



Leading Edge:  
Mobile Advertising

Thank you to our sponsor



and to our host



# Speakers

- Megan Brownlow, Executive Director, PricewaterhouseCoopers
- Carolyn Bollaci, Country Manager, AU & NZ, MediaMind
- Paul Fisher, CEO, IAB Australia



## Leading Edge: Mobile Advertising

Megan Brownlow, Australia Entertainment  
and Media Outlook 2011-2015

# *Outlook*

*Australian Entertainment & Media | 2011-2015*

## *The mobile future: reshaping for consumer relevance and engagement*

*Megan Brownlow*

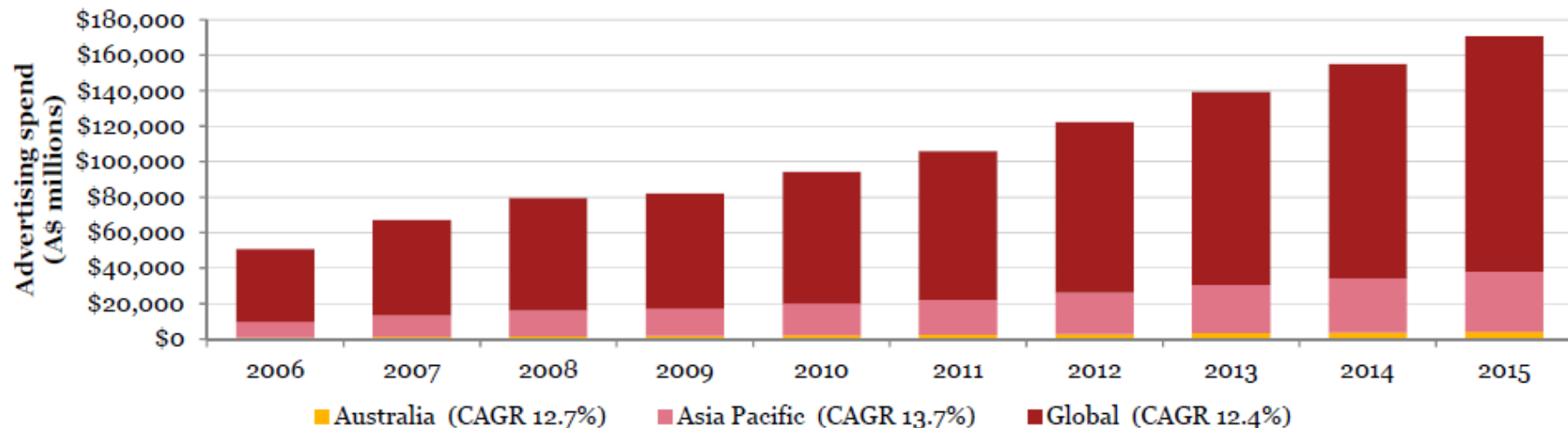
*Australian Entertainment & Media Outlook Editor*

