

**Research Team**

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# FirstPartner Mobile Advertising Financial Forecast for Western Europe, 2010-2014

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FirstPartner has produced a Mobile Advertising Financial Forecast for Western Europe. The forecast includes Mobile Advertising revenues for Western Europe from 2010 to 2014 for a variety of advertising formats and countries.

The Mobile Advertising Financial Forecast can be used to generate market estimates, business plan forecasts and market entry planning. It can also be used to assess which advertising formats will become dominant and where the greatest opportunities lie. The forecast can be manipulated to compare different countries and ad formats, and all data is visible in a graphical format for easy interpretation of results. No prior knowledge or experience of Excel is required to use it.

**The forecast includes the following Advertising Formats:**

- Paid for Search Listings
- On-Portal – Banners
- Off-portal - Banners
- On and off-Portal - Chat/Communities
- Text Links/Sponsored Links
- Sponsorship and tenancies (on-portal)
- Sponsorship and tenancies (off-portal)
- Mobile TV
- Video
- Games
- Music - Downloads and Streamed
- MMS/SMS Push Advertising
- Mobile Apps/Widgets Store

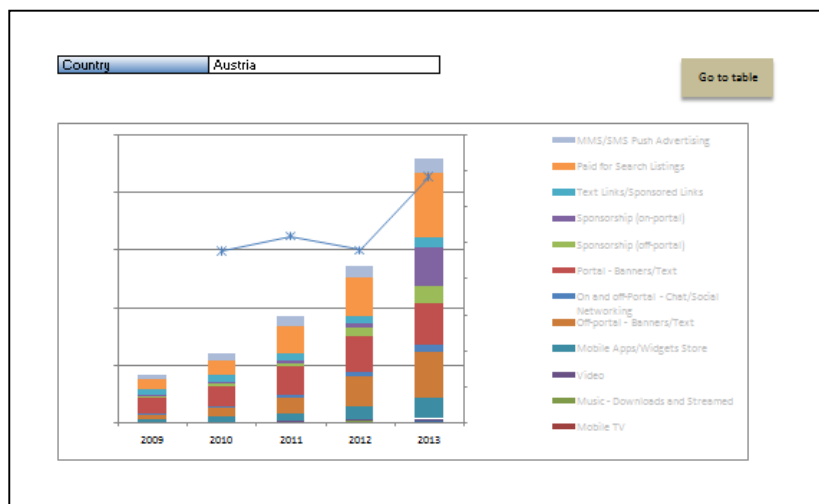
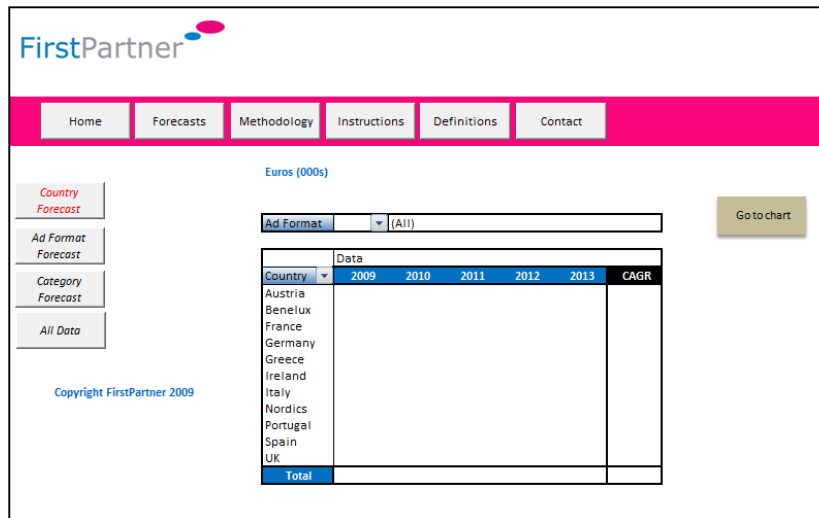
**The following countries are covered in the forecast:**

Austria, Germany, Italy, Spain, UK, France, Ireland, Greece, Benelux (Belgium, Luxembourg and The Netherlands), Nordics (Denmark, Finland, Iceland, Norway and Sweden) and Portugal.

- The forecast has been built through discussions with leading industry figures, and using publically available industry data.
- The forecast excludes creative revenues, short code response and CRM driven messaging

- The forecast is delivered for use with Microsoft Excel and supports both Excel 2003 and 2007 versions. Macros will need to be enabled to use the Forecast.
- The purchase price of the forecast includes one hour online training and Q&A time with the analyst.
- For a more detailed methodology, please contact **FirstPartner**.

## Screen Shots of Forecast



For more information on this forecast, or to purchase it, please visit [www.firstpartner.net](http://www.firstpartner.net).

### About FirstPartner:

*FirstPartner is a research and Go To Market Agency focused on:*

- **Clearly defining market opportunities**
- **Building profitable, customer centric propositions**
- **Accelerating the Go-to-Market delivery of new solutions**
- **Optimising Marketing Effectiveness and Efficiency**

*FirstPartner covers both Consumer and B2B Markets, with a particular focus on Telecoms, Technology and Media sectors. Our sector knowledge, product and marketing expertise underpins the work we do.*