

Mobile Advertising

Delivery Channels, Business Models & Forecasts 2009-2014 (Second Edition)



List of Forecasts

All forecasts are for 2008-2014 and include 2008 historical estimates, except where noted below.

Regional forecasts cover 8 regions: North America, South America, Western Europe, Eastern Europe, Far East & China, Indian Sub Continent, Rest of Asia Pacific and Africa & Middle East.

Splits by channel cover: SMS, MMS, In-Content Download, Idle Screen, Mobile Internet, Mobile TV & Video, On-Device Portal and Personal Messaging.

The Market for Mobile Advertising

Cellular Subscriber Growth (m) Split by 8 Key Regions, 2007-2014

Global Mobile Advertising AdSpend (\$m) 1st Edition Forecasts vs. 2nd Edition Forecasts 2007-2014

Total Mobile Adspend (\$m) Split by 8 Key Regions

Total Mobile Adspend (\$m) Split by 8 Channels

SMS and Personal Messaging Advertising Forecasts

Percentage of Subscribers Who Receive SMS Advertising Split by 8 Key Regions

Number of Subscribers (m) Who Receive SMS Advertising Split by 8 Key Regions

Percentage of Mobile Subscribers Receiving SMS Advertising Who Respond Split by 8 Key Regions

Number of Mobile Subscribers (m) Receiving SMS Advertising Who Respond Split by 8 Key Regions

Average Number of User Responses Per Annum to SMS Advertising Split by 8 Key Regions

Total Number of User Responses Per Annum (m) to SMS Advertising Split by 8 Key Regions

Average SMS Advertising Cost (\$) per Clickthrough (CPC) Rates Split by 8 Key Regions

Total Advertising Expenditure (\$m) on SMS Advertising Split by 8 Key Regions

Total Advertising Expenditure (\$m) on P2P Messaging Advertising Split by 8 Key Regions

MMS Advertising Forecasts

Percentage of Mobile Handsets Able to Receive MMS Advertising Split by 8 Key Regions

Percentage of 2.5G/3G Subscribers Who Receive MMS Advertising Split by 8 Key Regions

Number of Subscribers (m) Who Receive MMS Advertising Split by 8 Key Regions

Average Number of Advertising MMS Received Per User Per Annum Split by 8 Key Regions

Total Number of MMS Advertisements Sent (m) Split by 8 Key Regions

Average Cost (\$) Per MMS Advertisement Delivered Split by 8 Key Regions

Total Advertising Expenditure (\$m) on MMS Advertising Split by 8 Key Regions

In-Content Download Advertising Forecasts

Percentage of Users Who Receive In-Content Download Advertising Split by 8 Key Regions

Number of Subscribers (m) Who Receive In-Content Download Advertising Split by 8 Key Regions

Average Number of Downloads Per User per Annum of Mobile Content Containing Advertising Split by 8 Key Regions

Annual Number of Mobile Content Downloads (m) Containing Advertising Split by 8 Key Regions

Average Number of Advertisements per Downloaded Content Split by 8 Key Regions

Annual Number of Advertisements (m) Viewed within Mobile Content Downloads Split by 8 Key Regions

Response Rates (%) to In-Content Download Advertising Split by 8 Key Regions

Total Number of Responses (m) to In-Content Download Advertising Split by 8 Key Regions

Average In-Content Download Advertising Cost (\$) Per Clickthrough (CPC) Rates Split by 8 Key Regions
Total Advertising Expenditure (\$m) on In-Content Download Advertising Split by 8 Key Regions

On-Portal Advertising Forecasts

Percentage of Mobile Subscribers Able to Access Operator Portals Split by 8 Key Regions
Number of Subscribers (m) Who View On-Portal Advertising Split by 8 Key Regions
Percentage of Mobile Subscribers Viewing On-Portal Advertising Who Respond Split by 8 Key Regions
Number of Mobile Subscribers (m) Viewing On-Portal Advertising Who Respond Split by 8 Key Regions
Average Number of User Responses Per Annum to On-Portal Advertising Split by 8 Key Regions
Total Number of User Responses Per Annum (m) to On-Portal Advertising Split by 8 Key Regions
Average On-Portal Advertising Cost Per Clickthrough (CPC) Rates (\$) Split by 8 Key Regions
Total Advertising Expenditure (\$m) on On-Portal Advertising Split by 8 Key Regions

Mobile Internet Advertising Forecasts

Percentage of Subscribers Who Browse the Mobile Internet Split by 8 Key Regions
Number of Subscribers (m) Who Browse the Mobile Internet Split by 8 Key Regions
Number of Mobile Internet Ad Impressions per User Per Annum Split by 8 Key Regions
Total Number of Mobile Internet Ad Impressions (m) Split by 8 Key Regions
Average Mobile Internet Advertising Cost Per Mille (CPM) Rates Split by 8 Key Regions
Total Advertising Expenditure (\$m) on Mobile Internet Advertising Split by 8 Key Regions

Idle Screen Advertising Forecasts

Percentage of Subscribers Who Receive Idle Screen Advertising Split by 8 Key Regions
Number of Subscribers (m) Who Receive Idle Screen Advertising Split by 8 Key Regions
Percentage of Mobile Subscribers Receiving Idle Screen Advertising Who Respond Split by 8 Key Regions
Number of Mobile Subscribers (m) Receiving Idle Screen Advertising Who Respond Split by 8 Key Regions
Average Number of User Responses Per Annum to Idle Screen Advertising Split by 8 Key Regions
Total Number of User Responses Per Annum (m) to Idle Screen Advertising Split by 8 Key Regions
Average Idle Screen Advertising Cost Per Clickthrough (CPC) Rates Split by 8 Key Regions
Total Advertising Expenditure (\$m) on Idle Screen Advertising Split by 8 Key Regions

Mobile TV & Video Advertising Forecasts

Number of Mobile Broadcast TV Subscribers (m) Split by 8 Key Regions
Adspend (\$) per Mobile Broadcast TV Subscriber per annum Split by 8 Key Regions
Total Advertising Expenditure (\$m) on Mobile Broadcast TV Split by 8 Key Regions
Number of Mobile Streamed TV Subscribers (m) Split by 8 Key Regions
Adspend (\$) per Mobile Streamed TV Subscriber per annum Split by 8 Key Regions
Total Advertising Expenditure (\$) on Mobile Broadcast TV Split by 8 Key Regions
Total Advertising Expenditure (\$m) on Mobile TV Split by 8 Key Regions