

Global Mobile Advertising Revenue 2013

The State of Mobile Advertising Around the World

August 2014

IAB Europe, IAB and IHS

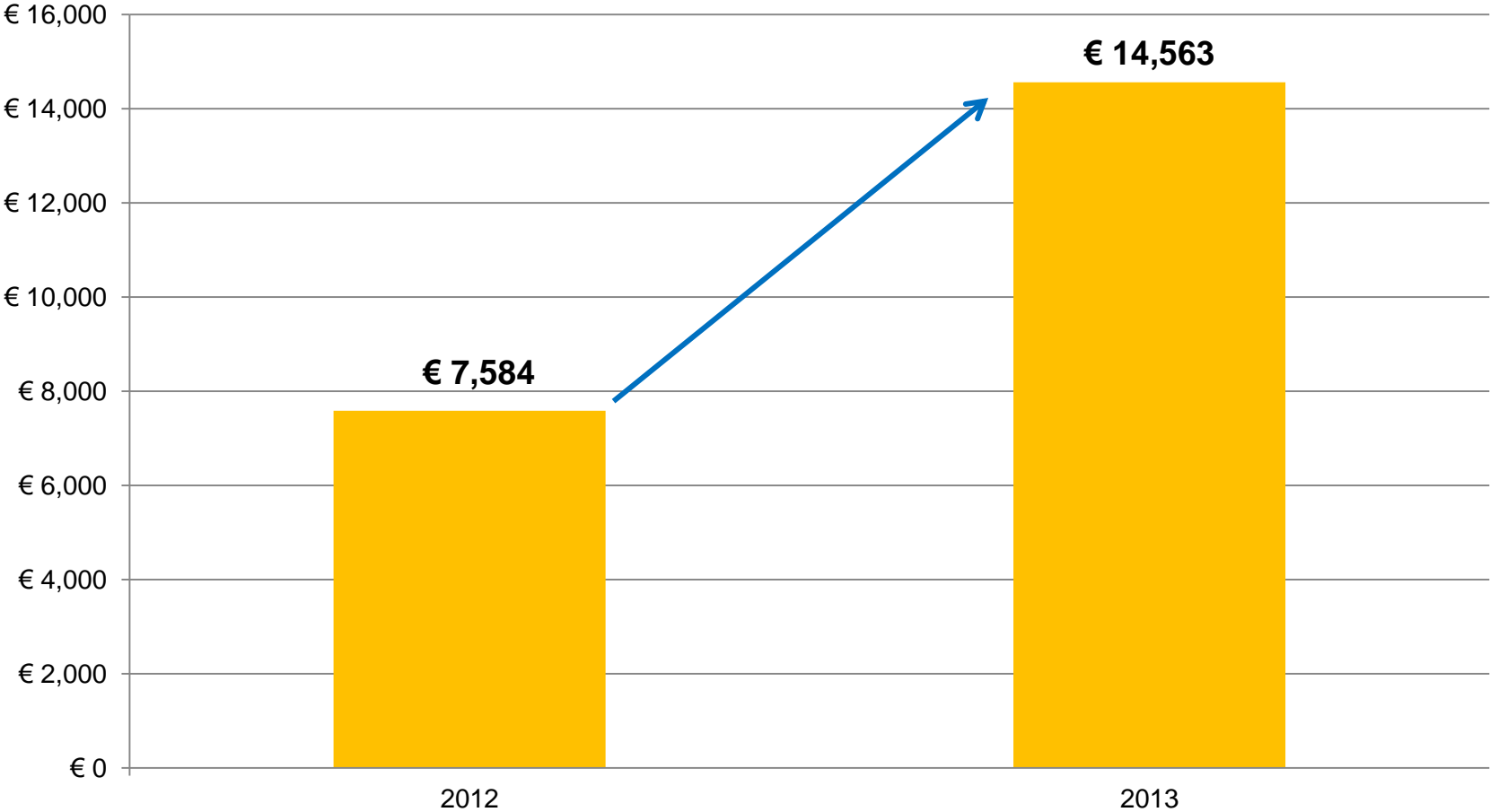
Daniel Knapp, Director Advertising Research, IHS



