

Global Mobile AdTech Market 2015 Share, Trend, Segmentation and Forecast to 2017

CA \$14 billion in global ad spend rumbling through the mobile adtech ecosystem has undergone a striking transformation over the past 12 months

PUNE, MAHARASTRA, INDIA, January 12, 2017 /EINPresswire.com/ --

Summary

Seaside, CA \$14 billion in global ad spend rumbling through the [mobile adtech](#) ecosystem has undergone a striking transformation over the past 12 months, redefining how agencies (and agency trading desks), vendors and audience platforms engage with digital budgets, impressions and apportion subsequent profit splits.

SaaS adtech business models benefit as agencies and publishers license mobile adtech solutions consolidating creative, marketing/social, cross-platform campaign management, clearing, execution and in-house sales onto one unified platform, while the ecosystem at large trains its programmatic technology sights on enabling affiliate networks, supply (SSPs) and/or demand (DSPs) sides of the business.

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In addition, format standardization is paving the way forward, toward programmatic trading efficiencies billed against CPM-based buying, augmented by video inventory internationally (particularly YouTube in AsiaPac) enjoying an increase in demand.

Agencies booked some \$2 billion in 2014 fees, while adtech vendors (public and private) netted out \$10.5 billion (including Facebook and Twitter).

The business challenge for all mobile adtech vendors today is reaching and qualifying audiences on every screen that doesn't add complexity to workflow processes, and for the ecosystem at large to profit from doing so.

AccuStream Research produces investment grade reports unifying virtual video, Internet music radio programming, download entertainment, video/audio advertising monetized through cross-platform CMS, video and mobile adtech operations, profit splits, platform revenue and M & A valuations, CDN and integrated (IPTV/OTT/Cross-device) optimization platform revenue, M & A and asset analytics.

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Table of Contents

EXECUTIVE SUMMARY 1

Mobile Adtech/Spend and Business Operations Marketplace Overview1

Mobile Adtech is a Sophisticated Inter-Connected System of Emerging Standards, Media Clearing and Campaign Management Tools1

The Global Mobile Advertising Marketplace Worth \$12.8 Billion In 20142

GLOBAL MOBILE MEDIA SPEND: 2009 - 2017 4

MOBILE ECOSYSTEM REVENUE: OWNERSHIP SHARE 5

Mobile AdTech 101: Getting paid means sticking around: The keys to creating a sustainable market position 2015 - 20176

Profiting From Volatility: The Marketplace Is Forecast To Pay \$14 Billion In 2015 Net Topline6

CAGR ANALYSIS BY VENDOR VERTICAL: 2009 - 20147

MOBILE ECOSYSTEM REVENUE: OWNERSHIP SHARE 8

MOBILE ADTECH OPERATIONS, INVENTORY AND MEDIA SPEND: TERMS AND DEFINITIONS 9
OVERVIEW 13

Global Mobile Adtech Markets 2015 – 2017: Inventory, Spend, Revenue and Profit Payouts in an Era of Accelerated Volatility 13

Delivering and Measuring Mobile Media Spend and Adtech Operations Success: The Way Forward Means Staying Relevant 2015 – 201713

Mobile Adtech/Spend and Business Operations Marketplace Overview13

Mobile Adtech is a Sophisticated Inter-Connected System of Emerging Standards, Media Clearing and Campaign Management Tools14

The Rise of Mobile Programmatic Fueled by Format Standardization, Data, Buying at Scale and Cross-Platform16

Mobile Adtech 2015-2017 and Media Budget Allocation: Who Gets Paid, How Much and Why16

Mobile Adtech M & A has Reshaped the Entire Global Marketplace over the Past Two Years17

DESKTOP/MOBILE VIDEO AD NETWORK, SERVING AND ADTECH PLATFORM M & A

DEALS, PUBLIC AND PRIVATE TRADING/TAKE-OUT MULTIPLES 2005 - 201419

Mobile Media Management: Adtech Ecosystem Alignment by Vendor Type21

Marketplace organization by vendor alignment 2015: DSPs, Marketplaces, Audience

Networks and Data Science21

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