IAB  
Mobile Event

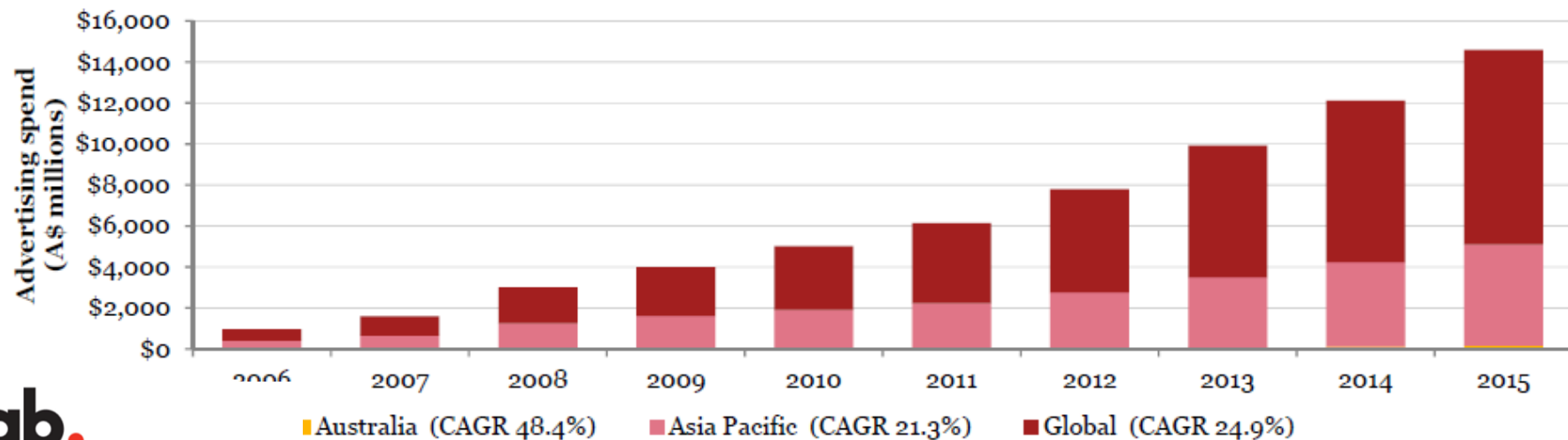
**pwc**

# Internet advertising spend – Wired vs mobile

## Internet advertising – Wired

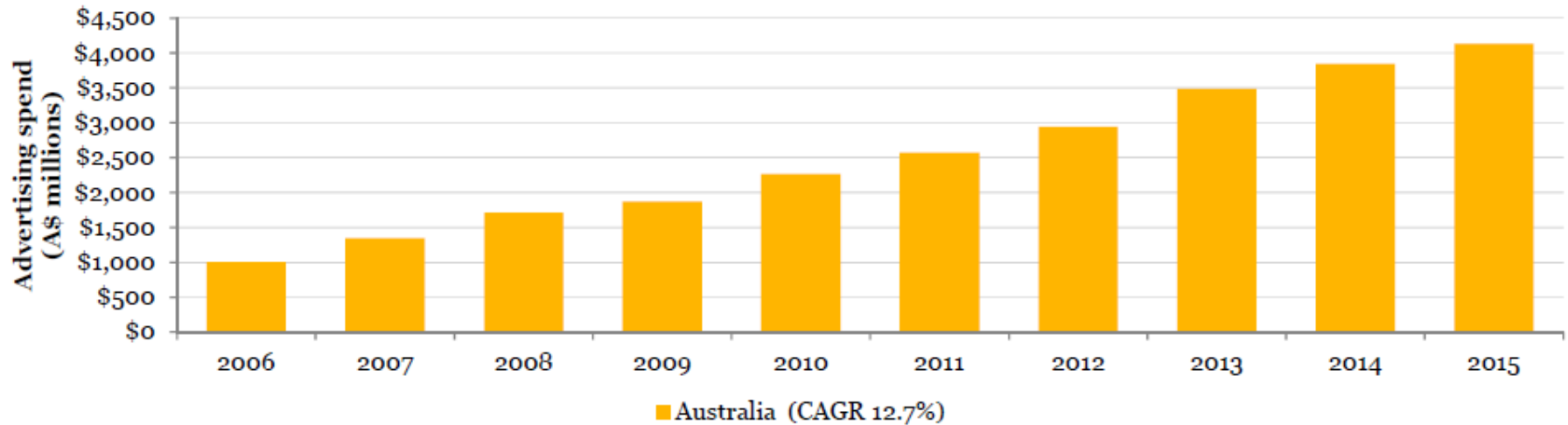


