



Global Mobile AdTech Market 2015 Share, Trend, Segmentation and Forecast to 2017

CA \$14 billion in global ad spend rumbling through the mobile adtech ecosystem has undergone a striking transformation over the past 12 months

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Summary

Seaside, CA \$14 billion in global ad spend rumbling through the [mobile adtech](#) ecosystem has undergone a striking transformation over the past 12 months, redefining how agencies (and agency trading desks), vendors and audience platforms engage with digital budgets, impressions and apportion subsequent profit splits.

SaaS adtech business models benefit as agencies and publishers license mobile adtech solutions consolidating creative, marketing/social, cross-platform campaign management, clearing, execution and in-house sales onto one unified platform, while the ecosystem at large trains its programmatic technology sights on enabling affiliate networks, supply (SSPs) and/or demand (DSPs) sides of the business.

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In addition, format standardization is paving the way forward, toward programmatic trading efficiencies billed against CPM-based buying, augmented by video inventory internationally (particularly YouTube in AsiaPac) enjoying an increase in demand.

Agencies booked some \$2 billion in 2014 fees, while adtech vendors (public and private) netted out \$10.5 billion (including Facebook and Twitter).

The business challenge for all mobile adtech vendors today is reaching and qualifying audiences on every screen that doesn't add complexity to workflow processes, and for the ecosystem at large to profit from doing so.

AccuStream Research produces investment grade reports unifying virtual video, Internet music radio programming, download entertainment, video/audio advertising monetized through cross-platform CMS, video and mobile adtech operations, profit splits, platform revenue and M & A valuations, CDN and integrated (IPTV/OTT/Cross-device) optimization platform revenue, M & A and asset analytics.

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