

Twitter ad revenue heading toward \$1 bn, eMarketer estimates

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About 53 percent of the ad revenue at Twitter this year will come from use of the service on smartphones or tablets in a huge jump from 2011, when the San Francisco company took in no money from [mobile ads](#), according to eMarketer.

The improved revenue forecast released by eMarketer estimated that Twitter will take in \$582.8 million in ad revenue this year, nearly \$1 billion next year and about \$1.33 billion in the year 2015.

"The upward revision comes as advertisers have shown more interest in [spending money](#) on mobile advertisements on Twitter," eMarketer said, adding that Twitter's reach also seemed to be improving.

The bulk of ad money at the one-to-many [messaging service](#) was expected to continue to come from the US but the company's moves to expand its [global sales](#) operations were making inroads elsewhere, eMarketer said.

About 83 percent of Twitter ad revenue this year should be from the US as compared to 90 percent of the \$138 million the company took in from ads last year, according to eMarketer.

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