## Internet advertising – Mobile

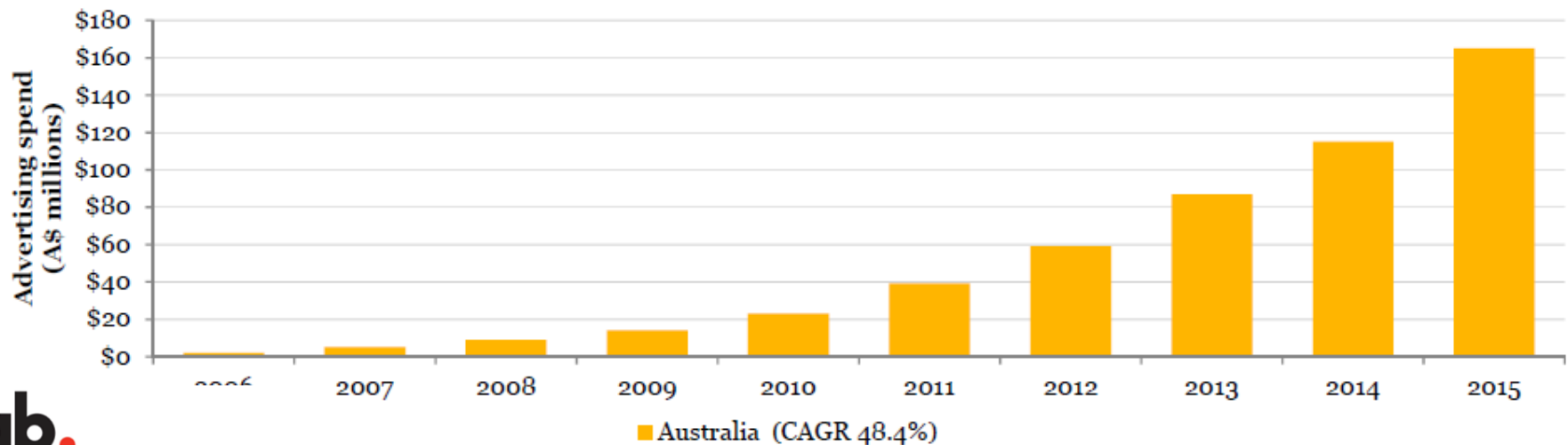


# Internet advertising spend – Wired vs mobile

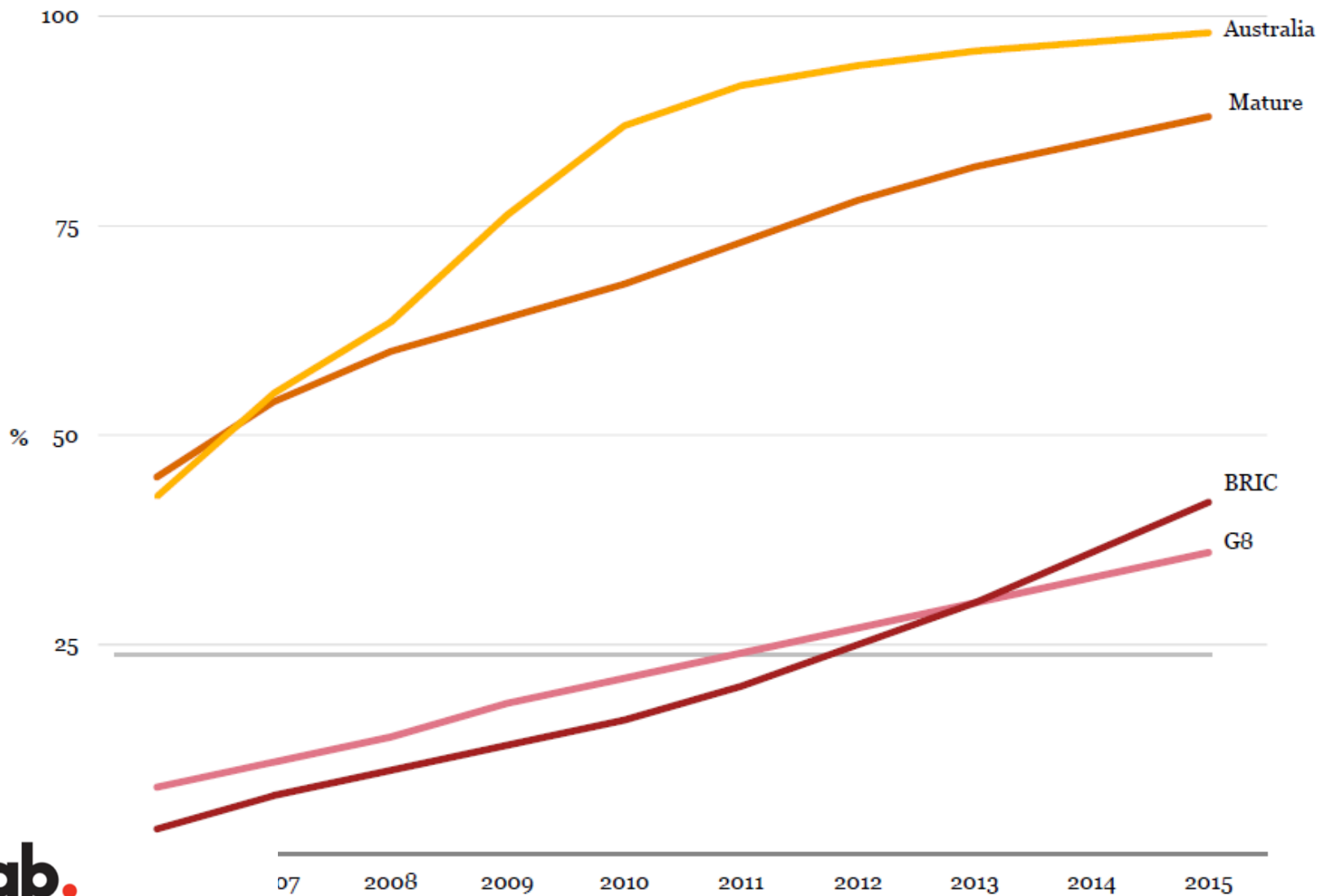
## Internet advertising – Wired (Australia only)



