Information | Analytics | Expertise

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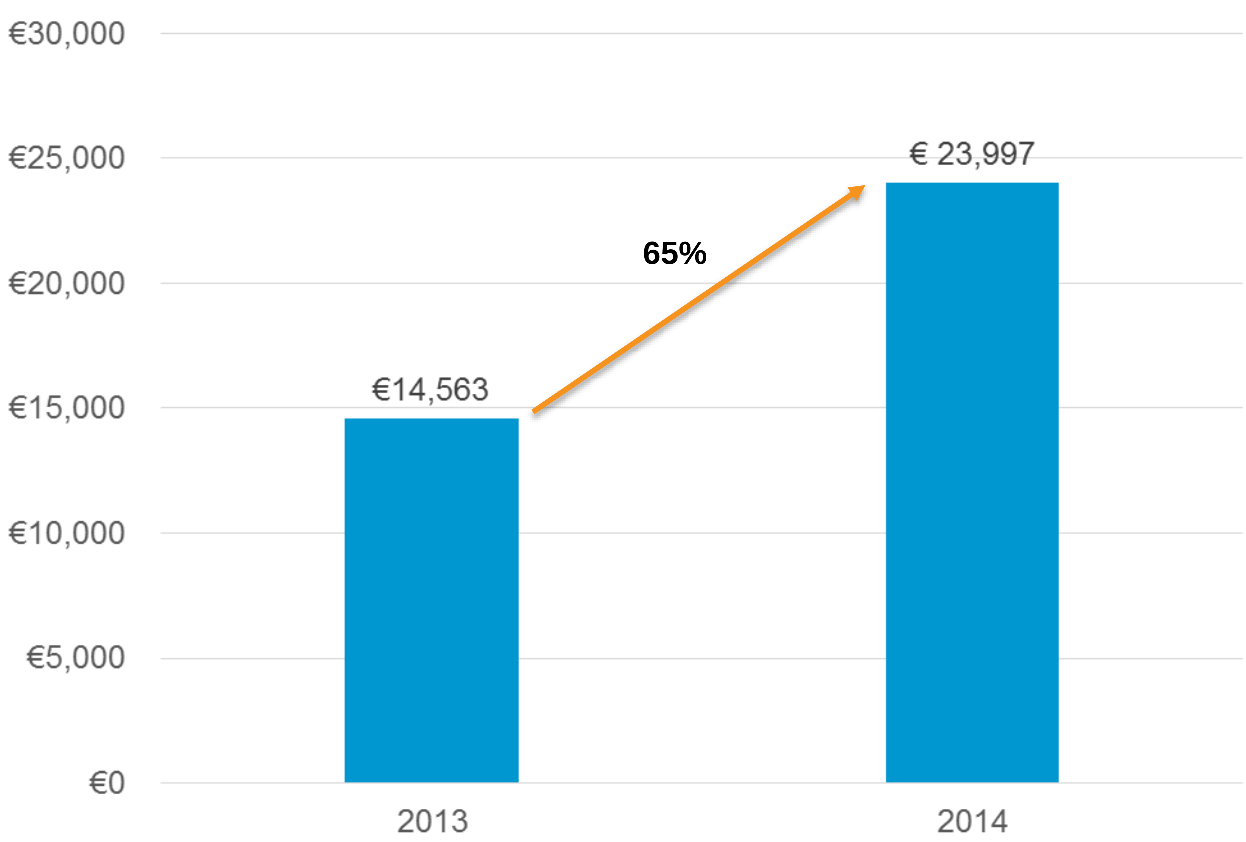
Global Mobile Advertising Revenue 2014

The State of Mobile Advertising Around the World

Daniel Knapp, Director Advertising Research
daniel.knapp@ihs.com
@_dknapp

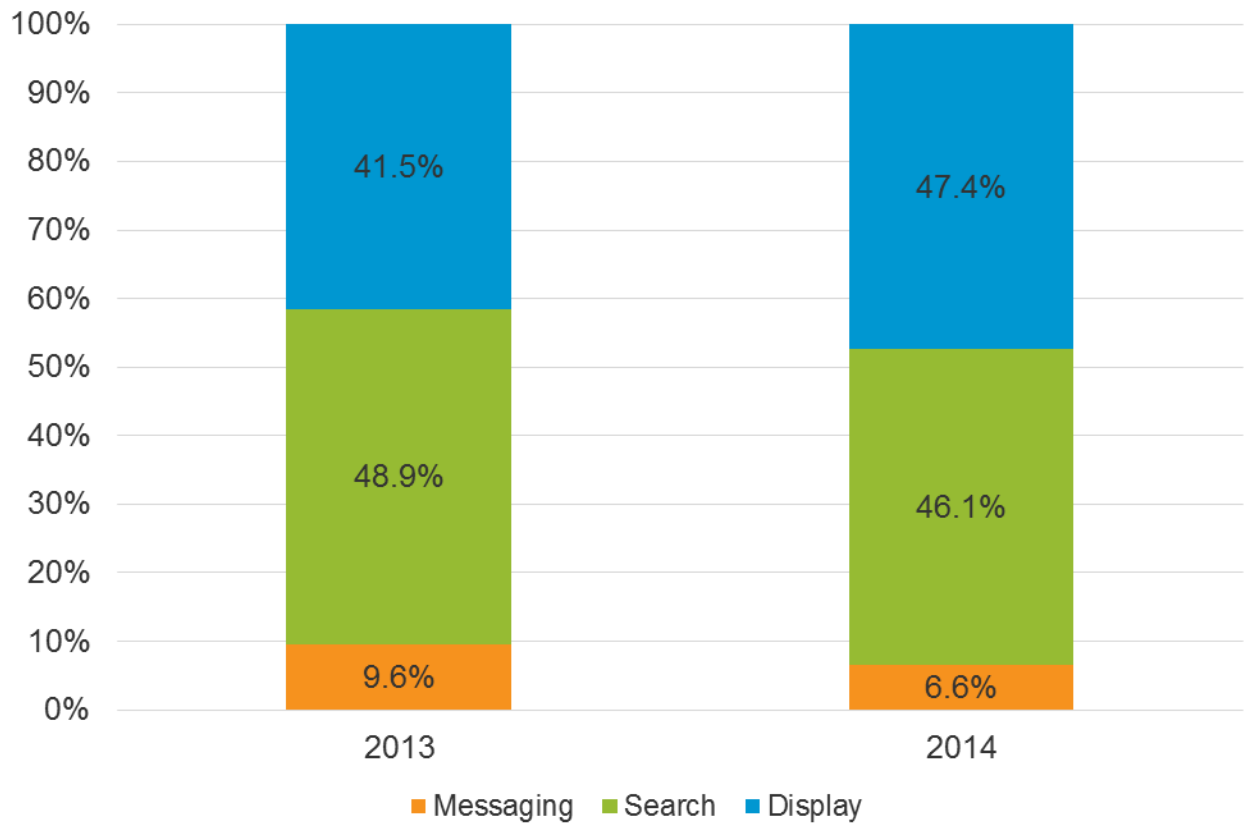
Global mobile advertising revenue up 65% year-on-year to €24bn