Global mobile advertising revenue nearly doubled in 2013



Global mobile ad revenue (€m)*

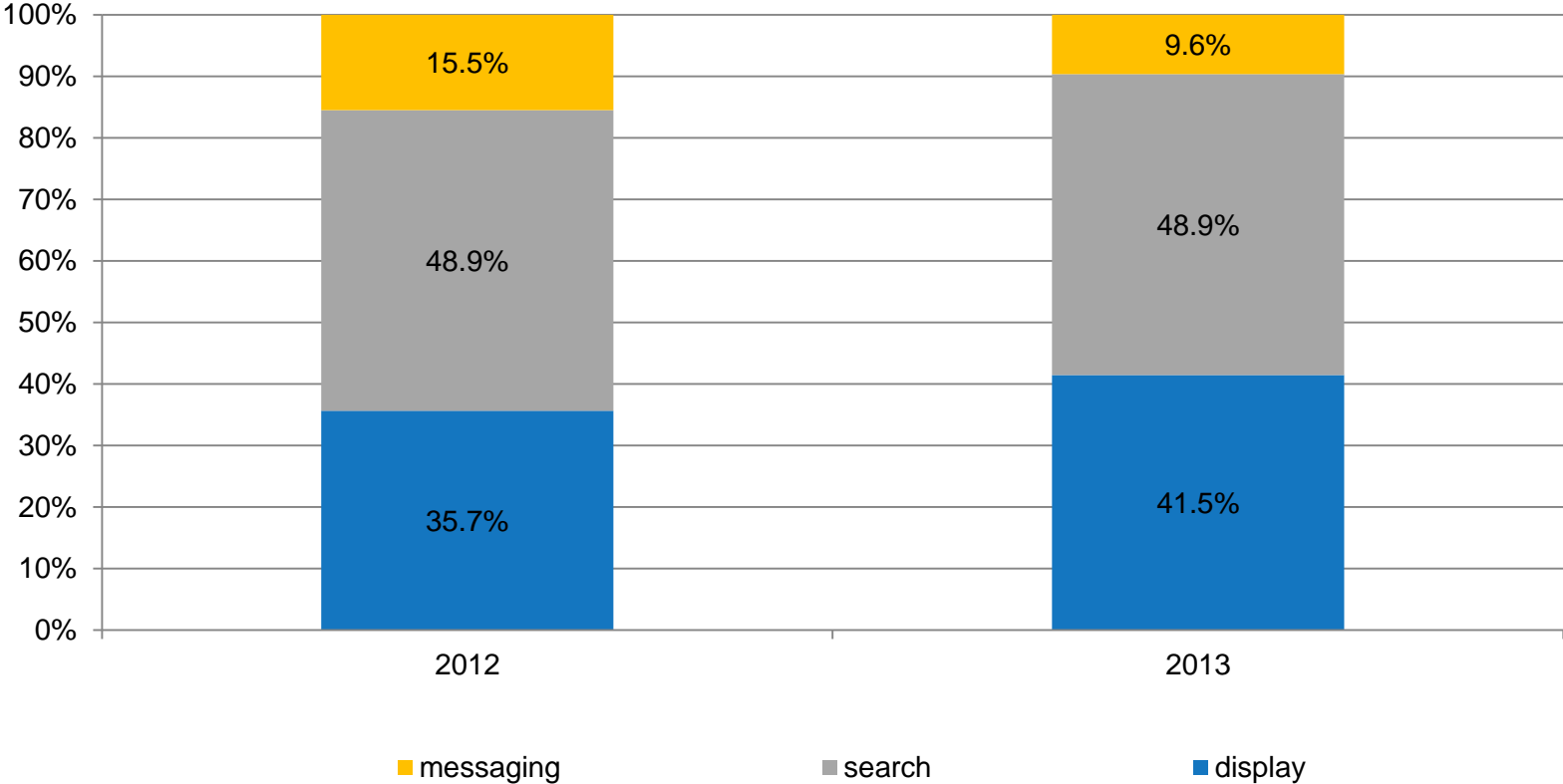


*All data in this presentation is in constant 2013 EUR. Constant exchange rates have been used in order to eliminate currency effects on the growth rate.

Display expands its share of mobile advertising as messaging faces pressure



Global mobile ad revenue by format

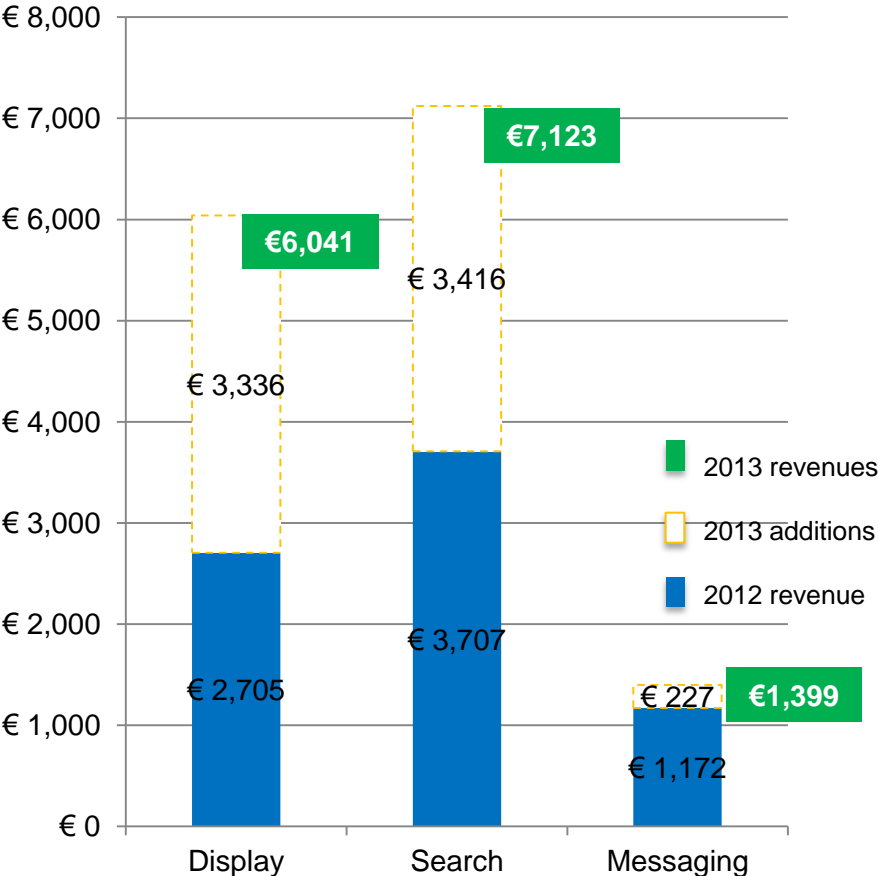


Source: IAB Europe, IAB, IHS

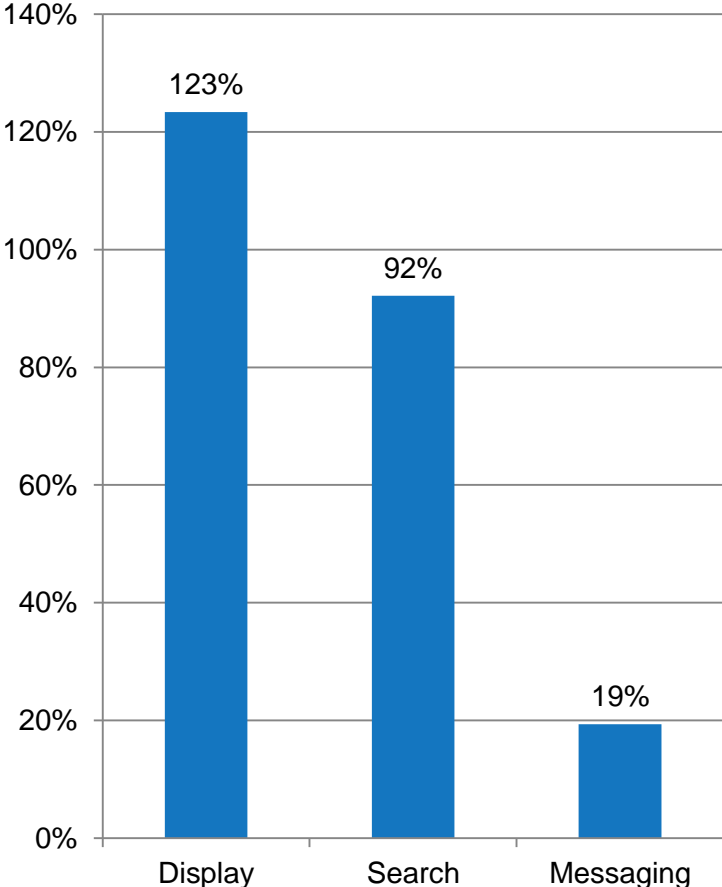
Mobile display advertising revenues more than doubles as growth outperformed other formats



