

Mobile Location Based Advertising

July 2009

Overview

Location is a vital mobile tool. A whole of market opportunities for LBS and LBA have emerged in sectors such as Emergency Services; Emergency Alert Services; Home-Zone Billing; Fleet Management; Asset Management; Person Tracking; Pet Tracking; Traffic Congestion Reporting; Routing to Nearest Commercial Enterprise; Roadside Assistance; Navigation; City Sightseeing; Localised Advertising; Mobile Yellow Pages and Network Planning and Dynamic Network Control.

From mobile handset manufacturers, operators, content and application developers to marketers and advertisers, a whole range of companies are jumping in to grab on the opportunities emerging within the location based services, location-aware mobile content & applications, and mobile advertising markets.

The idea of location based and contextually relevant advertising is still relatively new, particularly in terms of deployment. Interest in the sector has been increasing over the past two years, especially since the launch of bigger-screen 3G smart phones and consequent growth in mobile data. Location Based Advertising has started to emerge as a leading sector within the LBS and mobile advertising markets.

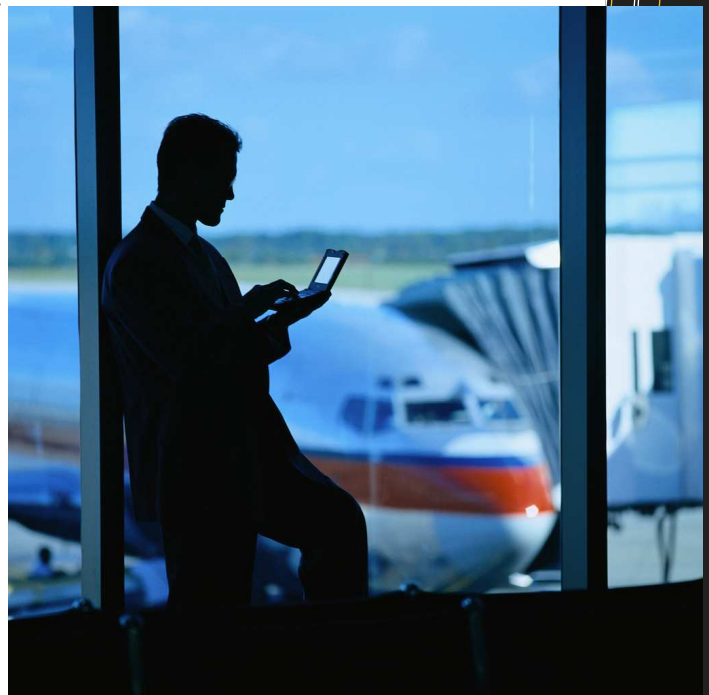
Mobile LBA technology is already here, and mobile LBA campaigns being successfully run by the leading global brands. More and more subscribers are using their handsets as mapping and navigation tools, and coupled with the spread of mobile advertising, Internet and search applications have created an exciting revenue opportunity. How quickly will take-up of these services grow? Can you afford to get left behind? This market will expand and taking first-mover position will be vital to securing your place in it.

The latest report, Mobile LBA 2009-2014: how to generate revenue advertising on mobile content, LBS and mobile search, will provide you with the insight to this growing market area. It examines the opportunities offered by LBA, and how advertisers, operators and manufacturers can all get involved in providing profitable LBA services.

Reading this exclusive management report will tell you the following:

- Who are the main players in LBA and what are they doing?
- What different forms of Location Based Advertising are available and expected to appear in the future?
- Why is LBA so important to mobile?
- When will LBA start to make traction in the market?
- When will it become a mass market proposition?

How successful will it be?



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3deep	Flickr	Lee Fenton	Quattro Wireless
3G America	Flytxt	LiteScape Technologies	Ringleader Digita
4Info	FourSquare	LG	RIM
5pm	EDC	m-spatial	Sensis in Australia
Alcatel-Lucent	Ents24	MobilePeople	Storefinder4Mobile
Autodesk	Garmin Ltd	Motorola	Softbank
AT&T	GSM Alliance Services	Marvell Technology Group	Sony Ericsson
ARM Holdings Plc	Working Group	McDonalds	Sprint Nextel
Atheros Communications	GFK	Millennial Media	Samsung Electronics
Asustek Computer Inc.	Google Earth	Medio	Samsung
AdMob	Greystripe	Microsoft	Sumotext
Adidas	gigaom.com	M:Metrics	Smart Media
AOL	GLONASS	MSNBC	SocialBomb
AirG	Galileo	MSN	Socialight
AirSage	Google	mBlox	Sense Networks
AdWords	GeoTango	Multimap2Mobile	Sensis
AskMeNow	Gowalla	MX Telecom	SuperPages.com
Atlas	GSMA	mxData	Tele Atlas
Apple	HTC	mobileStorm	Technocom
Broadcom Corporation	Hitwise	Mobile Marketer	Terrestrica
Bebo	HipCricket	Mobile Data Association	Tim Kring
Baidu	hotSMS	MySpace	Toshiba Corp
Brightkite	HSBC	MyHelpa	T-Mobile
Cellcom	Hypertag	Nvidia	Texas Instruments
Conduit Limited	IKEA	NeuStar	The Nielsen Company
Cisco	IAB	NearU Search	Third Screen
Calvin Klein	Intel	Nokia	TomTom
ChaCha Mobile	INFONXX	Nokia Siemens Networks	VentureBeat
Cellfire	ipling	NOAA	Via Venture Partners
Coca-Cola	iLoop	Nuance	Vexcel
Citysense	IDATE	Navteq	Vicinity Corporation
Citysearch	innerActive	Open Handset Alliance	Vodafone Group
dotMobi	Jamster	Online Computer Library	VoiceSignal
Digital Media and Advertising Group	Jaiku	Center	Whatis.com
dotMobi Advisory Group	JumpTap	Orange	WhitePages.com
Didmo Sweden	Kizoom	Promptu	Yahoo
Domino's Pizza	Kakiloc	Pricewaterhouse Coopers	YellowPin
Dodgeball	Kelsey	Pelago	YouTube
Ford	LECG	PointX	Yell.com
Forrester Research	Limbo	PingMobile	Yandex
	Loopt	Qualcomm	

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