



# Digital advertising worldwide: trends and forecasts 2022– 2027



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## About this report

This report analyses the size of the digital advertising market for operators on both a worldwide level and a regional level. It also provides our estimate of the operator share of the total market.

The report includes analysis of the key trends in each country and region, and provides a discussion of the strategic measures that operators can implement to gain a greater share of the market.



### GEOGRAPHICAL COVERAGE

- Western Europe (WE)
- Central and Eastern Europe (CEE)
- Middle East and North Africa (MENA)
- Sub-Saharan Africa (SSA)
- Emerging Asia-Pacific (EMAP)
- Developed Asia-Pacific (DVAP)
- North America (NA)
- Latin America (LATAM)

### KEY METRICS

- Digital advertising market size in terms of revenue
- Digital advertising revenue accumulated by telecoms operators



### KEY QUESTIONS ANSWERED IN THIS REPORT

- How big is the digital advertising market?
- What are the main drivers of, and barriers to, growth and how do they vary by region?
- What is operators' share of the digital advertising market worldwide and in various regions?
- Which factors are affecting operators' involvement in digital advertising now, and which will come into play in the future?

### WHO SHOULD READ THIS REPORT

- Strategy executives, directors and managers within mobile operators that are implementing digital advertising initiatives or designing the response to competitors' and over-the-top (OTT) players' initiatives.
- Vendors and software developers that are involved in the development and integration of digital advertising platforms for telecoms operators.
- Industry experts and observers that wish to better understand mobile operators' digital advertising strategies and related trends, challenges and opportunities in each region.



**Worldwide trends**

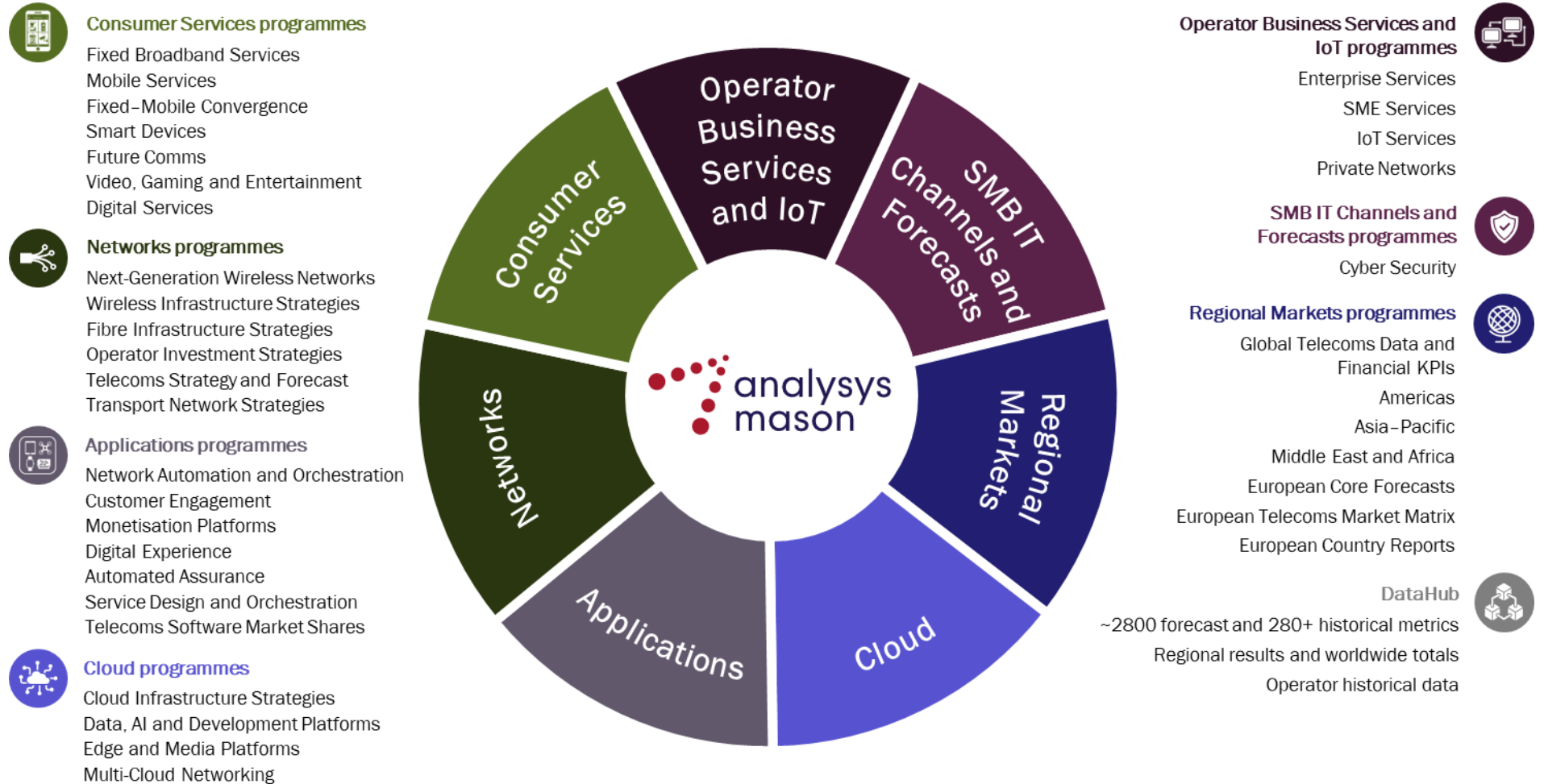
Regional trends

Forecast methodology and assumptions

Appendix

About the author and Analysys Mason

# Our research programmes



[analysismason.com/what-we-do/practices/research](https://analysismason.com/what-we-do/practices/research)

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