Responses; Adspend

MMS Advertising Recipients: subscribers who receive MMS advertising; Responses; Adspend

In-Content Download Advertising Recipients: subscribers who receive in-content download advertising; Responses; Adspend

Total Mobile Adspend (\$bn) (by Region), 2008-2013



On-Portal Advertising Recipients: subscribers who view on-portal advertising; Responses; Adspend

Mobile Internet Advertising Recipients: subscribers who browse mobile Internet; Responses; Adspend

Idle Screen Advertising Recipients: subscribers who receive idle screen advertising; Responses; Adspend

Mobile TV Advertising Broadcast: subscribers; adspend; Streamed: subscribers; adspend; Total expenditure

Mobile Advertising Total mobile adspend (by region; by channel); Cellular market growth (subscribers)

our background

Juniper Research specialise in providing high quality analytical research reports & consultancy services to the telecoms industry. We have particular expertise in mobile, wireless, broadband & IP-convergence.

Juniper is independent & provides authoritative assessments of markets, technologies & industry players. Our analysts are experienced senior managers with proven track records in each of their specialist fields.

Each report is thoroughly researched, intelligently written & proof-read by qualified experts prior to publication. The report offers a rich mix of graphics, illustrations, technology roadmaps and tables.

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Executive Summary

1. The Opportunity for Mobile Advertising

Intro; Types of Advertising; Mobile Advertising Channels

- SMS advertising: Types of messaging services; Campaigns & development
- MMS Advertising: MMS services; MMS as an advertising channel; Campaigns
- In-content download advertising
- On-portal advertising: Banner advertising; Mobile on-portal search
- Mobile Internet advertising; Idle screen advertising; Mobile TV and video advertising

Cost Models; The Demand for Mobile Advertising

2. Drivers and Constraints

Key Drivers of Mobile Advertising Services

- Personal; Increasing mobile & 3G penetration; Frequency capping

Constraints on Mobile Advertising Growth

- Privacy; The user interface; Handset limitations; Cost of data services

3. Regulation

National Regulation

- National legislation pertaining to mobile services, mobile advertising

Pan-European Legislation; Mobile Content Self-Regulation

- UK; US; South Africa

Advertising Self-Regulation

- N America; W/E Europe; Indian Sub Continent; Rest of Asia-Pacific; Middle East & Africa; International; Mobile

4. The Mobile Advertising Value Web

Brands; Mobile Advertising Agencies, Campaign Mgt.

- 4th Screen Advertising; Buongiorno Marketing Services; Nokia Ad Business

The Search Engines

- Google; Yahoo!; JumpTap; minfo

Mobile Advertising Networks

- Ad Infuse; AdMob; Fluc; Greystripe;

IMImobile; Mobile Content Networks (MCN); MobVision; Quattro Wireless; Third Screen Media

Application Providers

- Action Engine; AditOn; Amobee; Bango; Celltick; Flytxt Neon; GoldSpot Media; InnerActive Smart Media; mobile-worx; Mobixell; Rhythm New Media; Smaato; Wapple; MVNOs; Blyk; Virgin Mobile

Network Operators

5. The Market for Mobile Advertising

Forecast Definitions & Methodology; Growth of the Cellular Market

- Total mobile adspend

Regional Mobile Advertising Forecasts; Forecasts by Channel

- Global cellular subscriber forecasts

6. SMS Advertising Forecasts

Recipients

- Subscribers who receive SMS advertising

Responses

- Mobile subscribers who respond; Average user responses p.a

Revenues

- Average cost/click through cost; Total adspend

7. MMS Advertising Forecasts

Recipients

- Subscribers who receive MMS advertising, % of 2.5G/3G recipients

Responses

- Mobile subscribers who respond; Average user responses p.a

Revenues

- Average cost/click through cost; Total adspend

8. In-Content Download Advertising Forecasts

Recipients

- Subscribers who receive in-content download advertising

Responses

- Downloads of mobile content containing advertising; Annual mobile content downloads containing advertising; Total

Revenues

- Average cost/click through cost; Total adspend

9. On-Portal Advertising Forecasts

Recipients

- Subscribers who view on-portal advertising

Responses

- Subscribers who respond; Average user responses p.a; Total number

Revenues

- Average cost/click through cost; Total adspend

10. Mobile Internet Advertising Forecasts

Recipients

- Subscribers who browse mobile Internet

Responses

- Users who respond; Average user responses p.a; Total number

Revenues

- Average cost/click through cost; Total adspend

11. Idle Screen Advertising Forecasts

Recipients

- Subscribers who receive idle screen advertising

Responses

- Subscribers who respond; Average user responses p.a; Total number

Revenues

- Average cost/click through cost; Total adspend

12. Mobile TV Advertising Forecasts

Broadcast Mobile TV

- Subscribers; Adspend per user

Streamed Mobile TV

- Subscribers; Adspend per user

Total Mobile TV

- Average cost/click through cost; Total adspend

13. Recommendations

Brand Managers & Agencies; Operators; Publishers & Developers



companies included

3 UK • 4th Screen Advertising • Action Engine • AIS • Ad Infuse • Adidas • AditOn • AdMob • Alatto Technologies • Apple • AOL • Amobee • AT&T • Bango • Blyk • Buongiorno Marketing Services • Buzz City • CBS Mobile • Cellcom • Celltick • Coca Cola • CTIA • Digital Chocolate • eBay • Fluc • FlytX Neon • Gemplus • Goldspot Media • Google • Greystripe • Honda • IMI Mobile • Ingenio • Initiative • InnerActive Smart Media • Jamster • JumpTap • Land Rover • Limbo • Lion's Gate • minfo • Mobile Content Network • mobile-worx • Mobile Posse • Mobixell • MobiTV • MobVision • Motorola • Neustar • Nokia Ad Business • Orange • Orb Networks • PacketVideo • Paramount Pictures • Pixel Media • Quattro Wireless • Rhythm New Media • Smaato • Swisscom • Telefonica O2 Europe • Third Screen Media • T-Mobile • Virgin Mobile • Vodafone • Wapple • Yahoo!

author profile

Dr Windsor Holden is Principal Analyst with Juniper Research. He is responsible for developing Juniper Research's report portfolio and designing a forthcoming range of market intelligence services focusing on the mobile content market. He is also the author of a number of recent reports including, Mobile Gambling: Casinos, Lotteries and Betting (4th edition), Mobile TV: Opportunities for Streamed and Broadcast Services (3rd edition) and Mobile User Generated Content: Dating, Social Networking and Personal Content Delivery.

Previously with Analysys, Dr Holden has written extensively on mobile content, emerging telecoms markets and digital TV. He is also a regular conference speaker and a former Research Fellow of the Institute of Communication Studies, University of Leeds.

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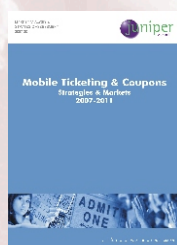
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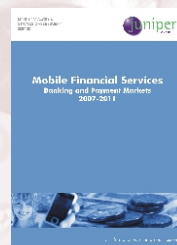
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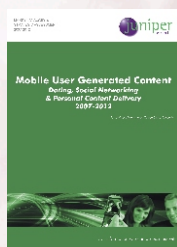
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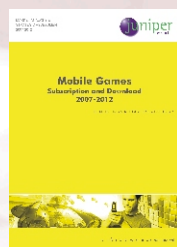
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