

Mobile Advertising is a Viable Revenue Stream?

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The Promise Of Mobile Advertising

- Mobile **promises** to be one of the most effective advertising media available
 - Personal
 - Highly targetable
 - Measurable
 - Actionable

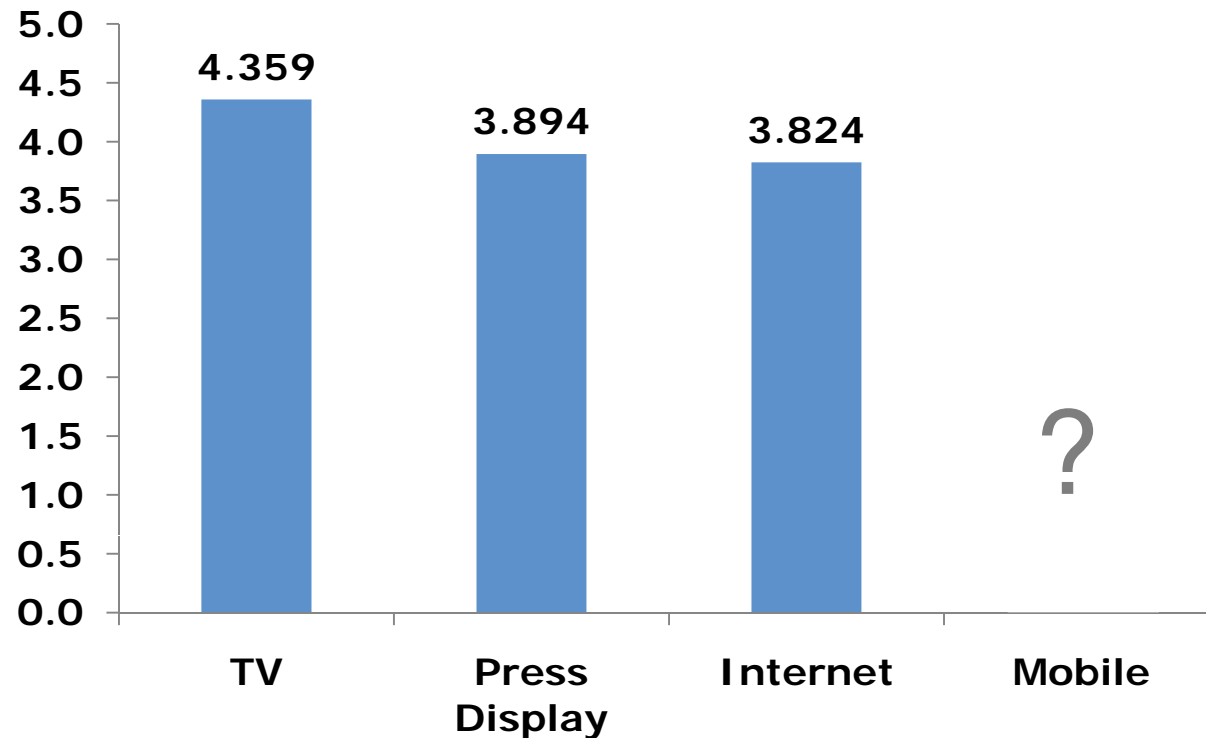


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So What Is It Worth?

