

# 4th Annual GLOBAL MOBILE ADVERTISING SURVEY

IN-DEPTH INSIGHTS INTO THE 2016 MOBILE ADVERTISING LANDSCAPE

**GLOBAL** — Brand direct media buyers purchase more native ads than any other mobile ad format

**100%**

of buyers in North America, APAC and LATAM (90% in EMEA) plan to increase spend on mobile video this year

**75%**

of brand direct media buyers predict that between 81%-100% of their mobile buys will be location-enabled this year, compared to 27% of media agency buyers

**50%**

brand direct media buyers say they intend to spend 81%-100% of their mobile ad budget in automated mobile private marketplaces (PMPs) in 2016

**US**

**92%**

of agency-side media buyers in North America report they will purchase native mobile ad formats in 2016

**33%**

of agency-side media buyers will spend more than 41% of their mobile budget in PMPs — the highest figure globally for the year

**25%**

of North American mobile media sellers report that video is the most in-demand format

**42%**

of mobile media sellers report that 50% or more of their inventory is location-enabled in-demand format

**APAC**

**28%**

of agency-side media buyers predict spending more than 41% of their mobile advertising budget on native formats this year

**29%**

of buyers indicate that they expect to spend more than 41% of their mobile budget in PMPs

**57%**

in APAC stated that 50% or more of the inventory they are buying is location-enabled, the highest figure in all of the markets surveyed

**36%**

of media sellers in APAC report that video formats are the most in-demand

**LATAM**

**60%**

of agency-side media buyers say they will spend more on native mobile advertising in 2016, compared to 2015

**90%**

of agency buyers in LATAM plan to invest mobile advertising budget in PMPs this year, a 30% year-over-year increase

**36%**

of mobile media sellers in LATAM report that video is the single most in-demand format

**66%**

of mobile media sellers in LATAM offer location-enabled inventory

**EMEA**

**89%**

of mobile advertising buyers in EMEA will invest via PMPs in 2016, a 15% year-over-year increase

**44%**

44% of mobile ad buys in EMEA include location-enabled inventory

**33%**

of publishers selling mobile inventory in EMEA predict that MRAID-enabled rich media formats will be the most popular in 2016

**35%**

state that more than 80% of their inventory was location-enabled in 2015