2013 revenue gains over 2012 (€m)



Mobile ad growth in 2013 by format (%)

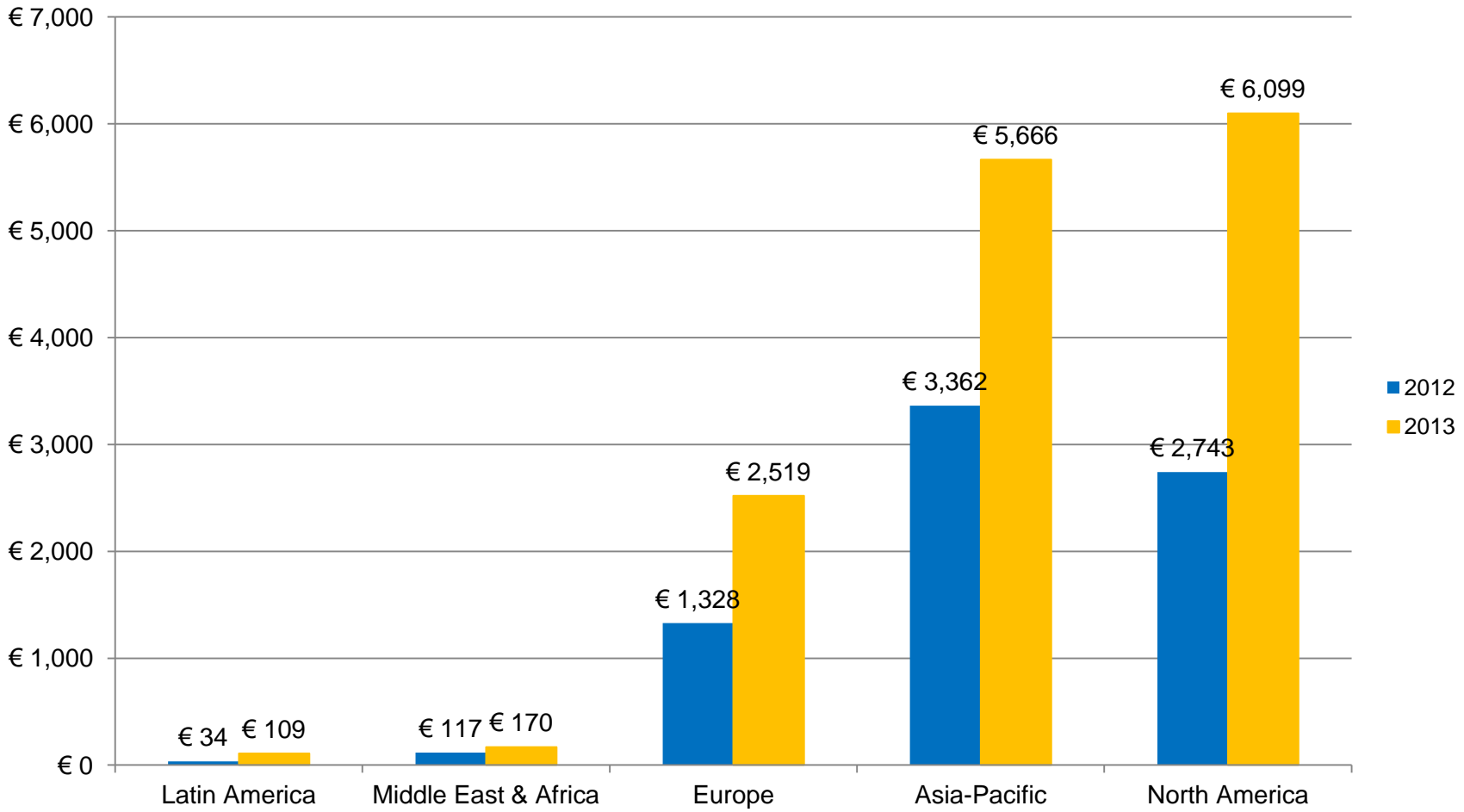


Source: IAB Europe, IAB, IHS

North America overtakes Asia-Pacific as largest mobile advertising market



2012 vs 2013: Mobile ad revenues by region (€m)

