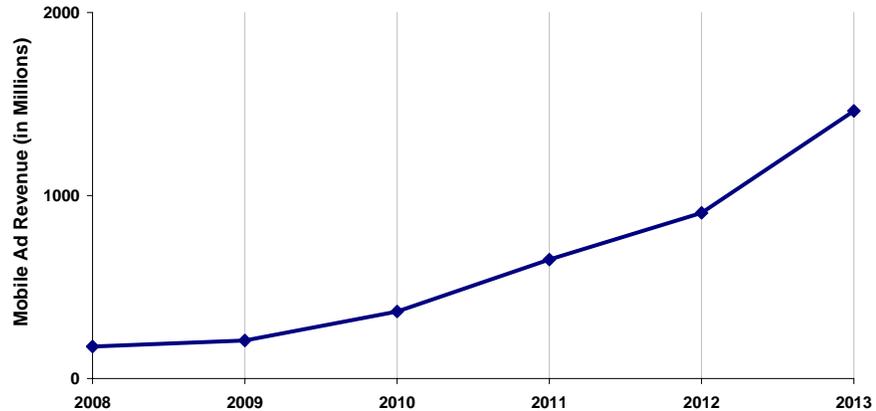


Synopsis

This report examines the current mobile advertising market specific to advertisements delivered via cell phone. The report provides a market overview, highlights the major players, and details mobile ad types, placement, and costs while providing mobile advertising revenue forecasts and recommendations for future success.

Forecast for Mobile Advertising Revenue

Mobile Advertising Revenue - North America
Text Messaging, Search, Display, In-Application, and Video



Source: *Mobile Advertising: Analysis and Forecasts*
© 2009 Parks Associates

Publish Date: 2Q 09

“Mobile advertising is poised to take full advantage of opportunities presented by the diffusion of advanced devices such as the smartphone,” said Heather Way, research analyst, Parks Associates. “Alongside smartphone proliferation, subscriber growth to 3G network data plans will further accelerate the advancement of mobile advertising in the U.S. and abroad. Advertisers will begin to incorporate mobile into their overall media campaigns as the advertising medium matures into a viable marketing tool.”

Contents

- 1.0 Report Summary**
 - 1.1 Research Approach
 - 1.1.1 Source of Data
 - 1.1.2 Glossary of Terms
 - 1.2 Report Focus
- 2.0 Market Overview of Mobile Advertising on the Cell Phone**
 - 2.1 Current Market Overview
 - 2.1.1 Mobile Advertising Ecosystem
 - 2.2 Major Players in Mobile Advertising
 - 2.2.1 Advertisers and Advertising Agencies
 - 2.2.2 Mobile Ad Networks and Ad Servers
 - 2.2.3 Mobile Content Providers, Application Developers, and Content Enablers
 - 2.2.4 Mobile Operators/Carriers
 - 2.2.5 Mobile Phone Consumer
- 3.0 From Advertiser to Mobile Phone Consumer**
 - 3.1 Mobile Ad Types, Pricing Models, Cost Ranges, and Metrics
 - 3.2 Mobile Consumer Ad Recall
 - 3.3 Mobile Advertising Experimentation

4.0 Implications and Recommendations

- 4.1 Drivers and Inhibitors
- 4.2 Recommendations

5.0 Mobile Advertising Revenue Forecast

- 5.1 Forecast Methodology
- 5.2 Forecast Assumptions and Data

Figures

- Mobile Advertising Glossary of Terms
- N.A., Asia, Europe: Mobile Subscriber Growth
- N.A., Asia, Europe: Mobile Penetration Growth
- N.A., Asia, Europe: 3G Subscriber Base Growth
- Mobile Advertising Ecosystem
- Market Share of AdMob Mobile Ad Requests by Region
- Major Mobile Ad Networks
- Major Mobile Ad Servers
- Top 10 Websites Accessed Over Mobile Phones (U.S.) – October 2008
- Mobile Application Stores
- Mobile Phone Consumer Usage
- Mobile Phone Consumer Usage in Europe
- Perceived Value of Mobile Phone Features
- Interest in Mobile Phone Applications
- Appeal of Mobile Phone Features
- Mobile Ad Networks
- Mobile Ad Exposure Recall by Media Type – U.S.
- Mobile Text-Message Ad Recall by Demographic and Ethnicity – U.S.
- N.A., Asia-Pacific, Western Europe: Smartphone User Growth
- Mobile Advertising Consumer Preference
- Appeal of Ad-Supported Mobile Phone Features by Age
- Mobile Advertising Revenue Forecast Methodology – N.A.
- Mobile Advertising Revenue Forecast Methodology – N.A.
- Advertisers Optimism Next Six Months...Online, Cable TV and Mobile
- Mobile Advertising Revenue – N.A. (2008 – 2013)
- Mobile Advertising Revenue by Format– N.A. (2008 – 2013)
- % of Mobile Advertising Revenue by Format – N.A.

Attributes	
<p>Parks Associates 5310 Harvest Hill Road Suite 235 Lock Box 162 Dallas TX 75230-5805</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Heather Way Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© May 2009 Parks Associates Dallas, Texas 75230</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>