



Mobile Advertising and Marketing

July 2009

Overview

Operators in the Europe and the US are currently either testing various forms of advertising with 3G services or are allowing ads to be served on their portals. A number of multimedia companies have already launched mobile advertising offerings, and several ad-funded MVNOs in Europe and the US in 2007 have generated significant interest, and will become an important revenue source within the next five years.

The global economy will recover but how soon, and what mobile advertising firms will be left when the upturn happens? As with any recession, advertising is hit strongly, but mobile advertising revenues correlate well with the beginning of Internet advertising so the potential still remain enormous and viable. As the global economy embarks on an inevitable recovery after its most serious setback in generations, new sectors are emerging stronger in terms of growth potential, with mobile advertising and marketing prominent among them. Even during periods of contraction for the overall advertising industry through 2008 and 2009, spending on advertising through the mobile channel is demonstrating counter-cyclical resilience.

The increasing availability of multimedia content is opening a large opportunity for sophisticated forms of mobile advertising. As content that already incorporates advertising - like live TV programming - makes its way to mobile handsets, brands and entertainment content providers seeing the value of presenting full multimedia ads with programs.

From 2007 when the growing market garnered just over \$7 billion on a global basis, we believe mobile marketing and advertising in these two geographical areas will grow to over \$30 billion in 2014. Issues to be resolved include business models and revenue share, the type, length and frequency of ads, consumer attitudes and many others. Operators will have to walk a fine line between maximising the revenue potential of advertising, while at the same time not risk alienating subscribers and increasing churn by doing so.

Based on interviews with key participants across the value chain, including operators, media agencies, software application providers, access providers, marketing specialists and trade association representatives, this 140+ page report analyses the market drivers and barriers affecting mobile advertising and marketing. It discusses the main market trends and charts the market evolution in the US and Europe. The report examines mobile advertising opportunities presented by MMS, video, TV, LBS, contextual advertising, as well as other niche possibilities.

Reading this exclusive management report will tell you the following:

- Who are the main players in mobile advertising and what are they doing?
- What different forms of advertising are available and expected to appear in the future?
- How does mobile advertising compare to online and traditional media?
- Why is advertising so important to mobile?
- When will advertising start to make significant traction in the market? When will it become a mass market proposition?
- How successful will it be?
- How can operators and other companies in the value chain best position themselves?

Plus other key questions answered such as:

- What % of brand advertising and marketing budgets will go on the mobile channel by 2014 and what will be the associated revenues?
- Where are the biggest market opportunities?
- What advertising models exist and which ones will account for the biggest market?
- What types of mobile advertising are most likely to succeed?

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A number of multimedia companies have already launched mobile advertising offerings, and several ad-funded MVNOs in Europe and the US in 2007 have generated significant interest, and will become an important revenue source within the next five years.

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1020 Placecast	Ford	Playboy
12snap	Fox	PornHub
1-800-Flowers	FSA	Proctor & Gamble
2ergo	FTC	Qpass
4th Screen	g8wave	Qualcomm
ActiveMedia	General Electric	Reliance
Adfortel	General Motors	Rhythm NewMedia
Adidas	Google	RIM
AdMob	H&M	RSPCA
Air2Web	Hypertag	Saturn
Airtel	iPorn	Screen Tonic
Alcatel-Lucent	ipsh!	Sky
Amobee	Johnson & Johnson	Soapbox Mobile
Amp'd Mobile	JumpTap	Sony BMG
AOL	Levis	Sony Playstation
Apple	Limbo	Sprint Nextel
ASA	Logicalis	Sprite
AT&T	L'Oreal	SquareLoop
BASE	Lucozade	Subaru
Bebo	McDonalds	Sybase 365
Best Buy Co	MDA	Telefónica
Blink TV	Mediaedge	Telescope
Blockbuster	Menuism	Teracent
Bluepod Media	Microsoft	Time Warner
Blyk	MindShare	TMN
Boots	Mirada	T-Mobile
Brightkite	MITRE Corporation	Toshiba
Britvic	MMA	Tumri
Budweiser	Mobiento	Uniqlo
Buongiorno	MobiMogul	Universal Pictures
Burger King	Mobiqa	USA Today
BuzzCity	Mobistar	Useful Networks
Carling	MobiTV	Verizon
Cellufun	Mobix Interactive	Vibes
Chanel	Mojiva	Vivid
Coca Cola	MySpace	Vodafone
Crisp Wireless	National Geographic Channel	Walt Disney
Critical Mas	NeoMedia	Warner Brothers
Deutsche	Nestlé	Wayfinder
Digby	News Corp.	We Love Mobile
Digistores	Nextcode	WKD
DMA	Nike	Yahoo!
Dolce & Gabbana	NME	
Dominos Pizza	Nokia	
Dynetec	O2	
Eagle Eye Solutions	OFTEL	
eBay	Orange	
EEO	Papa John's	
ESPN	Penguin Books	
Facebook	Penthouse	
FCC	PETCO	
Fitness First	Phonepay Plus	
FIVE	Phones4U	

Order Form

Report Title

Mobile Advertising and Marketing 2009-2014

License Type

Single User License\$3000 USD

Company-wide License.....\$14000 USD

Family/Surname

First Name

Position

Company

Address

Country

Post Code

FAX

Telephone

Email

Order Type



Order by FAX at +1 (928) 447-9718

Card Number

Expiration Date (MM/YY)

CV Code

Cardholder's name

Signature

Billing Address

Postcode

Country

Signature

Date

Online Ordering

Customers can order online by visiting report web page:

<http://www.mobilein.com/reports/VG/MobileMktAdv2009-2014.php>