Global mobile ad revenue (€m)*



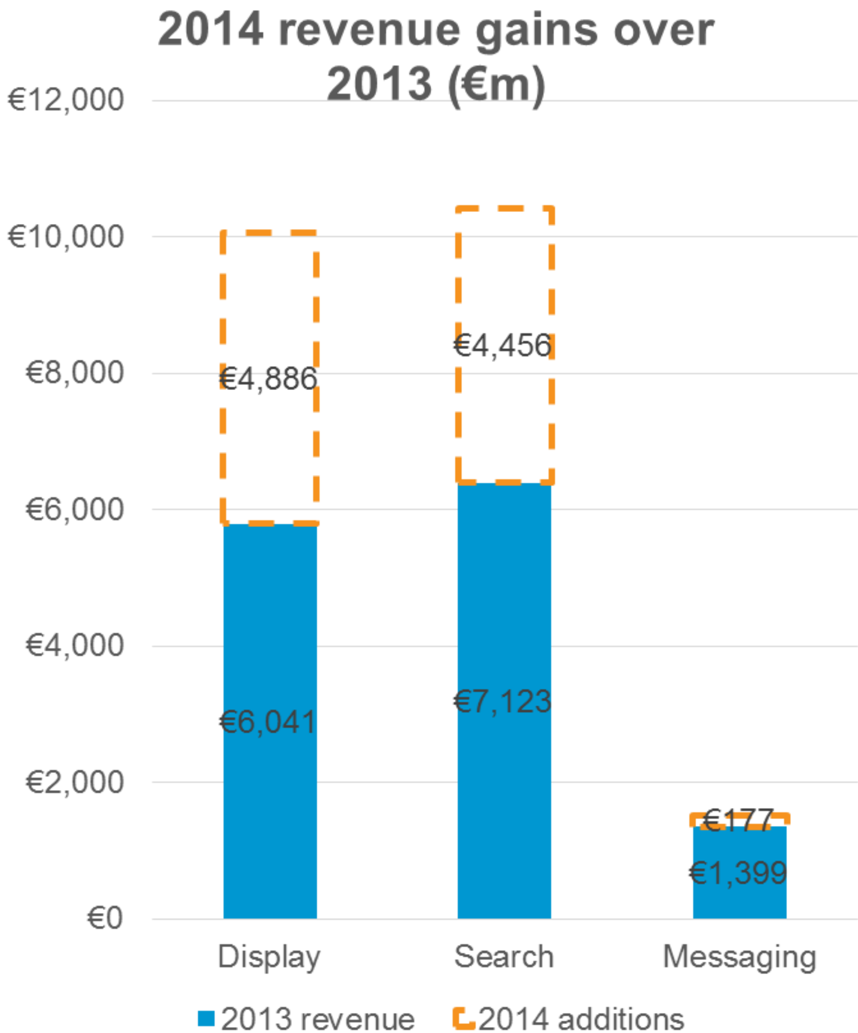
Source: IAB Europe, IAB, IHS

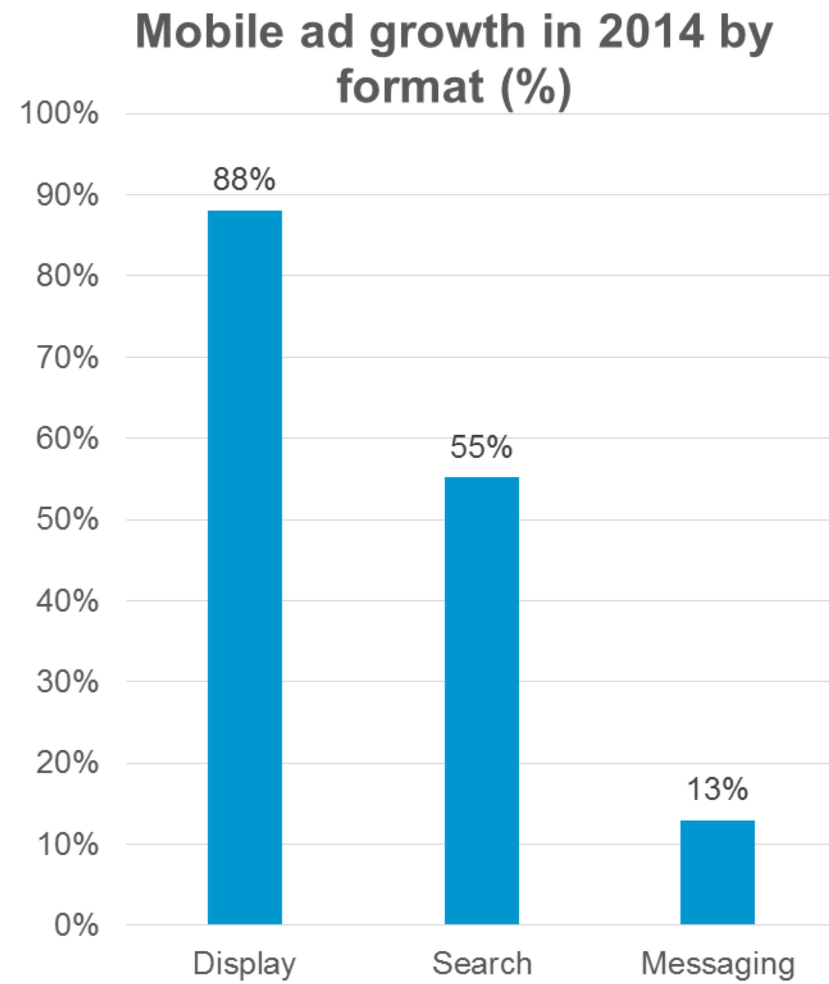
Display expands its share of mobile advertising further as messaging faces further pressure



