

List of Forecasts

All forecasts are for 2008-2013, except where stated below.

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

SMS Advertising

Proportion of Subscribers (%) that Receive SMS Advertising by Region
Number of Subscribers (m) that Receive SMS Advertising by Region
Proportion of Mobile Subscribers (%) Receiving SMS Advertising who Respond by Region
Number of Mobile Subscribers (m) Receiving SMS Advertising who Respond by Region
Average Number of User Responses per Year to SMS Advertising by Region
Total Number of User Responses (m) per Year to SMS Advertising by Region
Average SMS Advertising Cost per Click-through Rates by Region
Total Advertising Expenditure (\$m) on SMS Advertising by Region

MMS Advertising

Proportion (%) of Mobile Handsets Able to Receive MMS Advertising, by Region
Proportion (%) of 2.5G/3G Subscribers that Receive MMS Advertising, by Region
Number of Subscribers (m) that Receive MMS Advertising, by Region
Proportion (%) of Mobile Subscribers Receiving MMS Advertising who Respond, by Region
Number of Mobile Subscribers (m) Receiving MMS Advertising who Respond, by Region
Average Number of User Responses per Year to MMS Advertising, by Region
Total Number of User Responses per Year (m) to MMS Advertising, by Region
Average MMS Advertising Cost-Per-Click-through Rates, by Region
Total Advertising Expenditure (\$m) on MMS Advertising, by Region

In-Content Download Advertising

Proportion (%) of Users who Receive In-Content Download Advertising, by Region
Number of Subscribers (m) that Receive In-Content Download Advertising, by Region
Average Number of Downloads per User per Year of Mobile Content Containing Advertising, by Region
Annual Number of Mobile Content Downloads (m) Containing Advertising, by Region
Response Rates (%) to In-Content Download Advertising, by Region
Total Number of Responses (m) to In-Content Download Advertising, by Region
Average In-Content Download Advertising Cost-per-Click-through Rates (\$), by Region
Total Advertising Expenditure (\$m) on MMS Advertising, by Region

On-Portal Advertising

Proportion (%) of Mobile Handsets Able to Receive On-Portal Advertising, by Region
Number of Subscribers (m) that View On-Portal Advertising, by Region
Proportion (%) of Mobile Subscribers Viewing On-Portal Advertising who Respond, by Region
Number of Mobile Subscribers (m) Viewing On-Portal Advertising who Respond, by Region
Average Number of User Responses per Year to On-Portal Advertising, by Region
Total Number of User Responses per Year (m) to On-Portal Advertising, by Region
Average On-Portal Advertising Cost-per-Click-through Rates (\$), by Region
Total Advertising Expenditure (\$m) on On-Portal Advertising by Region

Mobile Internet Advertising

Proportion (%) of Subscribers that Browse the Mobile Internet by Region
Number of Subscribers (m) that Browse the Mobile Internet by Region
Proportion (%) of Mobile Internet Users who Respond to Mobile Advertising, by Region
Number of Mobile Internet Users (m) who Respond to Mobile Advertising, by Region
Average Number of User Responses per Year to Mobile Internet Advertising, by Region
Total Number of User Responses per Year (m) to Mobile Internet Advertising, by Region
Average Mobile Internet Advertising Cost-per-Click-through Rates (\$) by Region
Total Advertising Expenditure (\$m) on Mobile Internet Advertising by Region

Idle Screen Advertising

Proportion (%) of Subscribers that Receive Idle Screen Advertising by Region
Number of Subscribers (m) that Receive Idle Screen Advertising by Region
Proportion of Mobile Subscribers (%) Receiving Idle Screen Advertising who Respond by Region
Number of Mobile Subscribers (m) Receiving Idle Screen Advertising who Respond by Region
Average Number of User Responses per Year to Idle Screen Advertising by Region
Total Number of User Responses per Year (m) to Idle Screen Advertising by Region
Average Idle Screen Advertising Cost-Per-Click-through Rates (\$) by Region
Total Advertising Expenditure (\$m) on Idle Screen Advertising by Region

Mobile TV Advertising

Number of Mobile Broadcast TV Subscribers (m) by Region
Adspend (\$) per Mobile Broadcast TV Subscriber per Year
Total Advertising Expenditure (\$m) on Mobile Broadcast TV by Region
Number of Mobile Streamed TV Subscribers (m) by Region
Adspend (\$) per Mobile Streamed TV Subscriber per Year
Total Advertising Expenditure (\$m) on Mobile Streamed TV by Region
Total Advertising Expenditure (\$m) on Mobile TV by Region

Mobile Advertising Market

Cellular Subscriber Growth (m) by Region 2006-2013
Total Mobile Adspend (\$m) by Region
Total Mobile Adspend (\$m) by Channel