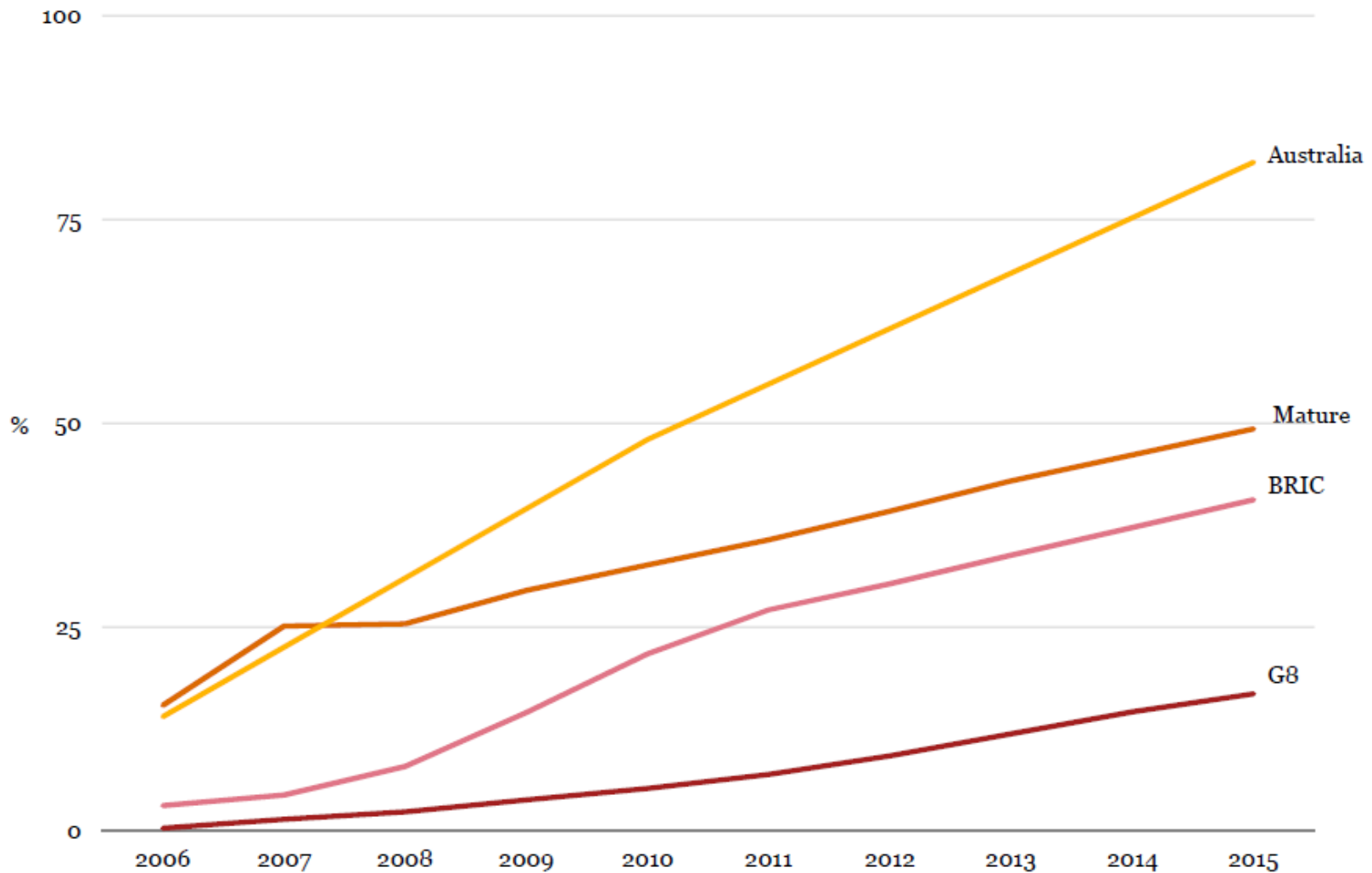
## Internet advertising – Mobile (Australia only)