Source: IAB Europe, IAB, IHS

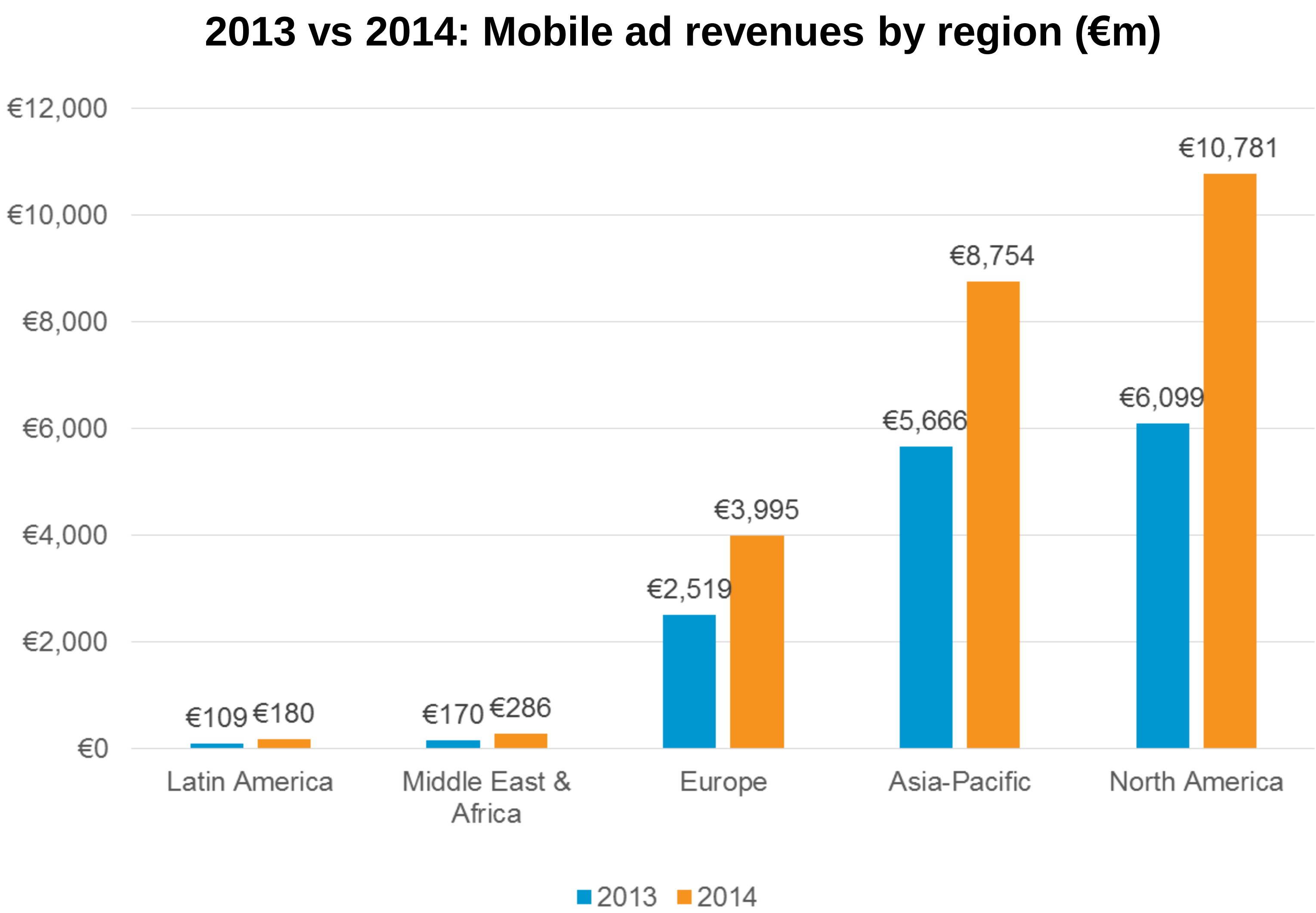
Mobile display advertising revenue growth outperforms other formats





