

Google Tipped to Dominate Booming Mobile Ad Market

by [Felix Richter](#), 20.12.2012

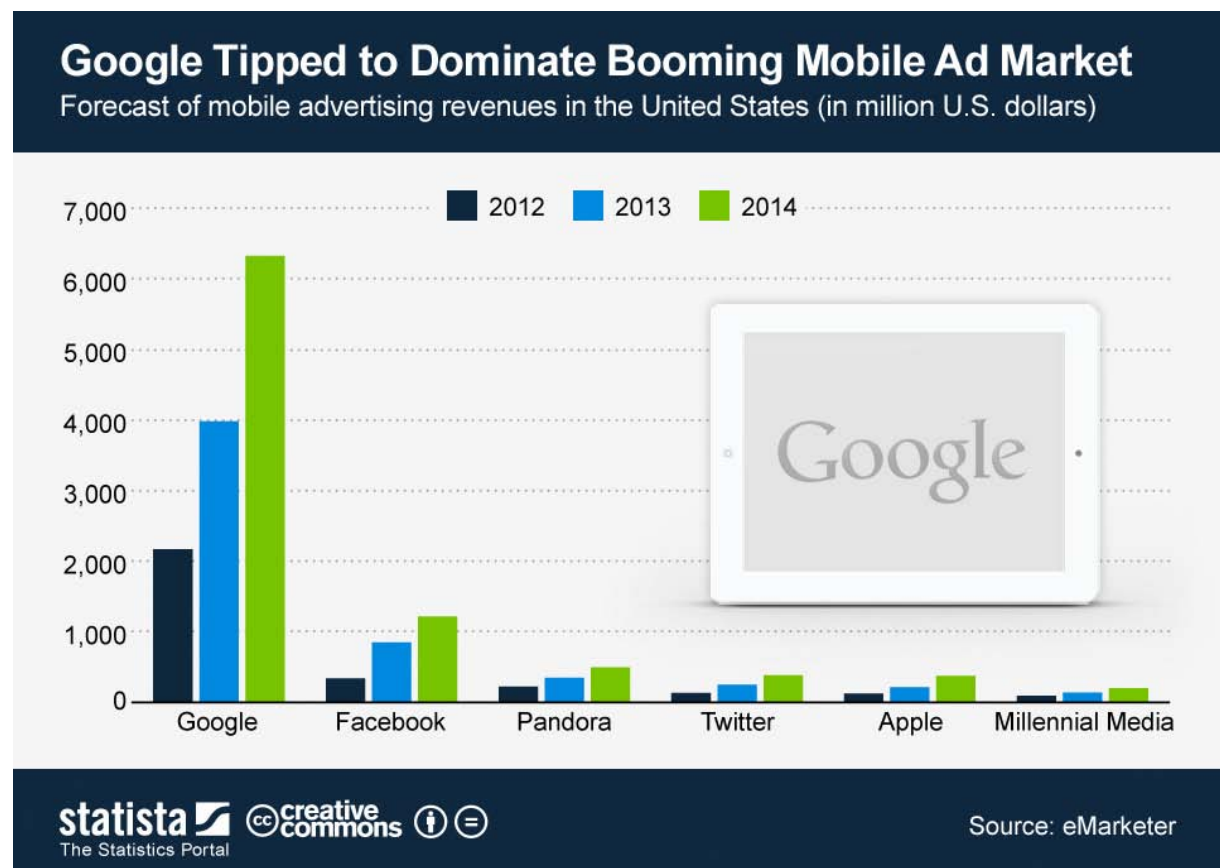
This chart shows estimated mobile advertising revenues of the largest mobile ad selling companies in the United States.

Google, Facebook and internet radio Pandora are the largest beneficiaries of the mobile ad boom.

Mobile ad spending in the United States is expected to jump to \$4 billion this year. Market research firm eMarketer predicts strong growth for the next few years and expects mobile ad spending to reach \$20 billion in 2016.

The largest beneficiaries of the mobile boom will be the usual suspects. Google is tipped to control 56.6 percent of the mobile ad market by the end of the year and looks set to retain that dominance through the next years.

Facebook is expected to rake in \$339 million in mobile ad revenue this year, a remarkable achievement given the fact that Facebook didn't even sell mobile ads in the beginning of 2012.



Source: <http://www.statista.com/topics/979/advertising-in-the-us/chart/794/mobile-advertising-forecast/>