# Broadband penetration mature vs BRIC vs Golden 8 vs Australia



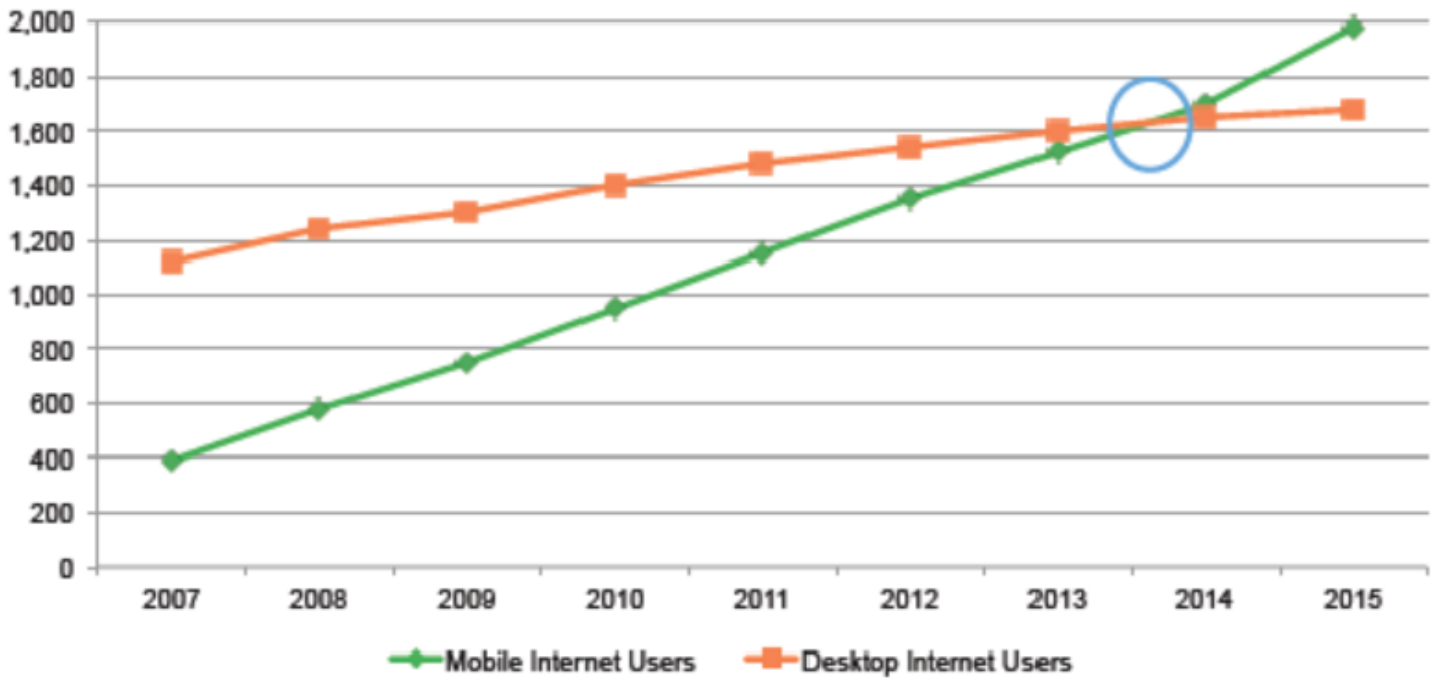
# Mobile internet penetration mature vs BRIC vs Golden 8 vs Australia