Source: IAB Europe, IAB, IHS

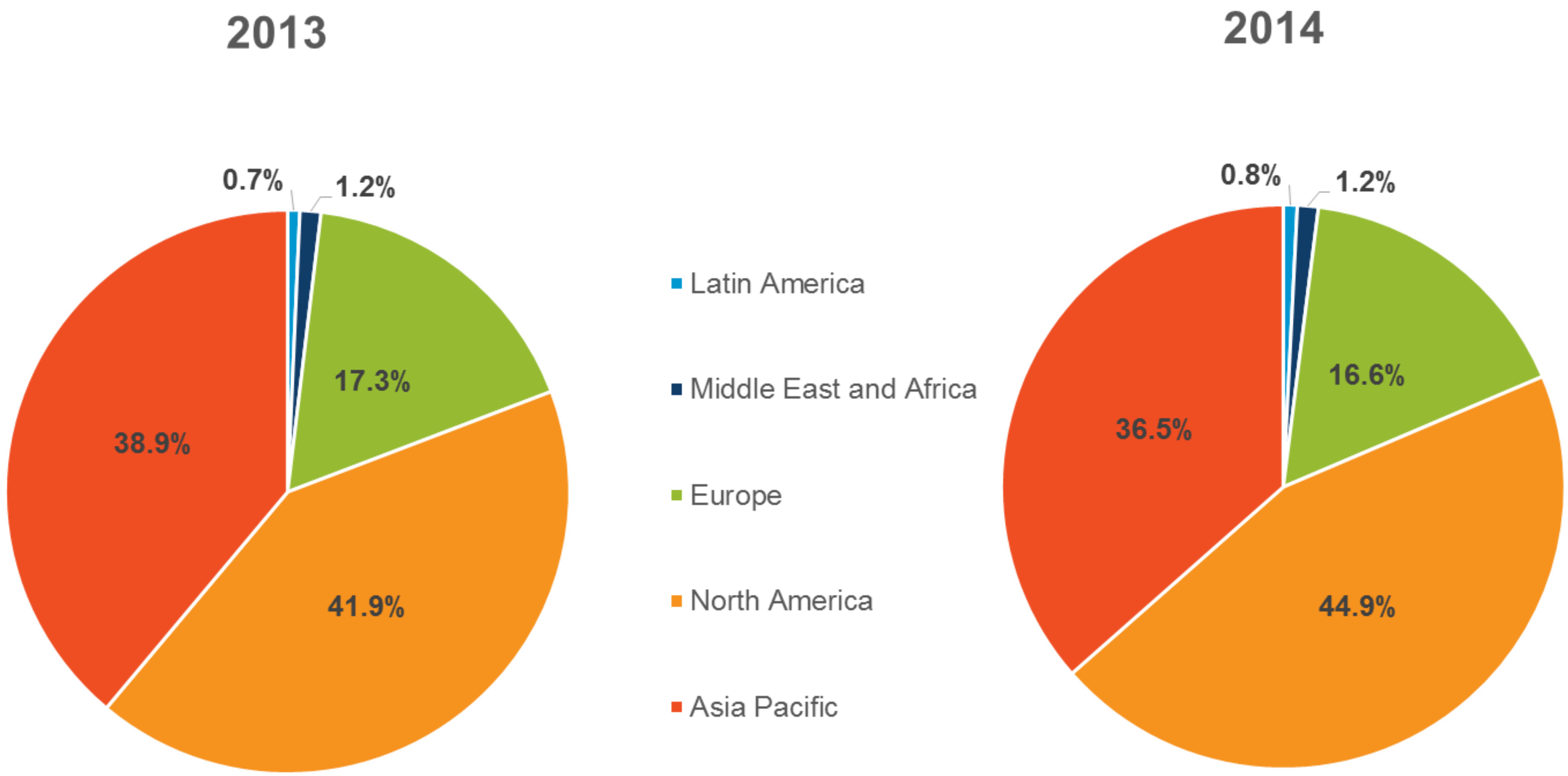
North America remains the largest mobile advertising market



Source: IAB Europe, IAB, IHS

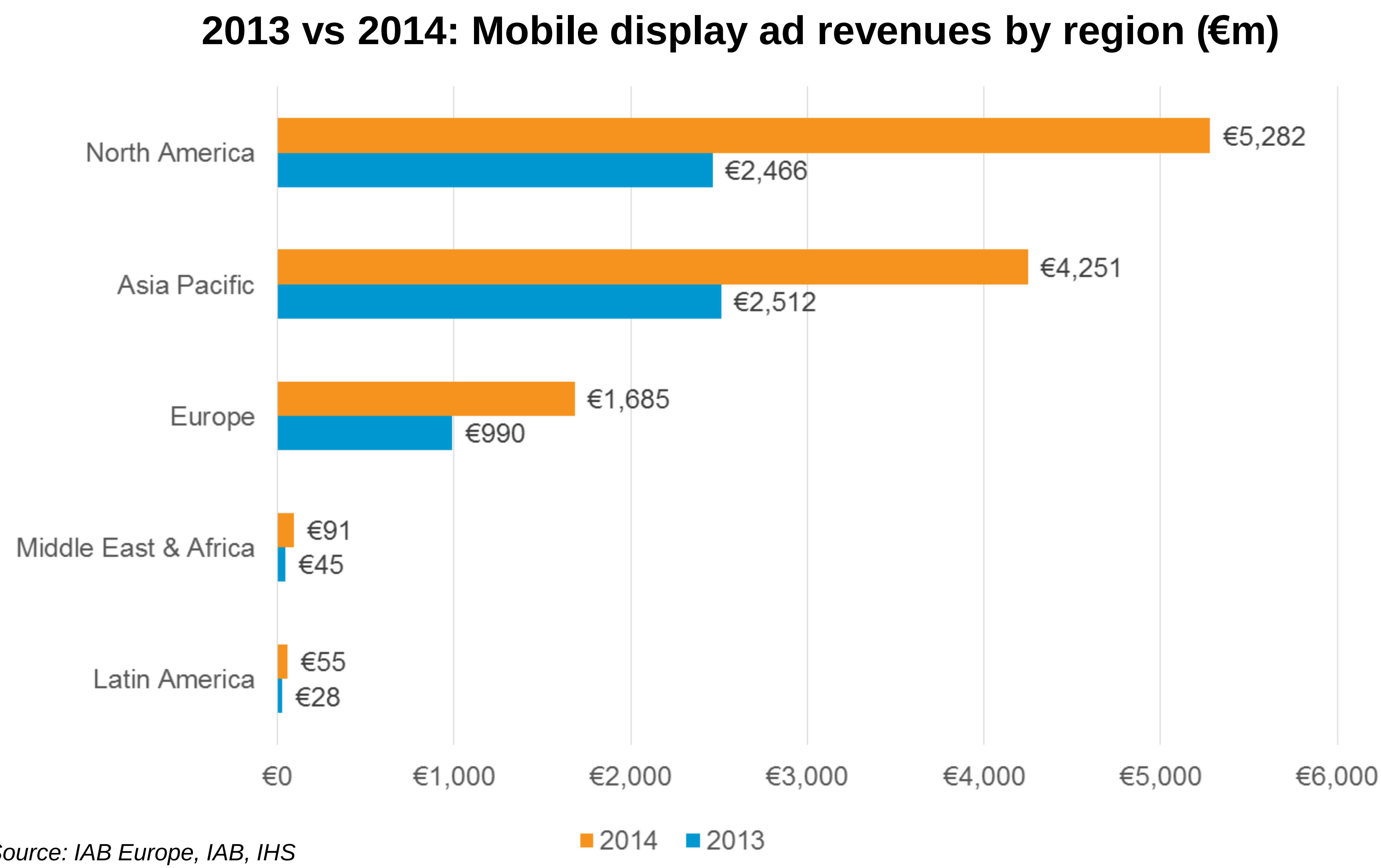
Minor changes in share of global mobile advertising revenue