An example from the UK

2008 Ad Revenue €BN



Source IAB

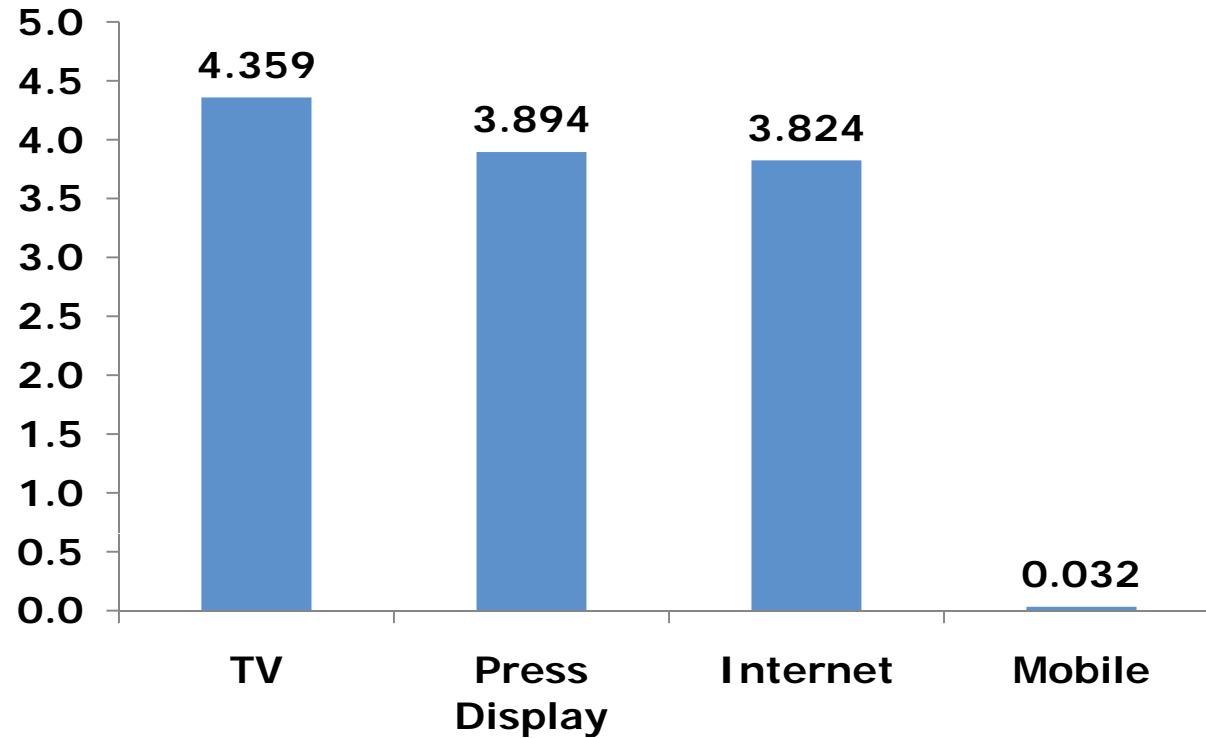


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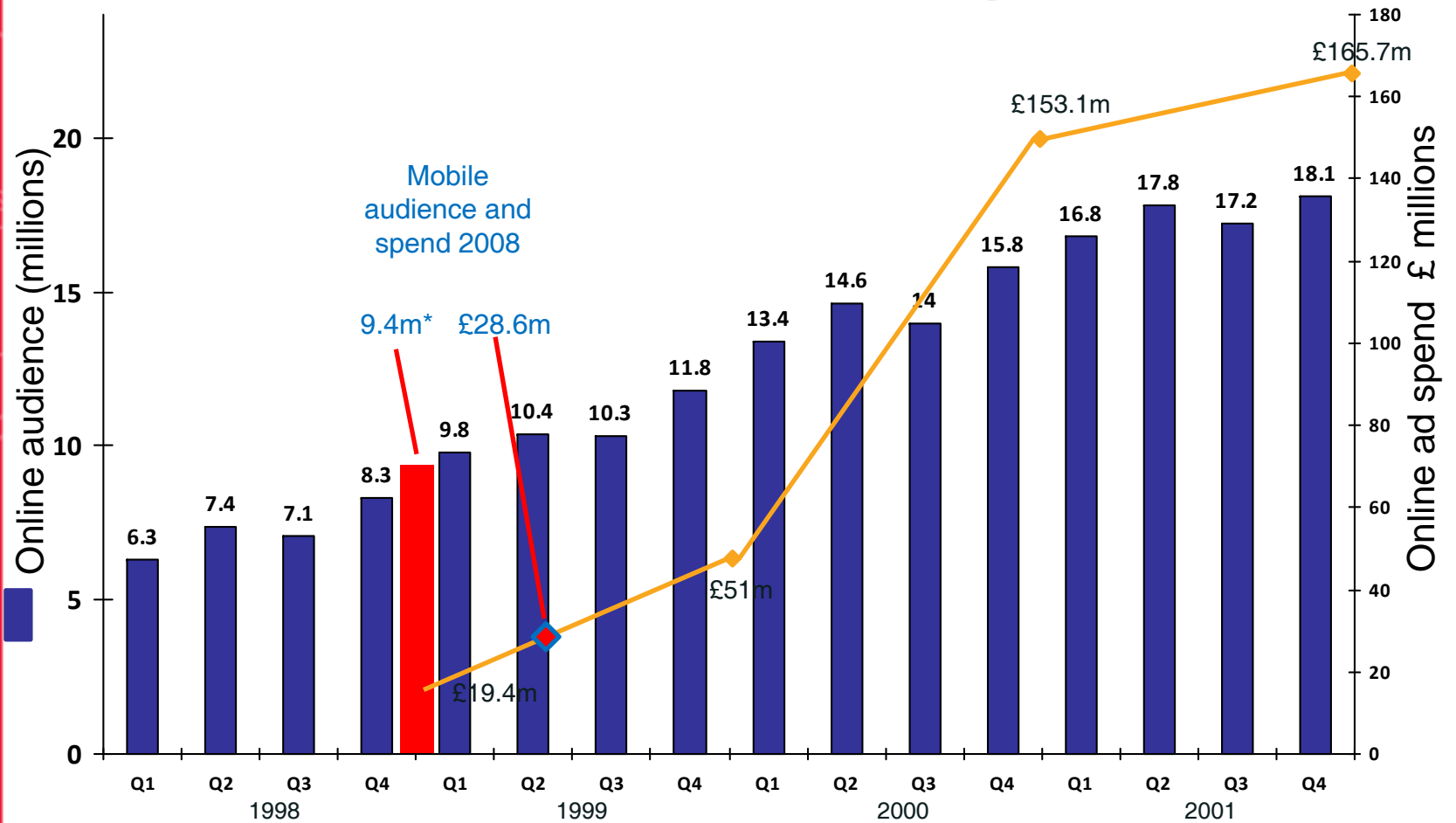
Why So Small?