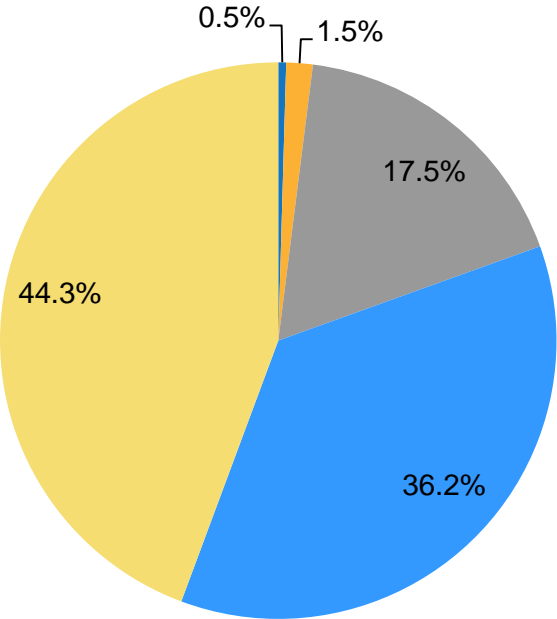


Source: IAB Europe, IAB, IHS

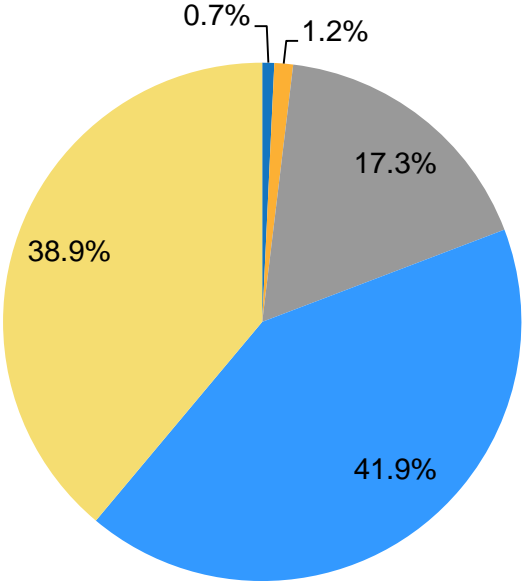
Share gains for all regions apart from Asia-Pacific and Middle East & Africa

Global mobile advertising revenue: share by region

2012



2013

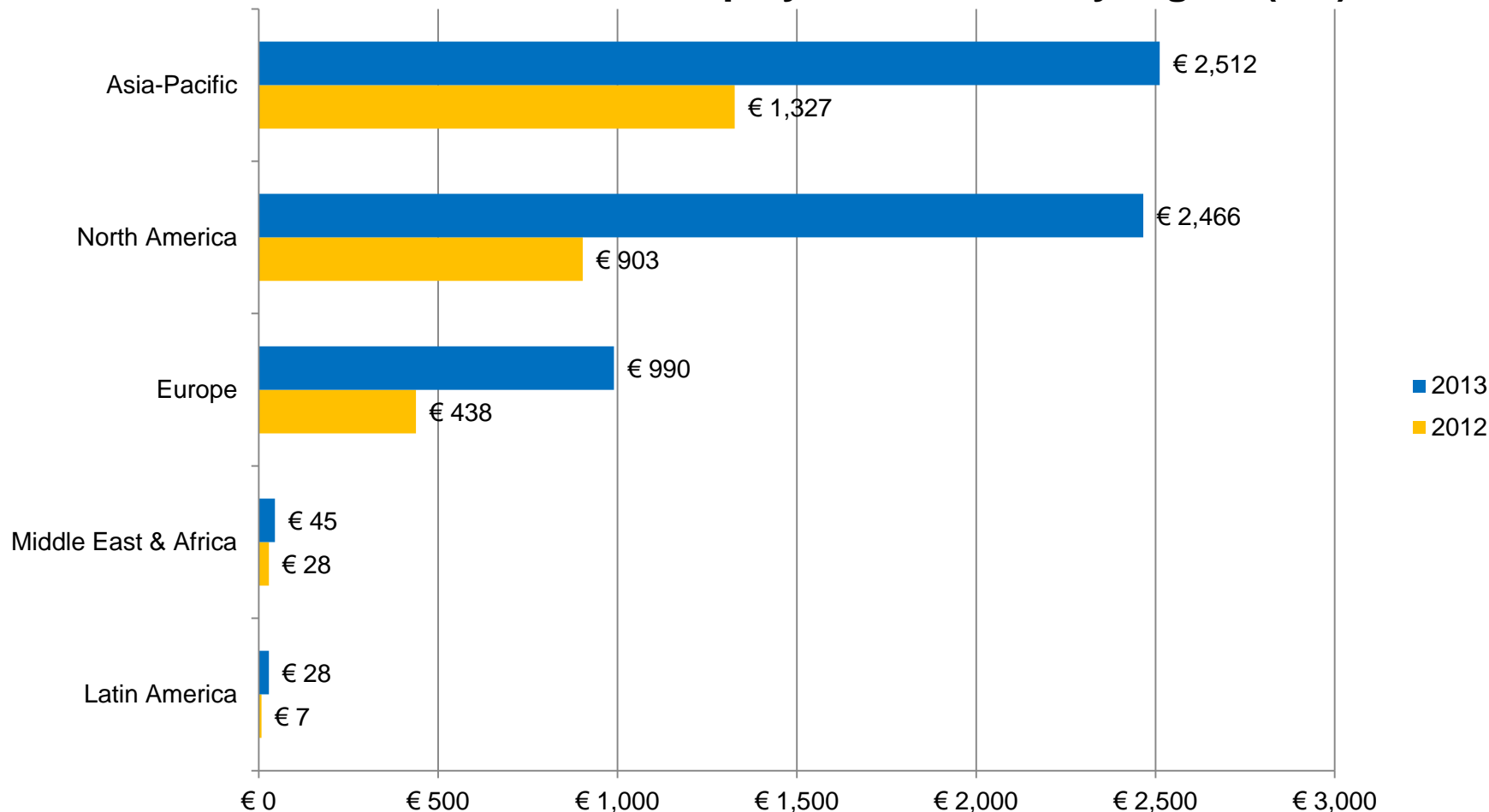


- Latin America
- Middle-East and Africa
- Europe
- North America
- Asia-Pacific

Source: IAB Europe, IAB, IHS

Asia-Pacific maintains marginal lead in mobile display advertising ahead of rapidly growing North American market