Global mobile advertising revenue: share by region



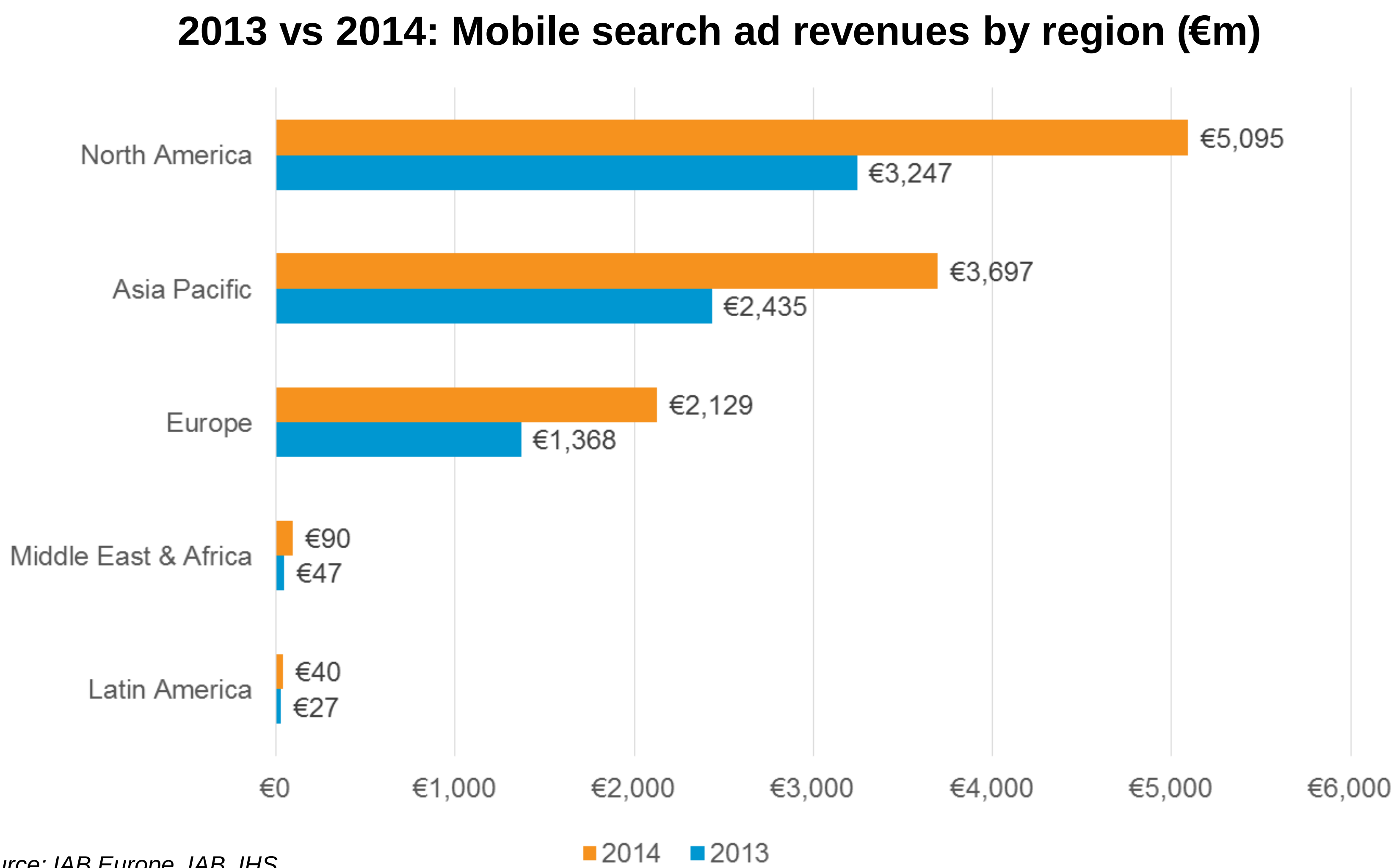
Source: IAB Europe, IAB, IHS

North America overtakes Asia-Pacific in mobile display advertising



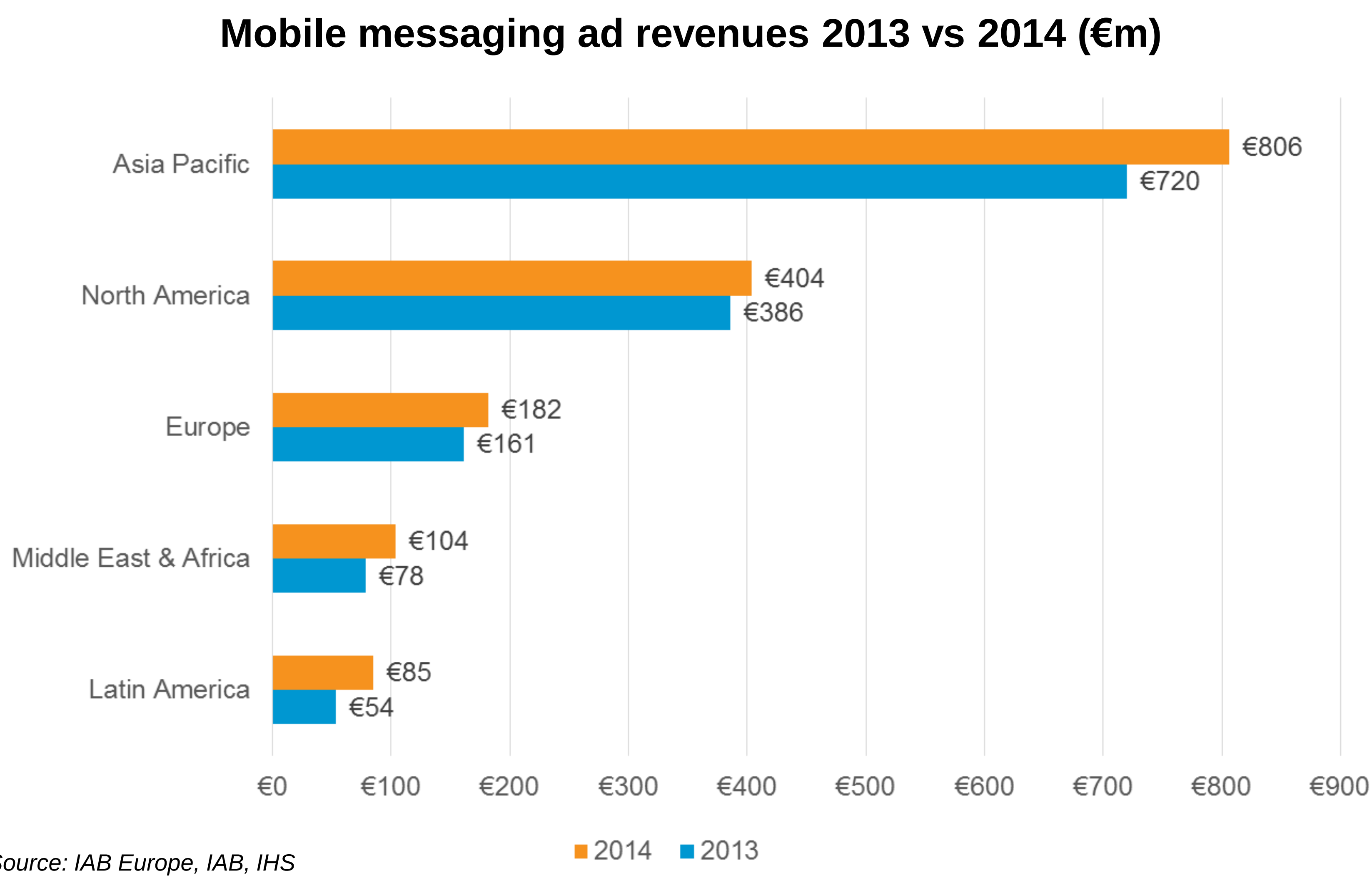