- Brands still wary of investing
- Lack of accepted evidence on ROI
- Agencies still to make investment
- Not yet a routine part of the media plan –
 - Lack of understanding
 - Targeting not proven
- Insufficient traffic to optimise targeting
- No industry standard metrics
- Perceived as expensive



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Lets Put It In Perspective



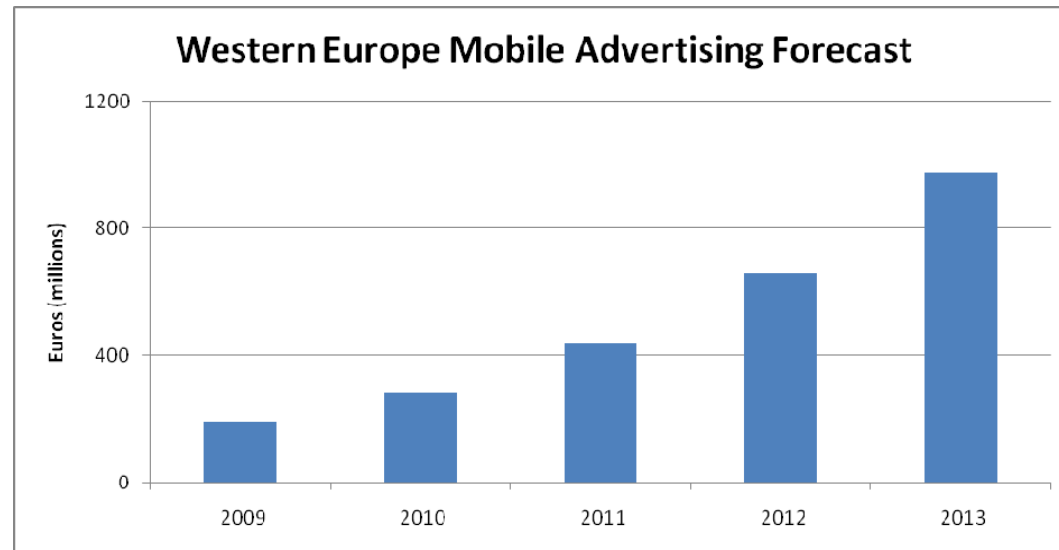
*Source: Comscore 12 month average 2008

Source: PricewaterhouseCoopers / Internet Advertising Bureau / WARC



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What Will It Be Worth?



Source FirstPartner

- Western European mobile advertising revenue will exceed €950 million by 2013
- Internet Advertising was €12.9BN in 2008 Source IAB



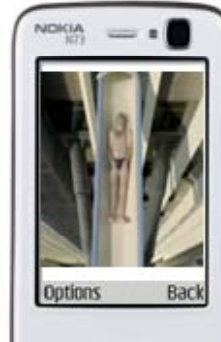
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What Is Mobile Advertising?

Banners



Content



Applications



Search



Messaging





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TV And Video Advertising

- Ad Supported Mobile TV services
 - Korea, Japan, US
- Operators have experimented with ad funded services
- Internet Video Advertising business models stabilising
- Video being used for innovative mobile marketing campaigns
 - Thmbnls – first mobile specific drama aimed at promoting sexual health amongst teens sponsored by UK government.
- FirstPartner forecasts that mobile TV and Video advertising will be worth €13.5 million by 2013 (media)



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ZAP On Orange

- A selection of celebrity gossip, lifestyle, comedy, TV, cartoons, news and entertainment clips
- Video ads appear pre and post-roll
- Content providers include ITN and Sky



Barclaycard Seat



Source: Orange

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Mobile VOD And Motors



Previous campaigns have achieved on average.....