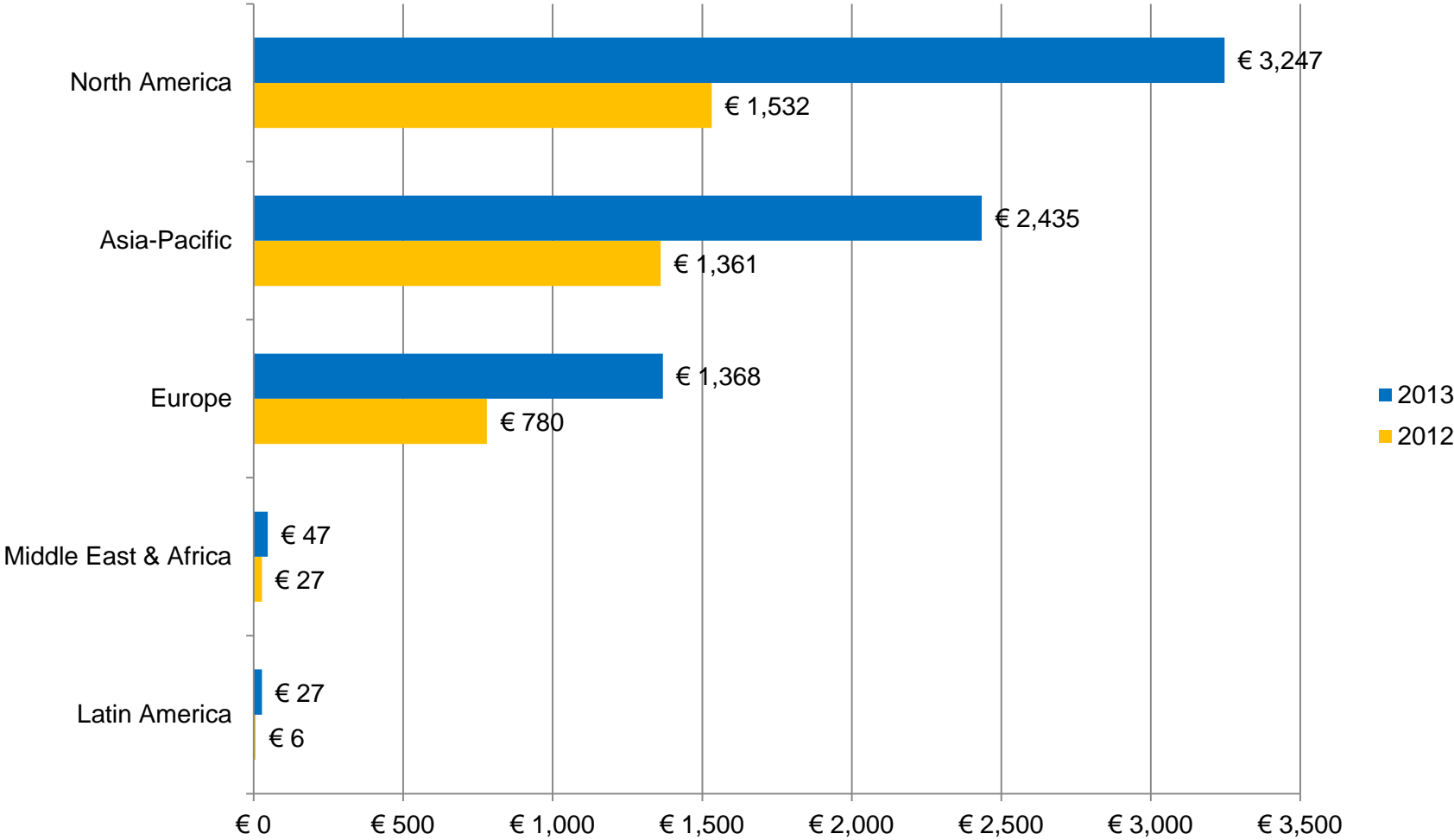
2012 vs 2013: Mobile display ad revenues by region (€m)



Unchanged regional ranking in mobile search advertising



2012 vs 2013: Mobile search ad revenues by region (€m)

