



Mobile Advertising (mAdvertising) Market Analysis to Grow at a 25% CAGR Forecast to 2020

Mobile Advertising (mAdvertising) Market 2016 Analysis of 400 Ecosystem Players and Forecast to 2020

PUNE, INDIA, September 13, 2016 /EINPresswire.com/ -- 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.

Complete report details @ <https://www.wiseguyreports.com/reports/the-mobile-advertising-madvertising-market-2014-2020-opportunities-challenges-strategies-forecasts>

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.

Request a sample report @ <https://www.wiseguyreports.com/sample-request/the-mobile-advertising-madvertising-market-2014-2020-opportunities-challenges-strategies-forecasts>

Topics Covered:

The report covers the following topics:

- Mobile advertising business models: Ad types, physical Ad dimensions, supporting technologies and revenue generation model
- Key market sectors for mobile advertising and their evolution
- Market drivers and challenges for the mobile advertising market
- A detailed assessment of the emerging tablet advertising submarket and its growth potential
- Key developments and opportunities in the industry

- Profiles and strategies of 34 key players in the mobile advertising market
- Strategic recommendations for advertisers, mobile advertising providers, wireless carriers and mobile device OEMs
- Global and regional market forecasts:
- Mobile advertising revenue forecasts: 2010 - 2020

Submarket revenue forecasts are categorized in 2 device form factor categories:

- Mobile Phone
- Tablet

Submarket revenue forecasts are categorized in 9 application & media categories:

- Media Alerts
- Mobile Browsing (Display, Search)
- Mobile Applications
- Mobile Games
- Mobile Music
- Mobile Social Networking
- Mobile TV (Broadcast, Unicast & One-off)
- Mobile Video (One-off, Subscription Based)
- Text Alerts

Country level revenue projections are presented for the following 25 leading countries in the mobile advertising market:

- Argentina
- Australia
- Brazil
- Canada
- China
- Czech Republic
- Denmark
- Finland
- France
- Germany
- India
- Italy
- Japan
- Mexico
- Norway
- Poland
- Russia
- Saudi Arabia
- South Africa
- South Korea
- Spain
- Sweden
- UAE
- UK
- USA

Make an enquiry before buying this Report @ <https://www.wiseguyreports.com/enquiry/the-mobile->

Regional mobile advertising forecasts are categorized in the following six categories:

- Asia Pacific
- Eastern Europe
- Latin & Central America
- Middle East & Africa
- North America
- Western Europe
- Tablet Shipment Forecasts: 2010 - 2020

Tablet shipment projections are categorized in 4 Operating System (OS) platform categories:

- Apple iOS
- Android
- Windows
- Others

Tablet shipment projections are categorized in 4 display size categories:

- 4 – 7 inches
- 7 – 9 inches
- 9 – 12 inches
- 12 – 16 inches

Tablet vendor share projections are shown for the following 22 vendors:

Apple, White Box, Samsung, Asus, Amazon, Acer, Lenovo, Huawei, Sony, Microsoft, Dell, BlackBerry, HP, Archos, Nook, Toshiba, ZTE, Vizio, Motorola, LG, Viewsonic, HTC

Regional tablet shipment forecasts are categorized in the following six categories:

- Asia Pacific
- Eastern Europe
- Latin & Central America
- Middle East & Africa
- North America
- Western Europe
- Smartphone Shipment Projections: 2010 - 2020

Smartphone shipment projections are categorized in 14 Operating System (OS) platform categories:

- Apple iOS
- Android
- Bada
- Blackberry OS
- Firefox OS
- LiMo
- MeeGo
- Microsoft
- Palm OS / webOS
- Sailfish
- Symbian
- Tizen

- Ubuntu
- Others

Smartphone vendor share projections are shown for the following 22 vendors
Samsung, Apple, LG, Huawei, ZTE, Lenovo, Sony, Coolpad, BlackBerry, Nokia, HTC, Motorola, Pantech, TCL-Alcatel, Fujitsu, Sharp, Panasonic, NEC, Casio, Hitachi, Acer

Regional smartphone shipment forecasts are categorized in the following six categories:

- Asia Pacific
- Eastern Europe
- Latin & Central America
- Middle East & Africa
- North America

- Western Europe

Key Findings:

The report has the following key findings:

- At present, the market for mobile advertising is still in its early years, and accounts for more than \$21 Billion in global revenue
- Driven by a higher Click-Through Rate (CTR) and growing user penetration, the tablet segment of the market is expected to overtake smartphone based advertising revenue

- By the end of 2020, tablet advertising alone will generate more than \$27 Billion in global revenue, following a CAGR of nearly 25% between 2014 and 2020. During the same year (2020) tablet shipments will reach nearly 600 Million annually
- In-app based mobile 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
- Leveraging their demographics and real-time location data, wireless carriers are aggressively eyeing on opportunities to tap into the mobile advertising market

Buy this report @ https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=149474

Norah Trent
wiseguyreports
+1 646 845 9349 / +44 208 133 9349
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.