

Mobile Advertising Trends (An Abstract)

A New Media Channel

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Mobile as a Media Channel

Mobile internet advertising is any form of advertising on a mobile device that requires the internet. This can include websites designed for mobile phones, search engine marketing, traditional banner adverts, video adverts and ringtone downloads. All of these advertising tools are already available for mobile phones.

Mobile marketing on the other hand encompasses all of the above, but also includes text messaging, mobile commerce and Bluetooth marketing. These methods of marketing use mobile, but **don't** necessarily use the internet. On a mobile device, you can usually tell when an application is using the internet because it will either warn you in advance or a small connection symbol will appear at the edge of the screen (often a spinning globe).

Mobile Marketing is distinctly different from Mobile Advertising. The latter encompasses ad placements and ad sales using a bidding process as an optional element, whereas the former involves custom marketing campaigns run by brands, agencies and carriers based on customer opt-in or customer personalization based on a variety of factors.

Mobile Advertising

Mobile advertising seems to be an industry that's beginning to explode, chasing the billions already being spent on Internet advertising. Some of those in the burgeoning mobile advertising industry, which has been making money mostly through text-driven ads, expect advances in networks and advertising capabilities to reach the hugely exploding mobile user base in all countries especially India and China where minimum 8 million subscribers are adding every month.

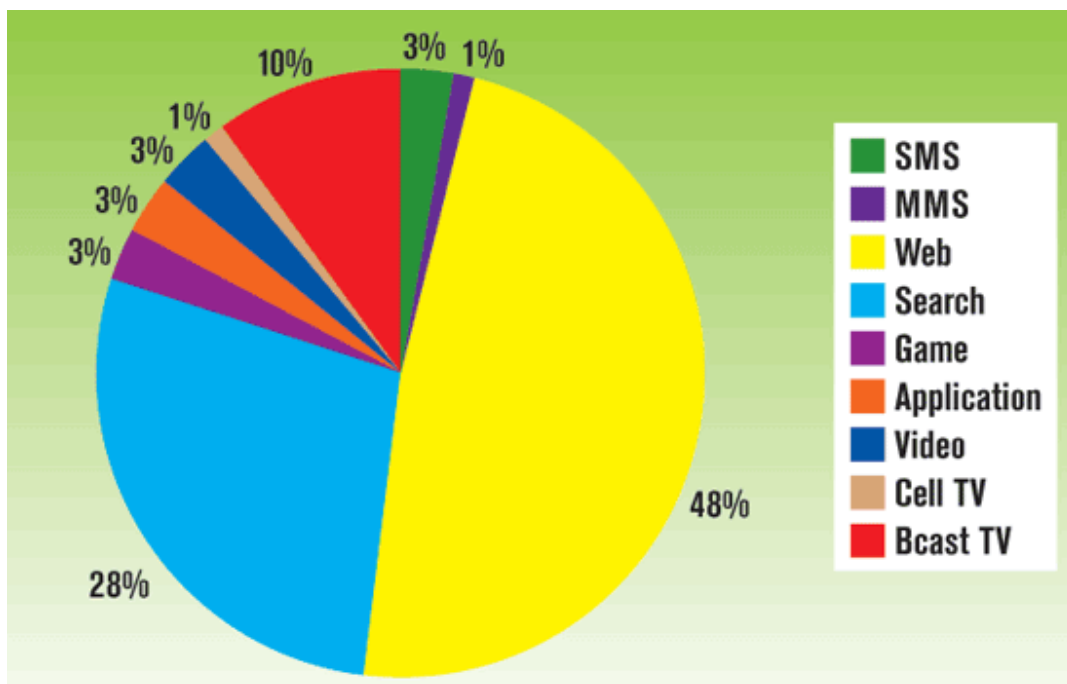
Like internet ads, mobile ads work best when they are relevant and useful to the user and created for that particular device. As the most personal electronics device most consumers own, and rarely leave home without, the mobile phone offers the potential for both the greatest choice and greatest convenience in media consumption.

The forms that Mobile Advertising takes are in many cases similar to online advertising. There are display units such as text links, banners, and video ads. There are search models that enable text ads to be shown in response to keywords entered on user queries. There is a messaging medium that is much more instantaneous and personal than email, although not yet as rich. Additionally, there are models that are unique to the device such as use of the idle screen and click-to-call.

The Mobile Advertising Market Opportunity

At the moment, most mobile advertising takes the form of text messages. But telecoms firms are also beginning to deliver ads to handsets alongside video clips, web pages, and music and game downloads, through mobiles that are nifty enough to permit such things. Informa forecasts that annual expenditure will reach \$11.4 billion by 2011. Other analysts predict the market will be as big as \$20 billion by then.

Global Mobile Ad Spend Forecast for 2011



Source: Strategy Analytics

With nearly 3 billion cell phone users in the world, more than 200 million of whom are in the U.S., it's clear that mobile advertising represents a huge opportunity.

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CellStrat is a full service management consulting and system integration firm helping clients in areas of mobile strategy, mobile applications and mobile marketing. CellStrat assists firms in understanding the new wireless standards, mobile enablement of their workforce, development of a powerful mobile marketing strategy, implementing mobile banking and payment solutions.

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