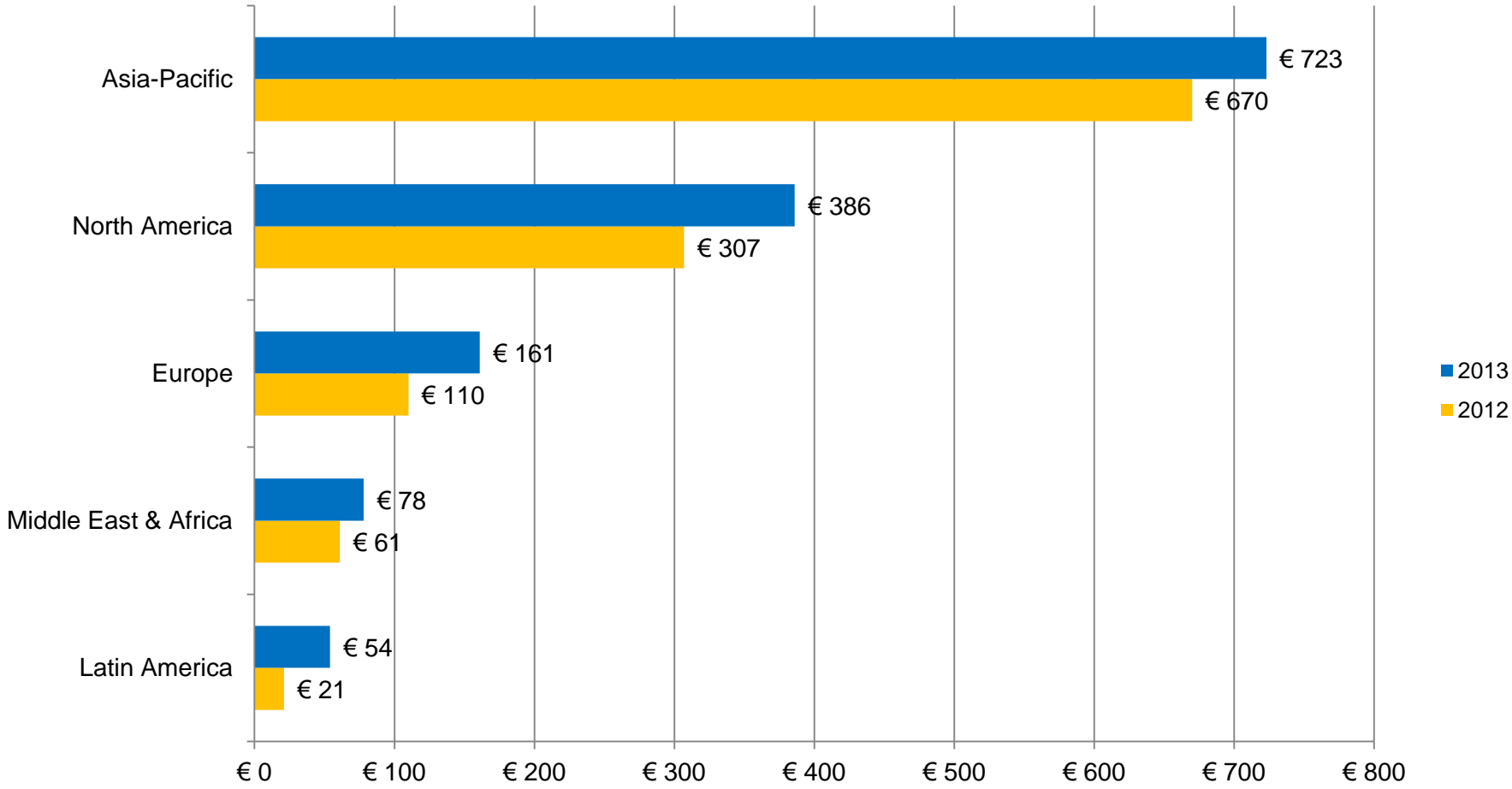


Source: IAB Europe, IAB, IHS

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



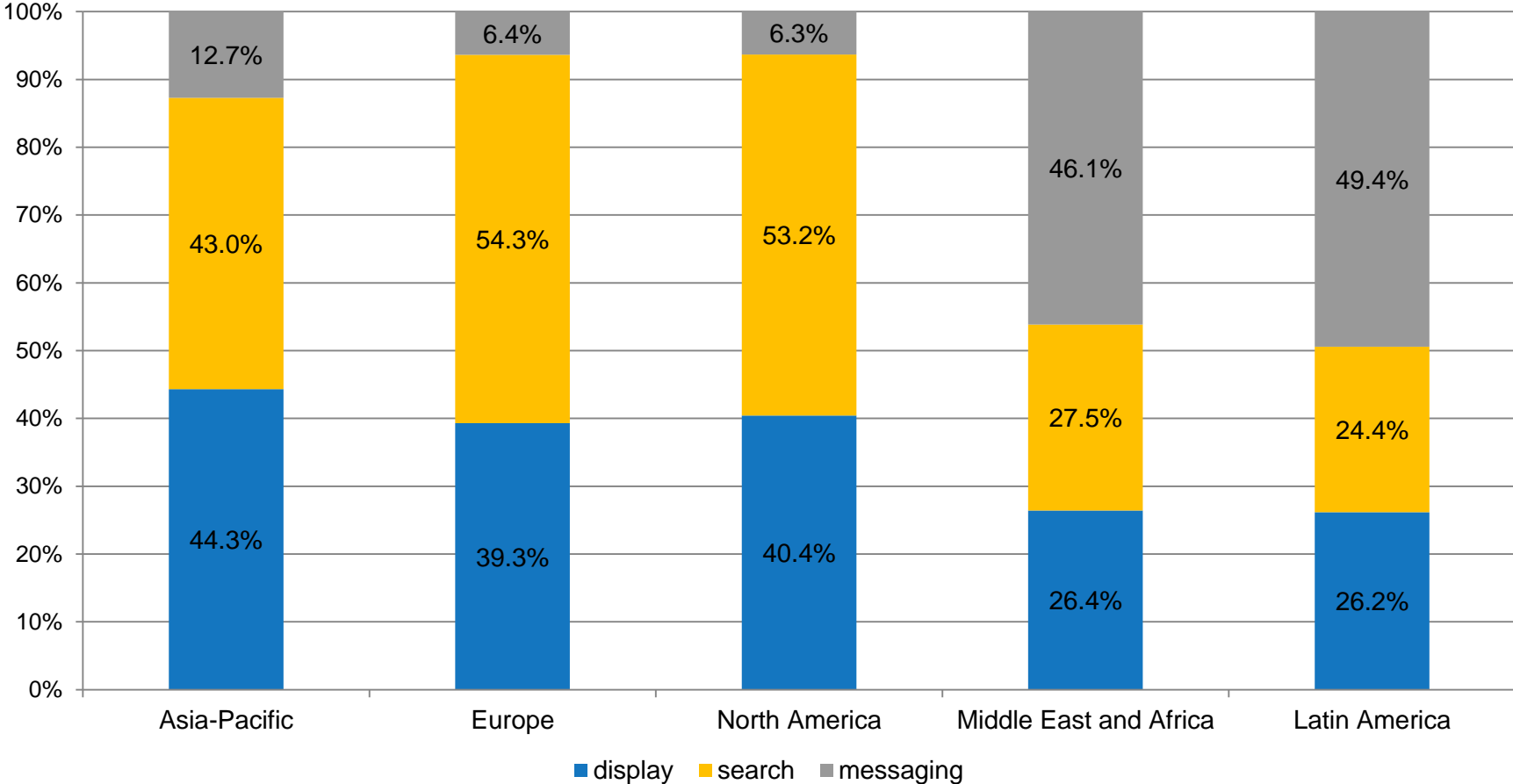
Mobile messaging ad revenues 2012 vs 2013 (€m)