# Mobile is the New Desktop

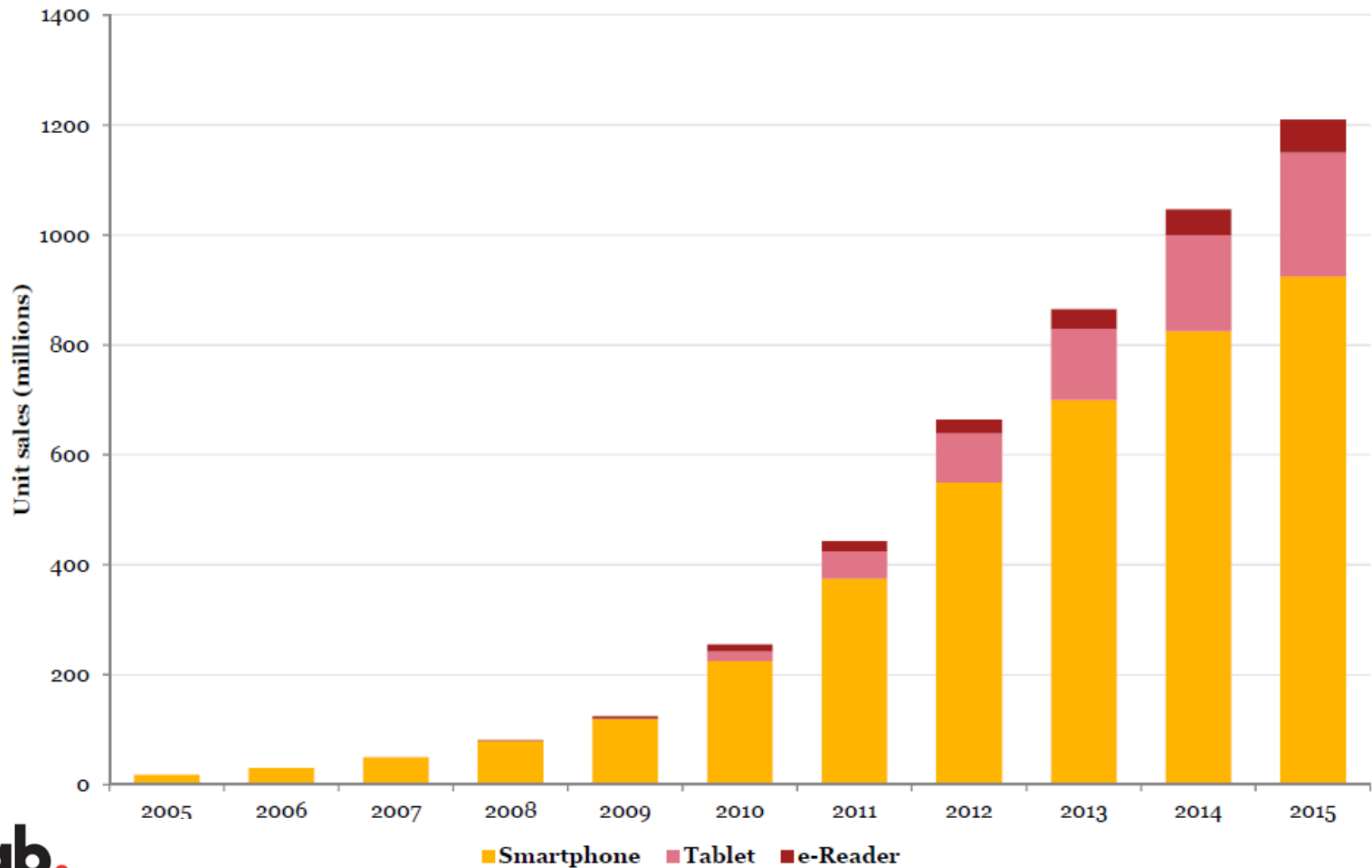


### Forward Projection: Mobile Web Browsing