



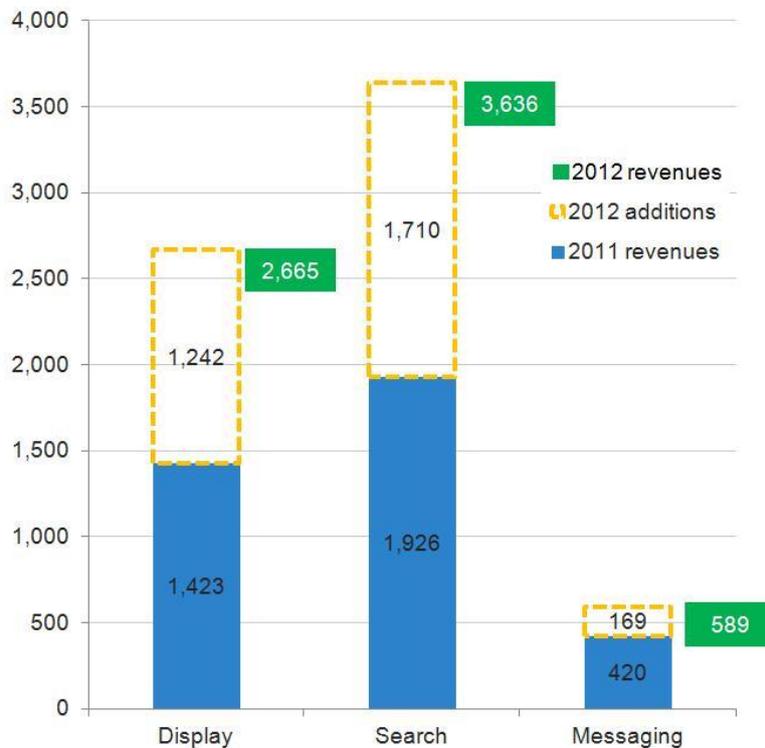
Global figures for mobile advertising revenue 2012 revealed

July 9, 2013

**TREMENDOUS UPSWINGS IN NORTH AMERICA & WESTERN EUROPE
DRIVE MOBILE MOMENTUM.**

IAB Europe, the U.S. IAB Mobile Marketing Center of Excellence, and IHS revealed today their global figures for mobile advertising revenue leaped a massive 82.8% to €6.9bn (\$8.9bn) in 2012 from €3.8bn (\$5.3bn) in 2011 – highlighting a strong positive growth story taking place across mobile advertising formats. With growth rates of 88.8% in search, 87.3% in display and 40.2% in messaging at a global level, ad spend in these formats reflects bullish growth in the sector.

**2011 revenue and 2012 gains
by format (€m)**

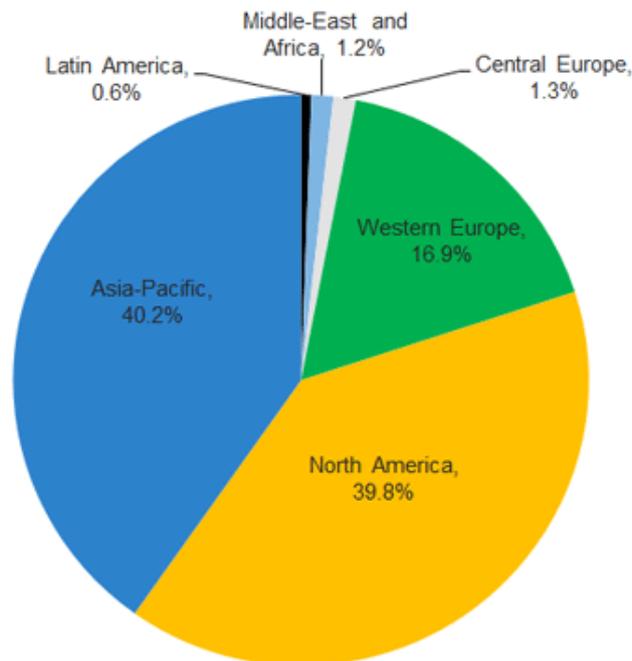


Mobile advertising revenue continues to be dominated by the search segment, which represented 52.8% of total global mobile advertising revenue, or €3.6bn EURO/\$4.7 USD in 2012, (€1.9bn/\$2.5bn in 2011). Display advertising accounted for 38.7% and messaging 8.5%.