Source: IAB Europe, IAB, IHS

Strong differences across format distribution globally

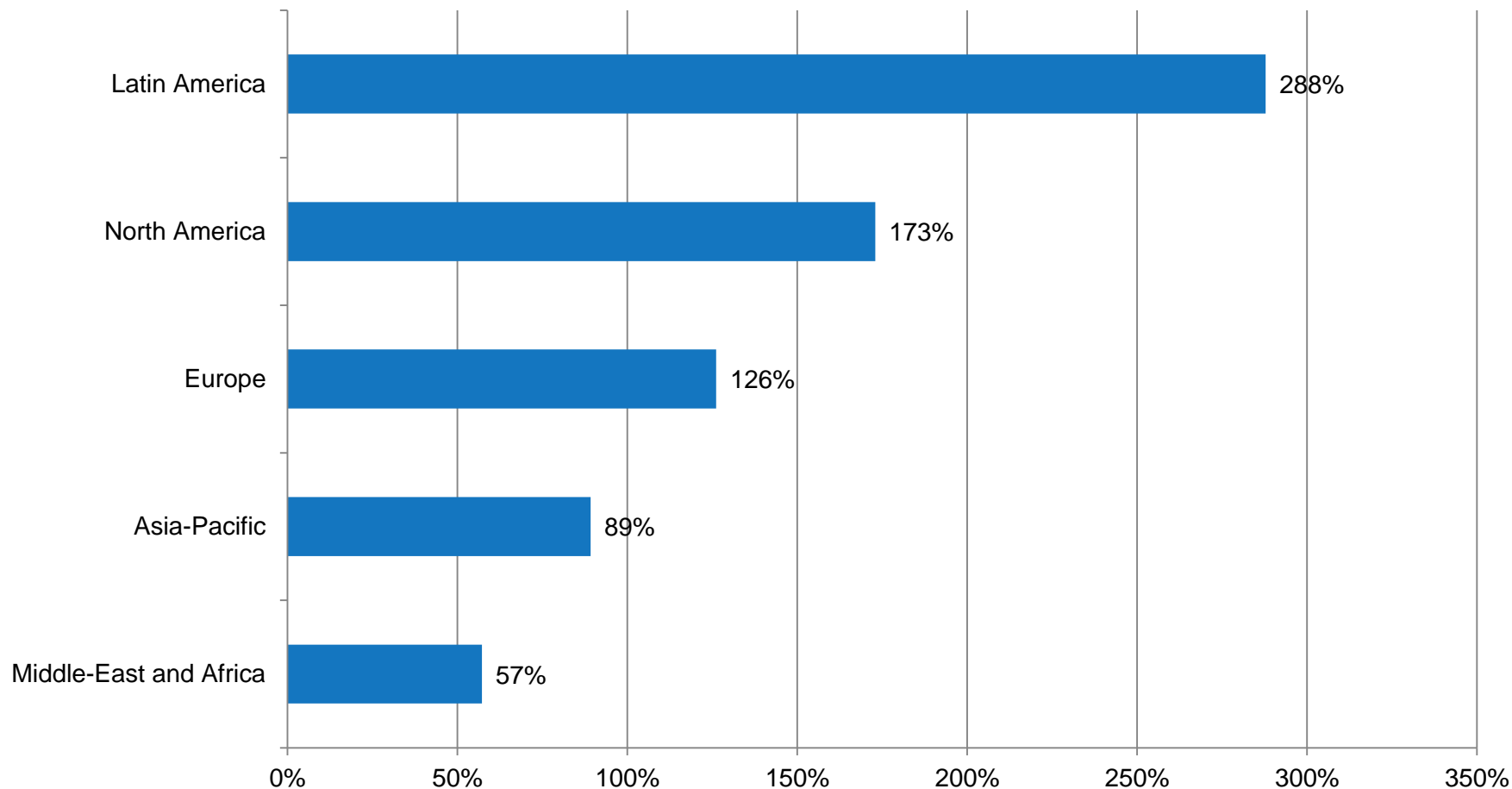
Mobile ad revenue by format: regions



Source: IAB Europe, IAB, IHS

Latin American mobile display market grows 5x faster than market in Middle East and Africa

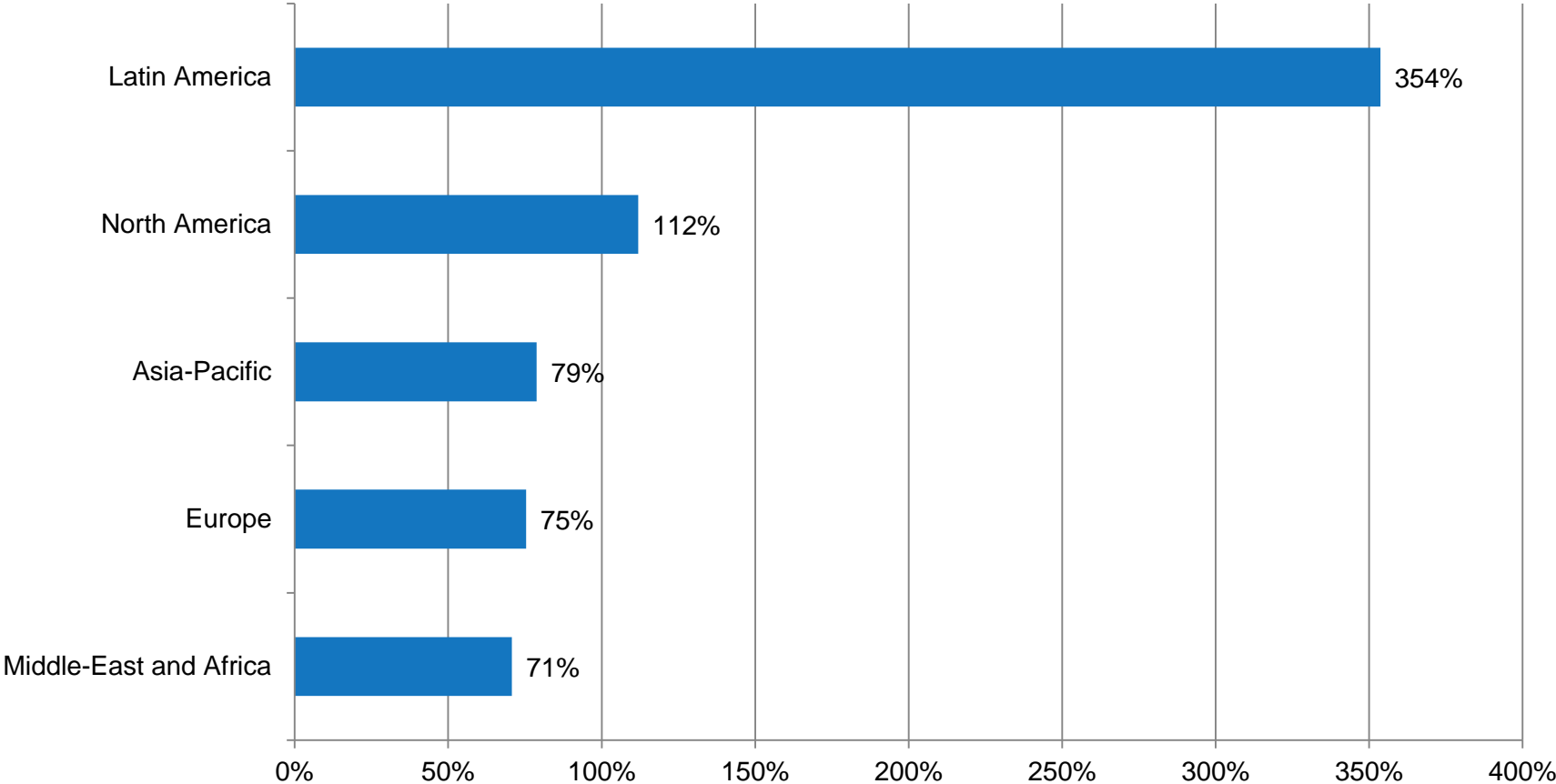
Mobile display ad growth in 2013 by region