vs. Desktop Web Browsing (2007-2015)

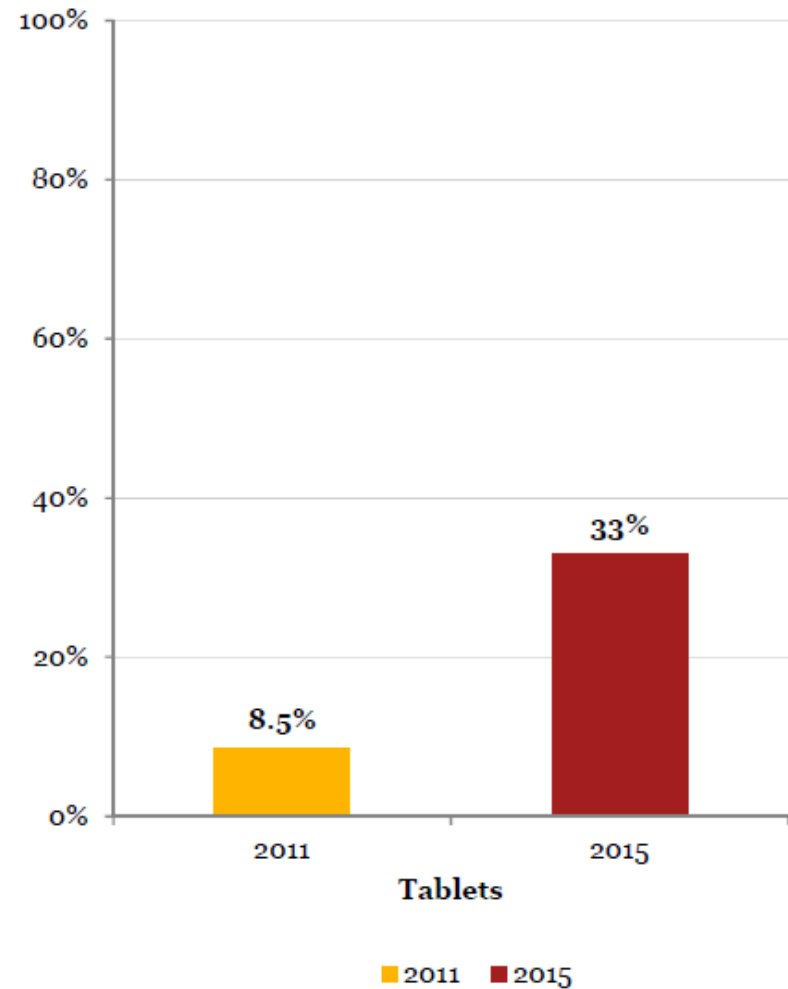
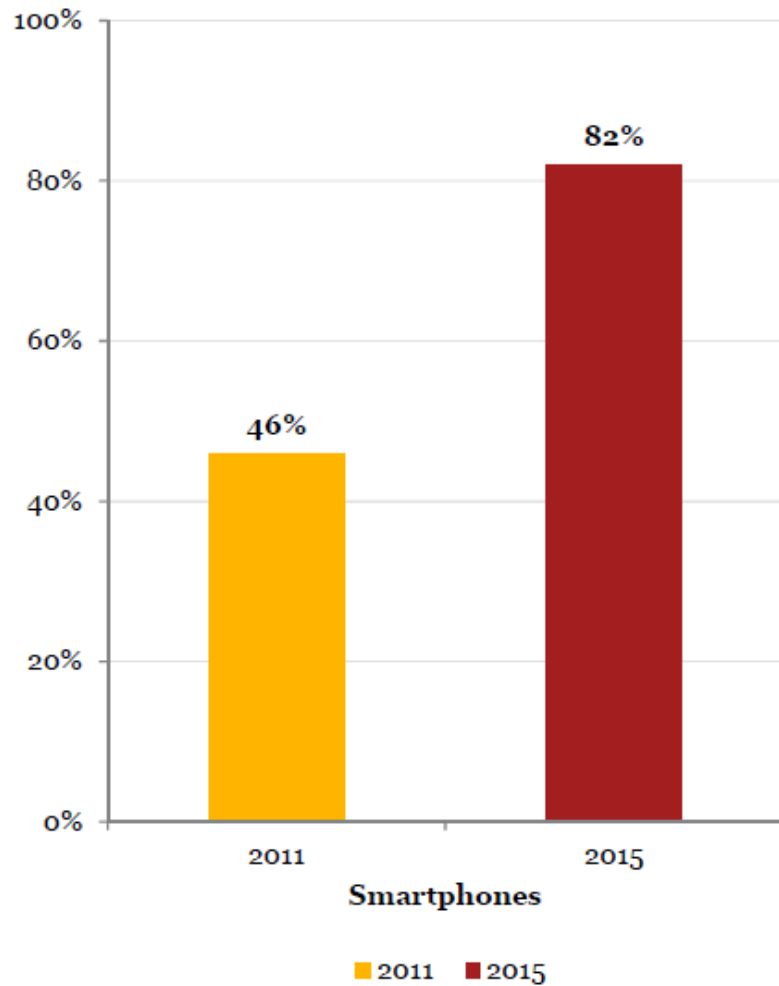


