

# Industry Map: Mobile Ad Platforms



- Top Mobile Ad Segments**
- Armed Forces
  - Automotive
  - Consumer-Packaged Goods
  - Dating
  - Education
  - Entertainment
  - Portals
  - Retail
  - Telecommunications
  - Travel

- Digital Agencies**
- Mobext (HAV.VA)
  - Cadreon (IPG)
  - Carat
  - Digitas (PUB)
  - DraftFCB (IPG)
  - Havas Digital
  - IBM Interactive
  - Ogilvy (WPP)
  - Razorfish (PUB)
  - Sapient Interactive
  - Vivaki (PUB)

- Specialist Mobile Agencies**
- Fetch Media
  - Icon Mobile
  - Marvellous
  - Mobile Behavior (OMC)
  - Mobile Dreams Factory
  - Mobnext (HAV.VA)

- Mobile Ad Networks**
- 4th Screen
  - AdMob (GOOG)
  - AdModa
  - GreyStripe
  - iAd (APPL)
  - InMobi
  - JumpTap
  - LocalResponse
  - Microsoft
  - Miliennial
  - Mojiva
  - Transpera (Tremor)

- Location Networks**
- AT&T
  - BlisMobile
  - CityGrid Media (IAC)
  - Lat49
  - MobiMaps
  - NAVTEQ
  - NearbyAd
  - uLocate

- Mobile-Capable DSP**
- [X+1]
  - AdChemy
  - AppNexus
  - B3 (WPP)
  - Dotomi (VLCK)
  - InviteMedia (GOOG)
  - MediaMath

- Rich Media Ad Platforms**
- Celtra
  - ChaCha
  - CrispMedia
  - EyeWonder (Limelight)
  - Flite
  - MediaLets
  - Phluent
  - PointRoll
  - Tremor Video
  - Vdopia

- Mobile Ad Server**
- AdSpeed
  - ADTECH (AOL)
  - Arvato
  - Atlas (MSFT)
  - DoubleClick (GOOG)
  - MADS
  - mOcean
  - MoPub
  - OpenX
  - Ringleader Digital
  - Vdopia

- Mobile DSP**
- DataXu
  - EveryScreenMedia
  - Fluent
  - mGage (Velti)
  - StrikeAd
  - TapAd

- Mobile Data Aggregators**
- comScore
  - Nielsen
  - PlacIQ
  - Umber Systems

- Mobile Analytics**
- Amethon
  - Bango
  - Flurry
  - Localytics
  - M-Wise
  - Motally
  - Pinch Media
  - Xtract

**Data Suppliers**

- Carriers**
- AT&T
  - MetroPCS
  - Sprint
  - T-Mobile
  - Verizon
  - Vodafone

- MVNO**
- Boost Mobile
  - Jitterbug
  - Qwest
  - Tracfone
  - Virgin

- Supply-Side Platforms**
- AdMeld (GOOG)
  - AdMarvel
  - Burstly
  - Mobclix (Velti)
  - Nexage
  - Pubmatic
  - Rubicon
  - Smaato

- Mobile Internet**

- Applications**

- Handset**
- Top Handsets (Impressions)**
- Apple iPhone
  - Blackberry Curve
  - Blackberry Pearl
  - Danger Sidekick
  - LG Dare
  - LG Vu
  - Samsung Instict
  - T-Mobile Dream

CONSUMERS

Nick MacShane  
508-333-5115

Sam Thompson  
617-901-6309

Sean Cross  
917-520-3630

Mark McCall  
203-803-0794

Giles Van Praagh  
917-903-9294

John Shumway  
978-771-4410

Mark Egan  
617-388-6686