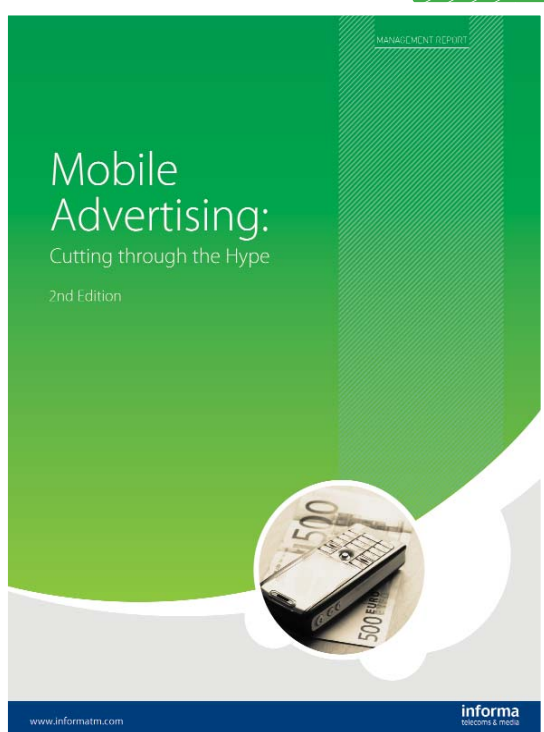


# Mobile Advertising

(2nd edition)

Cutting through the Hype

[www.informatm.com/madvertising](http://www.informatm.com/madvertising)



**Published:** June 2008

**Author:** Nick Lane

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Single user PDF:  
£2925/US\$5850/€4388

Single user PDF and Paper copy:  
£3900/US\$7800/€5850

## NEW in this edition:

- **Fully revised and detailed global mobile advertising forecasts to 2013** cuts through the hype to provide you with clear and realistic analysis on which to base your business decisions. Forecasts are broken down by region, advertising category and by percentage of total global mobile revenues and advertising revenues
- **The mobile advertising value chain** allows you to understand the numerous interworking opportunities between the mobile advertising industry players
- **New company profiles, analysis and case studies of mobile advertising campaigns** – gain a full understanding of the major market players and identify which brands “get mobile advertising”
- **Exploration of what is true mobile advertising** including mobile-only advertising inventory services
- **An evaluation of regulation** to understand and ensure maximum impact of mobile advertising

Strategic report from the publishers of:

**MM** Mobile Media

See inside for further details >>>

# Mobile Advertising (2nd edition)



## Key questions and topics addressed in this report:

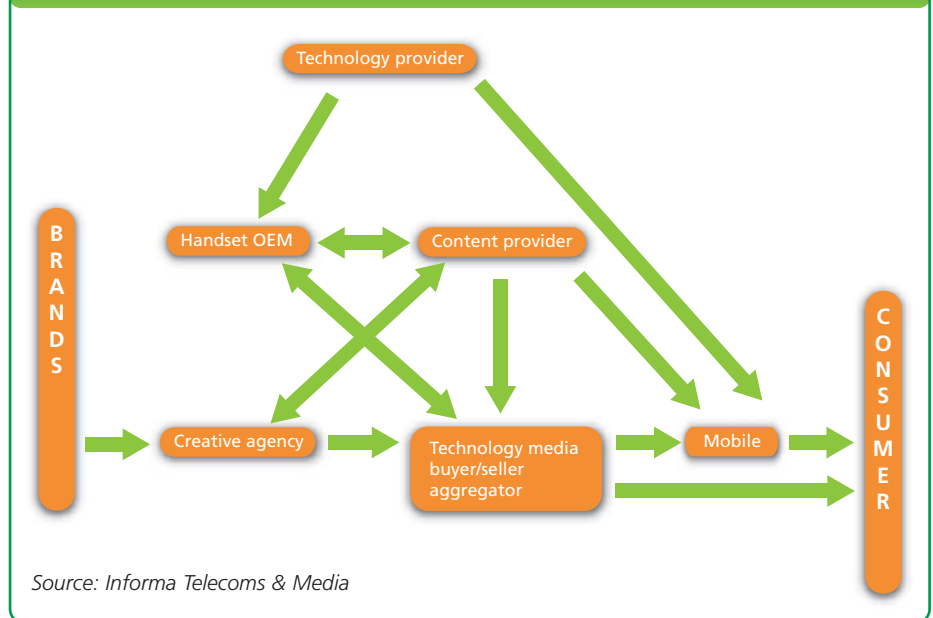
- What is the distinction between mobile advertising and mobile marketing?
- How is the mobile Internet driving mobile advertising?
- Is on-portal advertising a sustainable business model?
- How are profits from mobile advertising being distributed?
- How tolerant are consumers of mobile advertising?