Mobile search growth in Latin America decoupled from relatively homogenous growth in other regions



Mobile search ad growth in 2013 by region

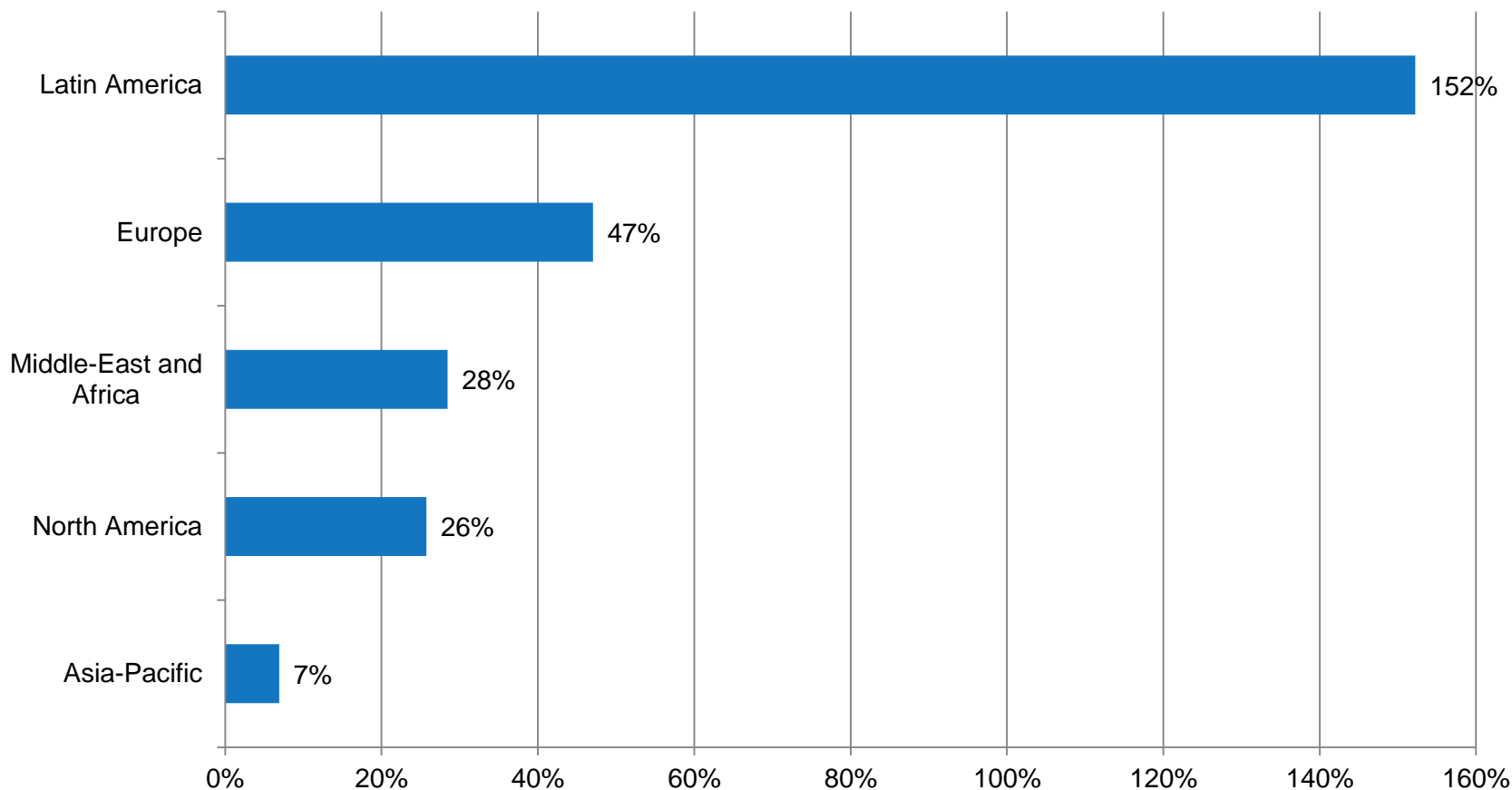


Source: IAB Europe, IAB, IHS

Maturity of messaging advertising evident in Asia Pacific, but format still commands triple-digit growth in Latin America



Mobile messaging ad growth in 2013 by region



Contact:

Alison Fennah, IAB Europe – fennah@iabeurope.eu

Daniel Knapp, IHS – daniel.knapp@ihs.com

Connect with us:



@IABEurope



IAB Europe



www.iabeurope.eu