- 23% spontaneous awareness recall
- 60% prompted awareness recall
- 54% correct brand message attribution
- 29% felt more positive about the brand after seeing the ad

Source: 4th Screen Advertising



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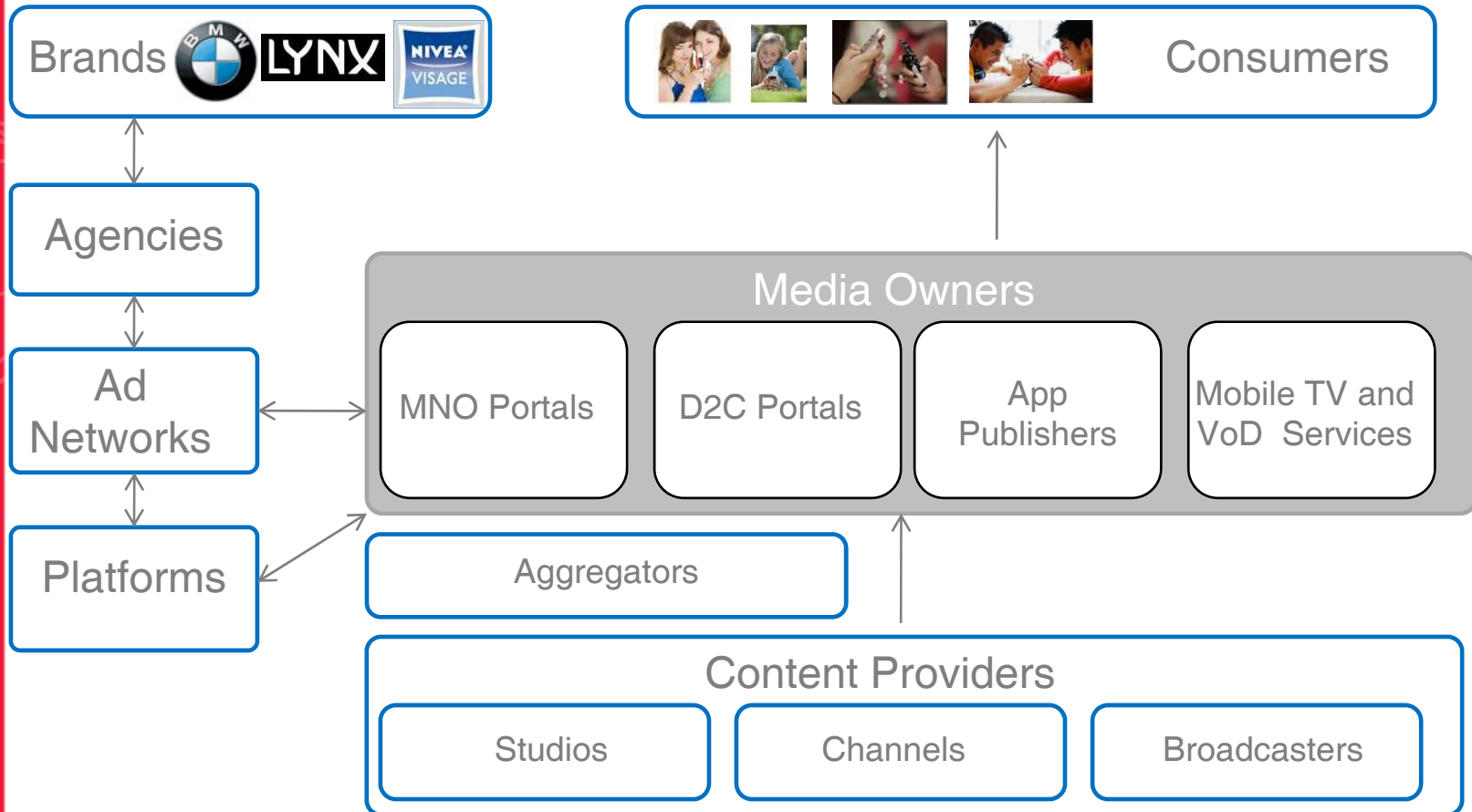
How Is The Money Made?

- Media sales
 - Sponsorships
 - CPM
 - CPC
 - CPA
- Creative



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How Do You Engage ?





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Conclusion

- Why its worth taking mobile advertising seriously?
 - Mobile is becoming a serious media platform
 - Advertising will be an important revenue stream
- But:
 - It will take time
 - Operators and agencies need to focus on:
 - Education
 - Clever sales
 - Effective targeting and placement
 - Mobile creativity
 - Prove the return to the client