## **ADVERTISING FORECAST**

Worldwide Mobile Advertising Spending to surpass \$19,2billion in 2012 - Or nearly 2,5% of all ad spend across all media



Marketer. According to Emarketer, Digital Marketplace Model and Forecast.

## **ADVERTISING FORECAST**

Worldwide Mobile Subscribers to Surpass 4,75billons 2014 -Or nearly 48 % Of The World Population



According to Emarketer, Digital Marketplace Model and Forecast.