

Mobile Marketing & Advertising 2009

Challenges and Opportunities

July 2009

Overview

When compared to other forms of advertising (print, Internet, TV, radio, direct mail), mobile is likely growing at a much faster rate because it is considered more cost effective, personalized, and results-driven.

Mobile Marketing & Advertising 2009: Challenges and Opportunities examines the current mobile marketing and advertising market, evaluating methods companies are using to effectively leverage it as a platform to enhance brand awareness and increase sales effectiveness.

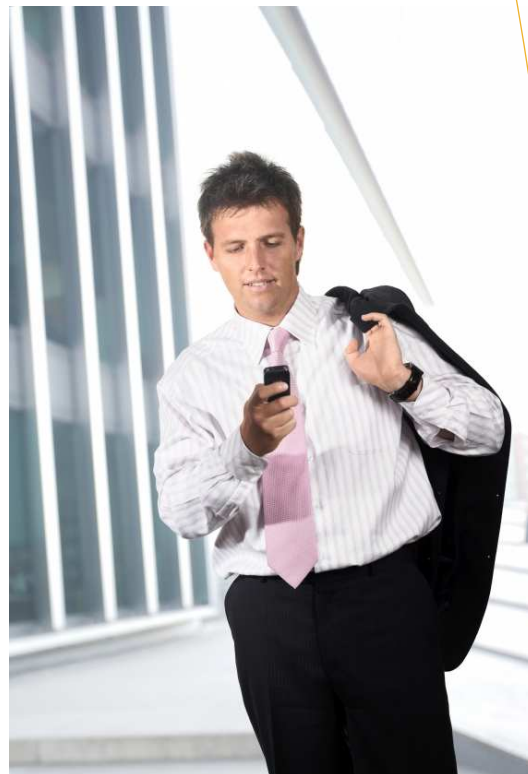
The report examines the leading suppliers to the mobile marketing industry and analyzes how their products are impacting the way consumers opt-in to cell phone-delivered marketing messages and increasingly use their phones to search for, and even purchase, products and service.

This report provides forecasts and analysis on the global perspective of mobile advertising and marketing, which includes product placement in games, sponsored video, premium content and branded applications. It also provides a forecast for each different mobile type and opportunity.

It not only profiles suppliers but also shows how they compare on technological prowess and customer awareness/satisfaction. Finally, the report shows strategies for the largest revenue opportunities.

This report includes:

- Up-to-date consumer survey data by region
- Forecast through 2014 including forecast by global region
- Forecast by mobile marketing type (SMS, video, search, etc)
- Case study examples of mobile marketing and advertising in practice
- Exclusive supplier landscape map by technological prowess and customer awareness/satisfaction



Key Benefits

- Learn the different forms of mobile marketing and which subcategories will excel in the long term
- Examine the mobile marketing vendor landscape and discover which vendors will survive the supplier shakeout
- Understand the critical success factors that will drive future mobile marketing business models
- Grasp the dizzying array of mobile marketing spending forecasts and know where to allocate future marketing resources



Key Findings

- Given the exponential adoption of mobile as a communications and promotion platform, Mind Commerce fully expects that global spending on mobile advertising and marketing initiatives will reach nearly \$29 billion in 2009, a 59% increase from 2008
- The greatest opportunity for marketing campaign development is likely the mobile video and downloadable applications sector, which we expect will surpass the \$1 billion mark in the U.S. in 2009
- Mind Commerce finds that premium content for mobile devices, including streaming video and downloadable applications, is growing at the fastest rate of all mobile marketing types. Not to be ignored, however, is the rising trend of consumers to use their mobile devices for accessing social networks, such as Facebook and MySpace.
- Mind Commerce estimates the world market for mobile marketing and advertising revenues will reach nearly \$50 billion by 2014, up from about \$29 billion today, growing at a five-year CAGR rate of nearly 12%. Europe and North America will grow at the fastest rates, about 16% through the period, to reach \$16.3 billion and \$12.4 billion, respectively.
- We expect 2009 to be a decisive year for mobile marketing spending as marketers worldwide move from disillusionment over their expected return from this platform to the realization that they can indeed enhance consumer brand equity via the targeted precision and customized experience that mobile affords over other media placements

Target Audience

- Marketing and Advertising Agencies, and Corporate Marketing Departments. Chief Marketing and Advertising Executives are determining how best to allocate their budgets for 2010 and mobile is certainly on their radar.
- Mobile advertising networks. The suppliers enable different types of mobile ads to be broadcast over mobile networks, in videos, and in other mobile premium content.
- Mobile search and content aggregators. Many are chasing Google but the smaller vendors offer localized search capabilities.
- Cellular phone providers. They carry the millions of text messages, some of them sponsored, and are looking at ways to leverage mobile marketing campaign data for their own use.
- Mobile platform developers. These suppliers create videos, games, downloadable applications for mobile that they in turn use to recruit sponsorship opportunities.
- Traditional media outlets. Broadcast television stations and Internet properties are leveraging mobile to stream newscasts and other premium content.
- Smartphone and PDA manufacturers. They provide the hardware that enable next-generation mobile content possible.



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- AOL
- Doubleclick
- Enpocket
- First Screen Media
- Google
- Greystripe
- iCrossing
- JumpTap
- Medio Systems
- Millennial Media
- MSN
- Yahoo!
- Yellowpages.com
- Whitepages.com



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