Source: IAB Europe, IAB, IHS

Unchanged regional ranking in mobile search advertising



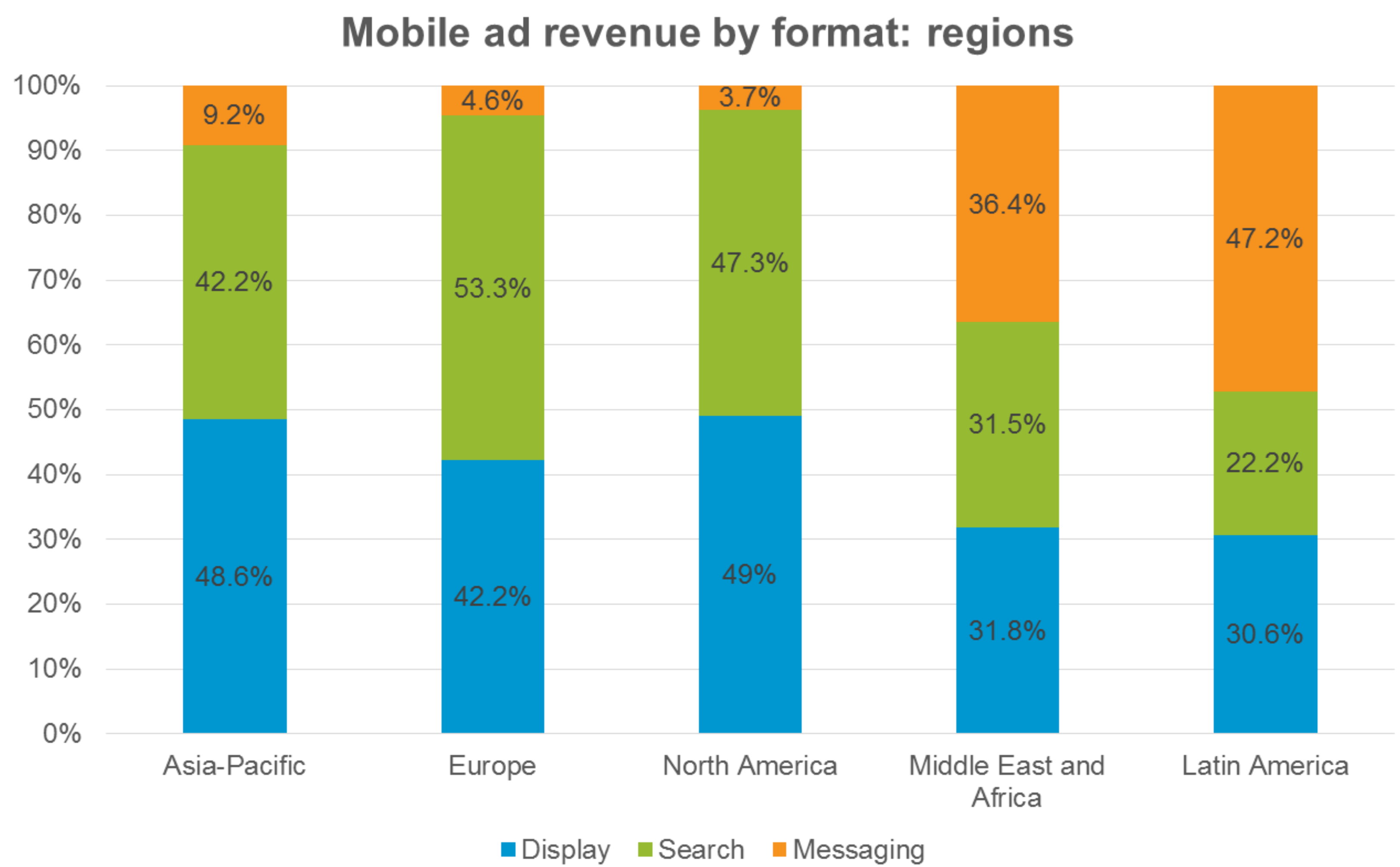
Source: IAB Europe, IAB, IHS

Gap between smaller and larger mobile advertising regions is less pronounced in messaging