The share by region of the global figure of €6.9 billion (\$8.9 billion) for 2012 is:

- Asia-Pacific: 40.2% (€2,769mn/\$3,558mn)
- North America: 39.8% (€2,743m/\$3,525mn)
- Western Europe: 16.9% (€1,167mn/\$1,499mn)
- Central Europe: 1.3% (€87mn/\$112mn)
- Middle East & Africa: 1.2% (€85mn/\$109mn)
- Latin America: 0.6% (€39mn/\$50mn)

2012: Global Mobile ad revenues by region



Growth year-over-year was strong across the board, led by North America, which saw a 111% surge over 2011 figures. Western Europe also saw a major increase, 91% over the previous year. Other year-over-year upswings include:

- Latin America – 71%
- Central Europe – 69%
- Middle-East and Africa – 68%
- Asia-Pacific – 60%

“This study is extremely relevant to advertisers as it assists companies to make investment decisions and accurately access market opportunities as we experience a monumental shift across communication platforms,” explains **Kimon Zorbas**, CEO, IAB Europe, adding, “In Europe we are still experiencing significant economic turmoil and unemployment. Despite this reality, our sector is a positive beacon for recovery and growth. The message to European policy makers is they should take into careful consideration the promising opportunities our sector offers and focus on removing barriers to growth.”

"Mobile is coming into its own as a powerhouse advertising medium," says **Anna Bager**, Vice President and General Manager, Mobile Marketing Center of Excellence, IAB US.

"Today's advertising is happening In a world where ad campaigns can be planned and bought across global networks on multiple media, but the massive and continuing acceleration of mobile's international impact provides new and exciting frontiers for content and communication."

“From a creative and communication standpoint, mobile advertising is hyper-personal. But more so than other media, from a business perspective, it is global. Mobile advertising is being planned, bought and sold across national borders and regions. This makes a global market sizing initiative ever more urgent” says **Daniel Knapp**, Director Advertising Research at IHS, and author of the research.

Key factors for the impressive increase in mobile advertising revenue are rising smart phone adoption/ 3G and 4G penetration, more time spent on mobile devices, better advertising monetisation through targeting ad inventory consolidation. “We have seen a shift from a very fragmented landscape to one that is becoming more networked, “ explains Knapp. “Technological innovation has simplified buying mobile inventory at scale, enabling advertisers to better reach larger audiences across multiple publishers and advertising networks,” he continues.

Download the full report [here](#).

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Note to Editors:

Definition of mobile advertising formats:

- Display: Any display advertising viewed or read on a mobile phone including rich media 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.
- Other: All other mobile advertising (e.g. mobile classifieds)

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 harmonized to adjust for discounts and agency

commissions. Modelled data is based on variables such as smartphone penetration, 3G subscriptions, messaging volume. 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.

About IAB Europe

IAB Europe is the voice of digital business. Its mission is to protect, prove, promote and professionalise Europe's online advertising, media, market research and analytics industries. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

The member countries are: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Macedonia, Netherlands, Norway, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine and United Kingdom

Our corporate members include AB Inbev, Adconion Media Group, Addition, Adobe, ADTECH, AGOF Services GmbH, AOL Advertising Europe, AudienceScience, BBC Advertising, CNN, CoAdvertise, comScore Europe, Creafi Online Media, Criteo, Deutsche Post, eBay International Advertising, Emediate, Evidon, Expedia Inc, Fox Interactive Media, Gemius, Goldbach Group, Google, GroupM, Hi-Media, Koan, Mediamind, Meetic, Microsoft Europe, Millward Brown, News Corporation, nugg.ad, Nielsen Online, OMD, Orange Advertising Network, PHD, Prisa, Proxistore, Publicitas Europe, Pubmatic, Quisma, Sanoma Digital, Selligent, Tradedoubler, Triton Digital, Truste, United Internet Media, ValueClick, Verisign, Viacom International Media Networks, Webtrekk, White & Case, Yahoo!, Yandex and Zanox.

www.iabeurope.eu.

About the IAB

The Interactive Advertising Bureau (IAB) is comprised of more than 500 leading media and technology companies that are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit www.iab.net