“ *Informa forecasts that the global mobile advertising market will be worth US\$12.09 billion by 2013. In 2008 mobile advertising will be worth US\$1.72 billion, with 80% generated by the mobile content providers* ”

Source: Author, Nick Lane, *Mobile Advertising*

*Mobile Advertising* cuts through the hype that has engulfed the mobile and advertising industries over the last 18 months and outlines the most **realistic overview** and future of the market to date. The online model is dominating the mobile space today with **banner ads** and **sponsored links** rapidly becoming the norm. But advertising and creative agencies are seeking new concepts to **engage and interact** with consumers in a **personalised** and **contextualised** manner. The converged worlds of mobile and advertising represent a phenomenal opportunity, but mobile advertising per se is only at an embryonic stage.

## The multi-dimensional bilateral mobile advertising value chain



The value chain looked to be simplifying over the last 12 months as major mobile advertising companies looked to be stealing a march in the space. In truth, increasing complexity is being added to the mobile advertising value chain as more companies, from handset manufacturers, technology enablers, messaging vendors to name but a few, look to capitalize on the opportunities presented by the market. The free-flowing value chain of old has been replaced by a multi-directional bilateral model enabling numerous interworking opportunities between the mobile advertising industry players.

# Cutting through the Hype

## Key forecasts from 2007-2013

This invaluable information will enable you to base your decisions on the most comprehensive and reliable market forecasts available.

### Forecasts include:

- Global mobile advertising forecasts 2007-2013
- Mobile advertising forecasts for Europe, 2007-2013
- Mobile advertising forecasts for North America, 2007-2013
- Mobile advertising forecasts for Asia, 2007-2013
- Mobile advertising forecasts for Rest of World, 2007-2013
- Regional breakdown of the different mobile advertising categories

## Who should buy this report?

- **Mobile Operators** – Gain insight into the market trends and how it is likely to change over the next 5 years
- **Handset and network vendors** – Analyse current usage and the likely impact mobile advertising will have on developments in these sectors
- **Media brands, advertising agencies and content providers** – Discover opportunities that are available in the mobile advertising sector, identify the revenue growth opportunities and business models
- **Technology providers** – Analyse the technology provisions and the changing roles of traditional advertising media
- **Global and location based brands and advertisers** – Learn about the regional differences
- **Content and search aggregators** – Find out where the prospective revenues are in the sector.

## The report focuses on the latest developments within mobile advertising including:

- The introduction of ad-funded content on 3 UK
- The burgeoning off-portal market and its relationship with the operator portals
- The battle for real estate and the emergence of on-device portals
- What impact will mobile advertising have on mobile entertainment revenues
- Which brands “get” mobile advertising, as well as case studies on Coke Cola, Nike and Renault to name but a few.

## Companies in this report include:

- 123play.com
- 3 UK
- Admob
- AMobee
- AOL
- Bango
- Blyk
- Burger King
- Calvin Klein
- Coca-Cola
- FreeBe TV
- Google
- Greystripe
- HSBC
- Hyundai
- loglobal
- JumpTap
- M:Metrics
- Mazda
- MediaFLO
- Medio
- MobiTV
- Motricity
- MSN
- M-Spatial
- Muzicall
- Nike
- Nokia
- NTT DoCoMo
- Orange
- Qualcomm/BREW
- Renault
- Rhythm New Media
- Smirnoff
- Sprint Nextel
- Swisscom Mobile
- Telecom Italia
- T-Mobile
- Virgin Megastore
- Vivendi Games
- Vodafone
- Yahoo

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### Mobile Music (5th edition)

*Mobile Music (5th edition)* provides forecasts to 2012 together with thorough descriptions of all the different ways music is used via the mobile. The report discusses and concentrates on the market dynamics that are at play across different regions and gives a clear insight into reasons for growth and decline across the industry

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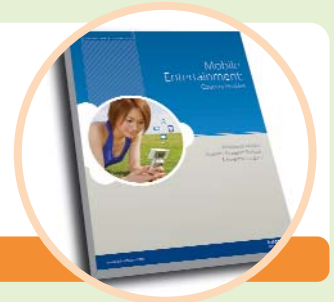
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## Mobile Content & Applications



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[www.intelligencecentre.net/mca](http://www.intelligencecentre.net/mca)

Google believes that the future of the Internet is mobile. If they're right we're going to see this sector explode in the coming years. Mobile Internet has been a glint in the eye of the mobile operator for the past eight years, but the entry of big Internet and entertainment brands, new user-friendly devices and interfaces and the arrival of high speed wireless networks means that the mobile Internet and services market is now ripe for growth.

The Mobile Content & Applications Intelligence Centre covers all non-voice services available that can be accessed on mobile handsets. Traditionally these services have been offered by mobile operators, but increasingly Internet and entertainment companies are seeking to provide these services either directly or in partnership with operators.

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