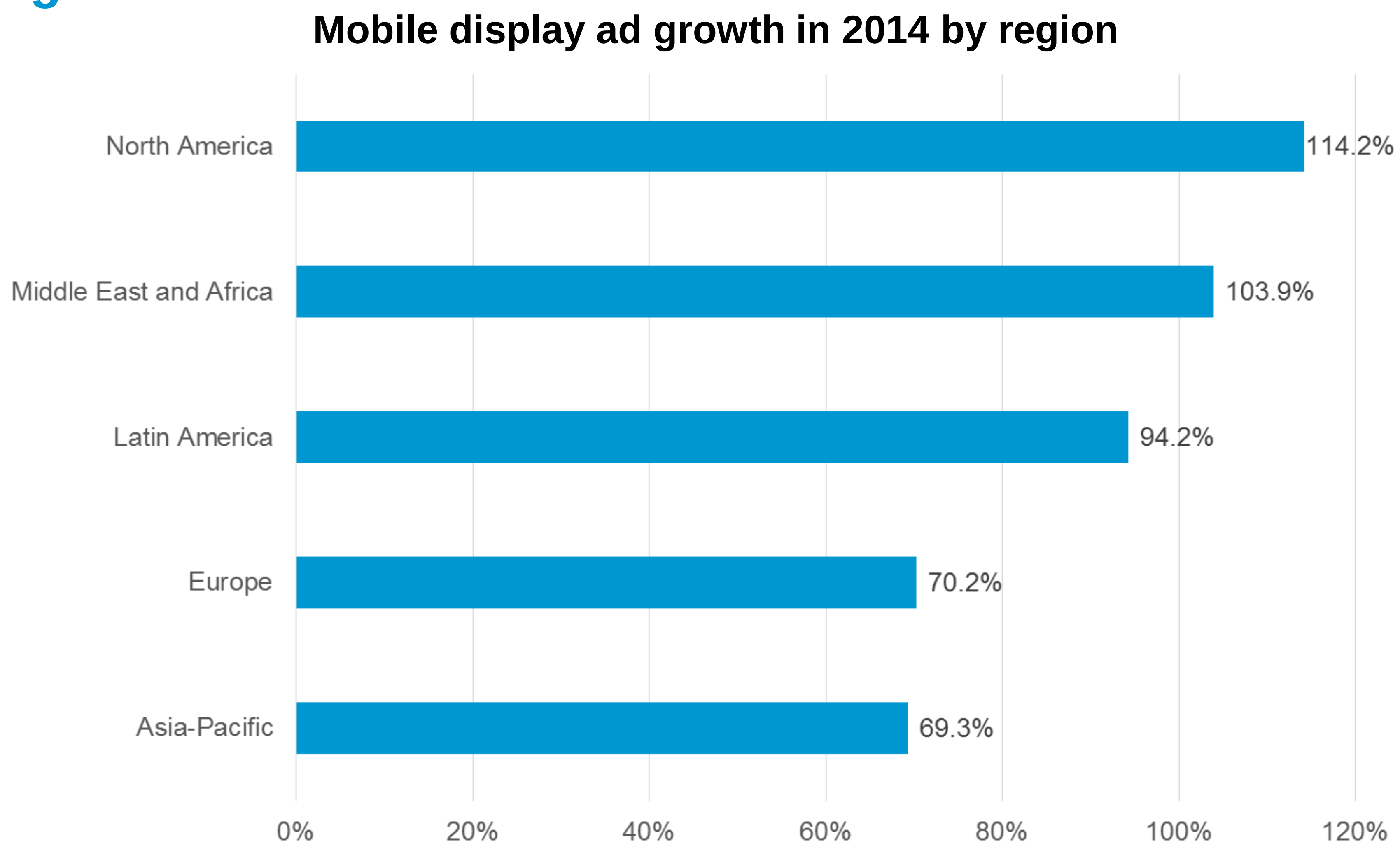
Source: IAB Europe, IAB, IHS

Strong differences across format distribution globally



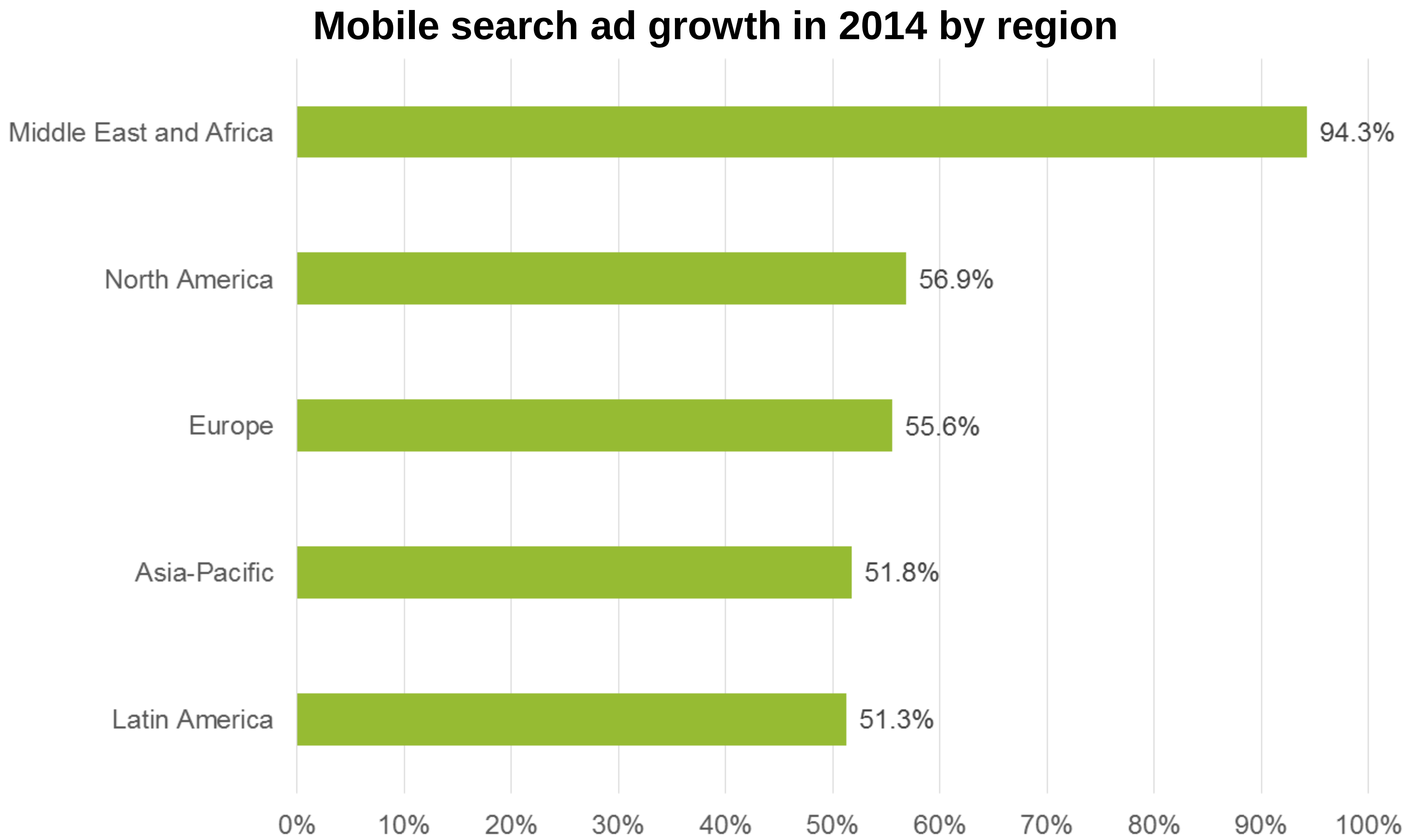
Source: IAB Europe, IAB, IHS

North America mobile display market grows faster than other regions



Source: IAB Europe, IAB, IHS

Mobile search growth in Middle East & Africa decoupled from relatively homogenous growth in other regions



Source: IAB Europe, IAB, IHS

Definition of Mobile Advertising Formats

Display: Any display advertising viewed or read on a mobile phone including rich media and video advertising. This could be browser-based as well as in-app.

Search: Advertising appearing on specific word requests on search engines, viewed on a mobile device.

SMS/MMS: 3rd party ads in SMS and outbound SMS only - this includes advertising either within the body copy of an SMS / MMS message, or outbound messaging.

Market Sizing Methodology

Market size is gross, defined as after discounts, before agency commissions. Global market sizing and format split is based on reported data by local IABs, and a statistical and econometric model. Reported data has been harmonised to adjust for discounts and agency commissions. Modelled data is based on variables such as smartphone penetration, 3G subscriptions, messaging volume. The model has been refined based on benchmarking variables such as ad spend per capita, mobile subscriptions and 3G/4G penetration as well as through interviews with key players across the mobile advertising ecosystem. Model also takes into account typology of mobile ad markets in terms of maturity and format proliferation.

All data expressed in constant 2013 USD. Conversions into EUR based on 2013 USD-EUR foreign exchange rates.

Constant currency is used to eliminate exchange rate effects on growth rates.

Thanks

daniel.knapp@ihs.com

@_dknapp

technology.ihs.com

Alison Fennah

fennah@iabeurope.eu

@IAB_Europe

Contact us

Americas:
+1.800.IHS.CARE (+1.800.447.273);
customercare@ihs.com

Europe, Middle East, and Africa:
+44.(0).1344.328.300;
customer.support@ihs.com

Asia and the Pacific Rim:
+604.291.3600;
supportapac@ihs.com