

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.

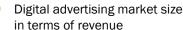
The report includes analysis of the key trends in each country and region, and provides a discussion of the strategic measures that operators can implement to gain a greater share of the market.



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 revenue accumulated by telecoms operators





KEY QUESTIONS ANSWERED IN THIS REPORT

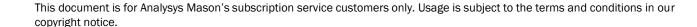
- How big is the digital advertising market?
- What are the main drivers of, and barriers to, growth and how do they vary by region?
- What is operators' share of the digital advertising market worldwide and in various regions?
- Which factors are affecting operators' involvement in digital advertising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



Consumer Services programmes

Fixed Broadband Services Mobile Services Fixed-Mobile Convergence Smart Devices **Future Comms** Video, Gaming and Entertainment Digital Services



Networks programmes

Next-Generation Wireless Networks Wireless Infrastructure Strategies Fibre Infrastructure Strategies Operator Investment Strategies Telecoms Strategy and Forecast Transport Network Strategies



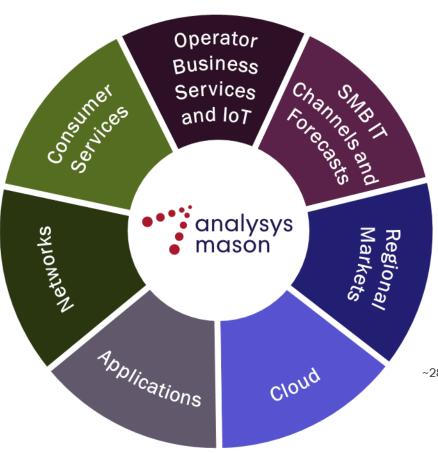
Applications programmes

Network Automation and Orchestration Customer Engagement Monetisation Platforms Digital Experience Automated Assurance Service Design and Orchestration Telecoms Software Market Shares



Cloud programmes

Cloud Infrastructure Strategies Data, AI and Development Platforms Edge and Media Platforms Multi-Cloud Networking







Enterprise Services SME Services IoT Services Private Networks





Regional Markets programmes



Global Telecoms Data and Financial KPIs Americas Asia-Pacific

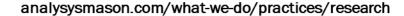
Middle East and Africa European Core Forecasts European Telecoms Market Matrix **European Country Reports**





~2800 forecast and 280+ historical metrics Regional results and worldwide totals

Operator historical data





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