

Telco Digital Advertising Strategies Key Players 2017 - AT&T, Singtel & SFR France Market Analysis & Forecast 2022

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/EINPresswire.com/ -- Summary

The advertising ecosystem is a growth engine generating over US\$200bn in revenue for multiple players. Digital advertising spending is driven by explosive growth in the consumption of online content, mobile apps and video. Telecom operators are increasing their presence in digital advertising. Telcos around the world recognize the growth opportunities presented by digital advertising. It offers the potential to diversify their revenue base and move toward high growth digital business models. Participation in the digital advertising ecosystem enables telcos to expand beyond their core services and geographical reach, driving operational scale. Some telcos are focusing on seizing technology assets to drive scale and growth in advertising. Some are building robust content arsenals to drive viewership growth and advertising inventory. Others strive to maximize revenue by building diversified ad solutions portfolios.



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Scope of the Report

Open technology advertising platforms are being leveraged by telcos to create value for the business to -

- Create global scale
- Develop more reach, serve new advertising client segments
- Create additional revenue streams by licensing technology to third parties
- Compete against walled-garden systems (Google, Facebook and the like)
- Leverage and monetize data beyond their mobile geography.

Key Players

AT&T

Indosat Ooredoo

Singtel

SFR France

Telefónica and Verizon

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Report scope

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Programmatic advertising

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Digital takes hold of the global advertising market

Mobile is the growth engine of digital advertising

'In-app' mobile advertising solutions continue to expand

Strong video consumption fuels video advertising spend

Programmatic ad solutions present opportunities

Many solutions converge to create a digital advertisement

The digital advertising ecosystem is fast expanding

Google and Facebook control digital advertising revenues

Section 2: Telcos and the digital ad opportunity 19

Digital advertising offers excellent upside potential for telcos

Telcos are investing in ad platforms, media and analytics

Diverse revenue models help telcos grow in digital advertising

Technology makes digital ad viable for Singtel and Verizon

Content drives the ad business at AT&T and SFR

Diversified revenue models work for Telefónica and Indosat .Continued

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