

Understanding the Digital World

Personal Data & Advertising

State of Online Advertising Worldwide

Search • Display • Mobile • RTB
Social networking • Video

M14155SRA – July 2014

- • • This document is a part of our "Personal Data & Ad" category which includes in 2014:
 - 1 dataset in Excel, updated yearly
 - 1 state-of-the-art report in PowerPoint, updated yearly
 - 3 market reports in Word, each with its synopsis in PowerPoint
 - Privileged access to our lead Internet Technologies analysts

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Soichi joined IDATE as a senior consultant in January 2009.

His main area of endeavour is the Internet services market, both fixed and mobile, covering a wide range of topics such as VoIP, social networks, net neutrality, advertising and the use of personal data, to name but few. In particular, he specialises in the 'Telco and OTT' perspective, including the analysis of strategies employed by the various players, scenario building and forecasts.

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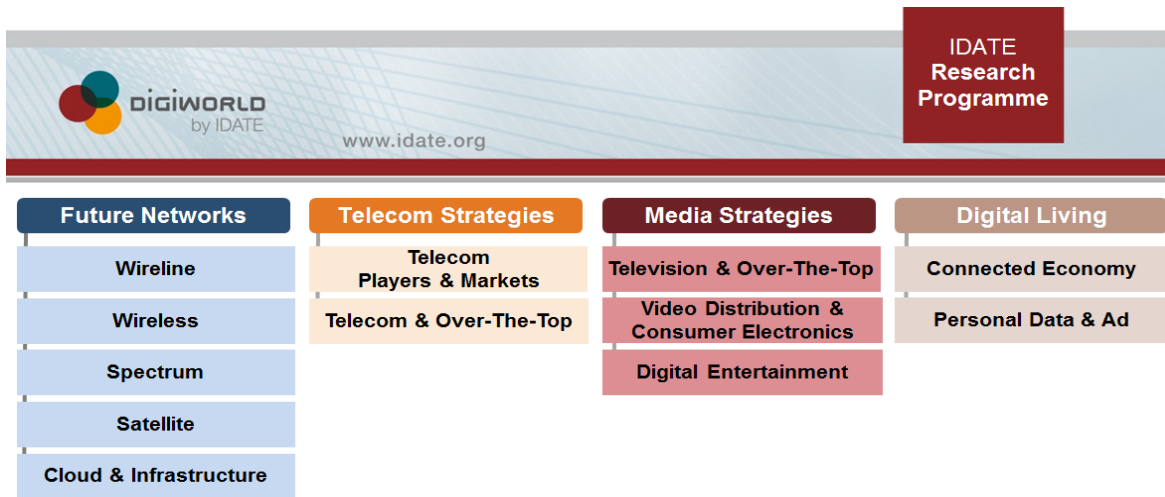
Vincent BONNEAU, Director of Internet Business Unit



About IDATE and DigiWorld Institute

Founded in 1977, IDATE has gained a reputation as a leader in tracking telecom, Internet and media markets, thanks to the skills of its teams of specialized analysts. Now, with the support of more than 40 member companies – which include many of the digital economy's most influential players – the newly rebranded DigiWorld Institute has entered into a new stage of its development, structured around three main areas of activity:

- IDATE Research, an offer of market intelligence publications
- IDATE Consulting, time-tested analysis
- DigiWorld Institute, a think tank on the digital economy



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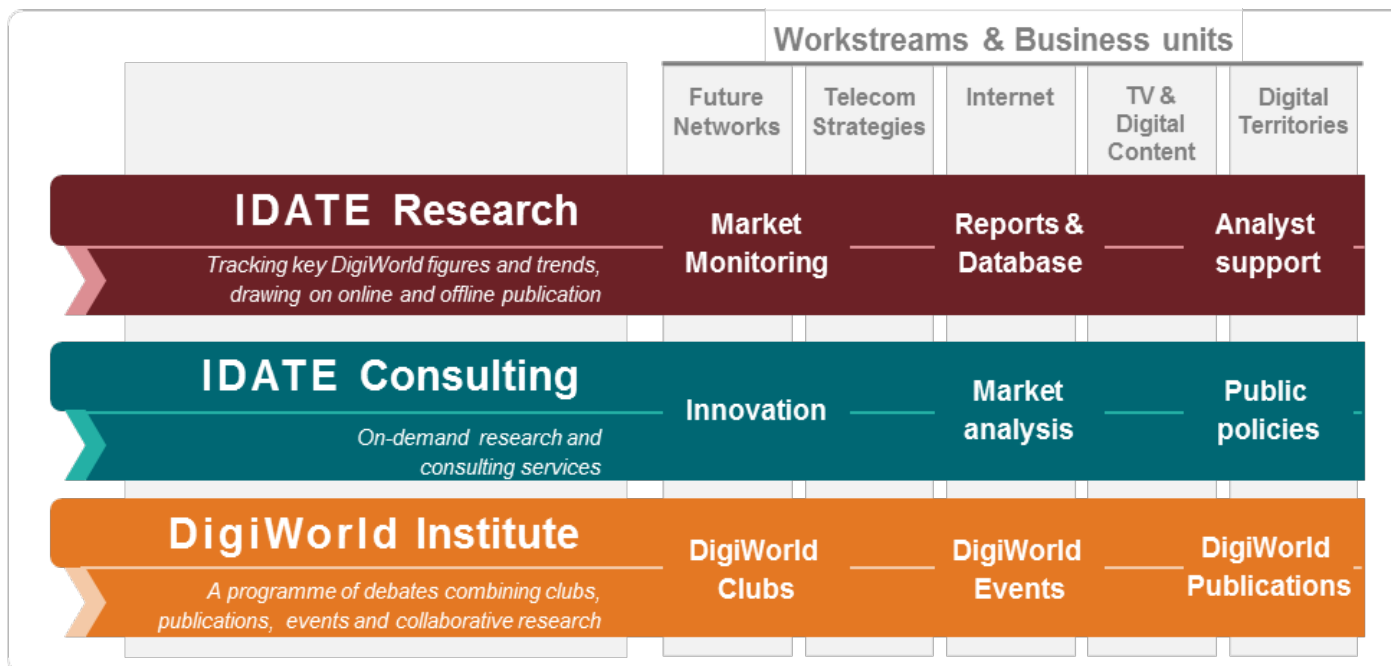
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Who we are

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