Source: Mary Meeker, Morgan Stanley, "Internet Trends," April 12, 2010

# Smart devices drive spending on E&M content

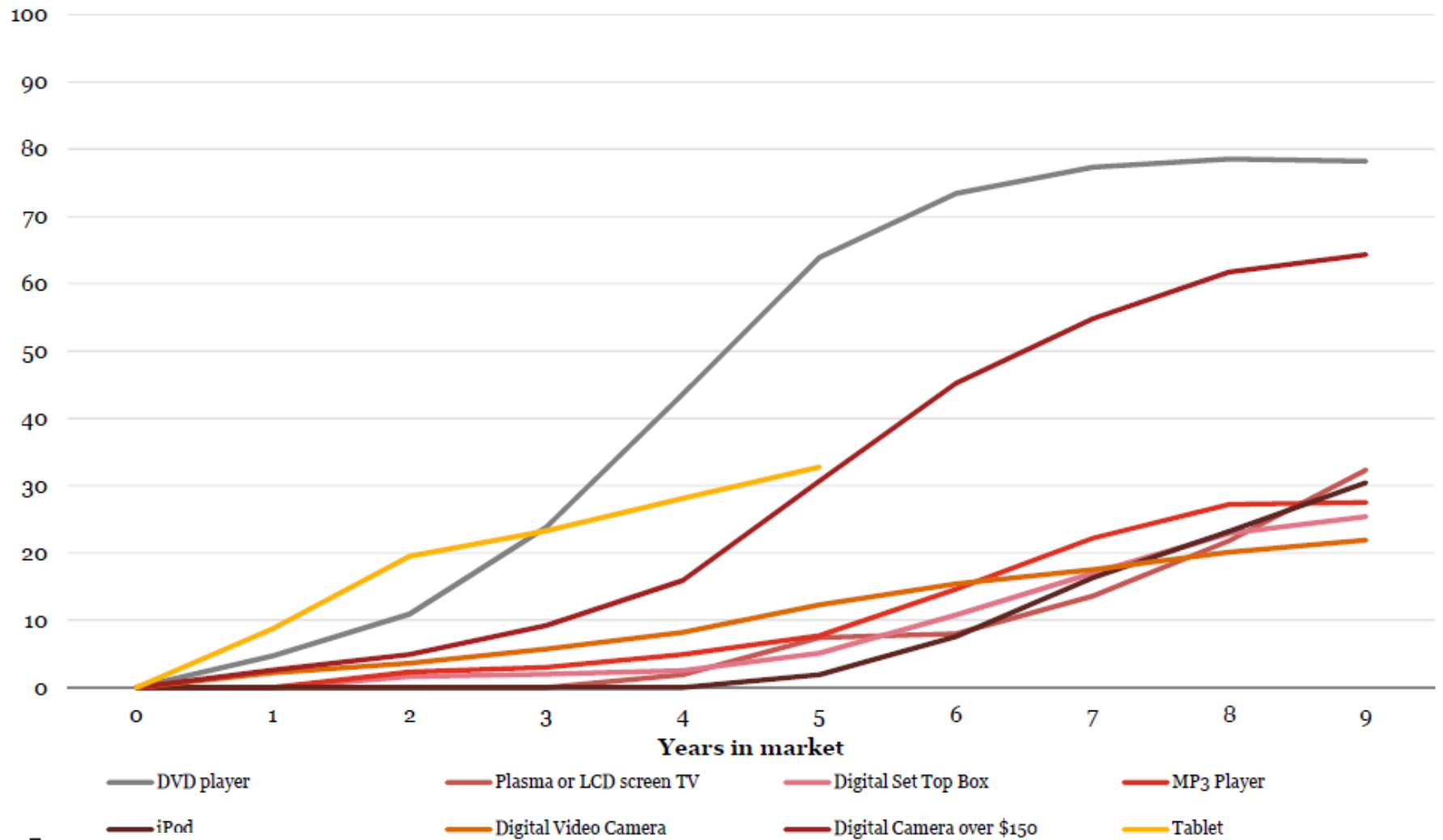


# Smart devices drive spending on E&M content in Australia



# Product Diffusion in Australia

(% of households)



# *The new consumer – Who are they?*

*Information hungry – But able to feed themselves*

*Distracted – Too busy multi-tasking*

*Social – Virtually and in real life*

*Mobile – Have phone, will travel*

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***THANK YOU!***

***For more information on the Outlook***

***[pwcoutlook.com.au](http://pwcoutlook.com.au) for the Australia Outlook***

***[pwc.com/outlook](http://pwc.com/outlook) for the Global Outlook***

***The 2011 edition of the Outlook is available as an App for your iPad and can be downloaded from the App Store by searching: PwC Outlook 2011-15***





Leading Edge: Mobile Advertising

Carolyn Bollaci, Mobile Monetisation



# Mobile Monetization

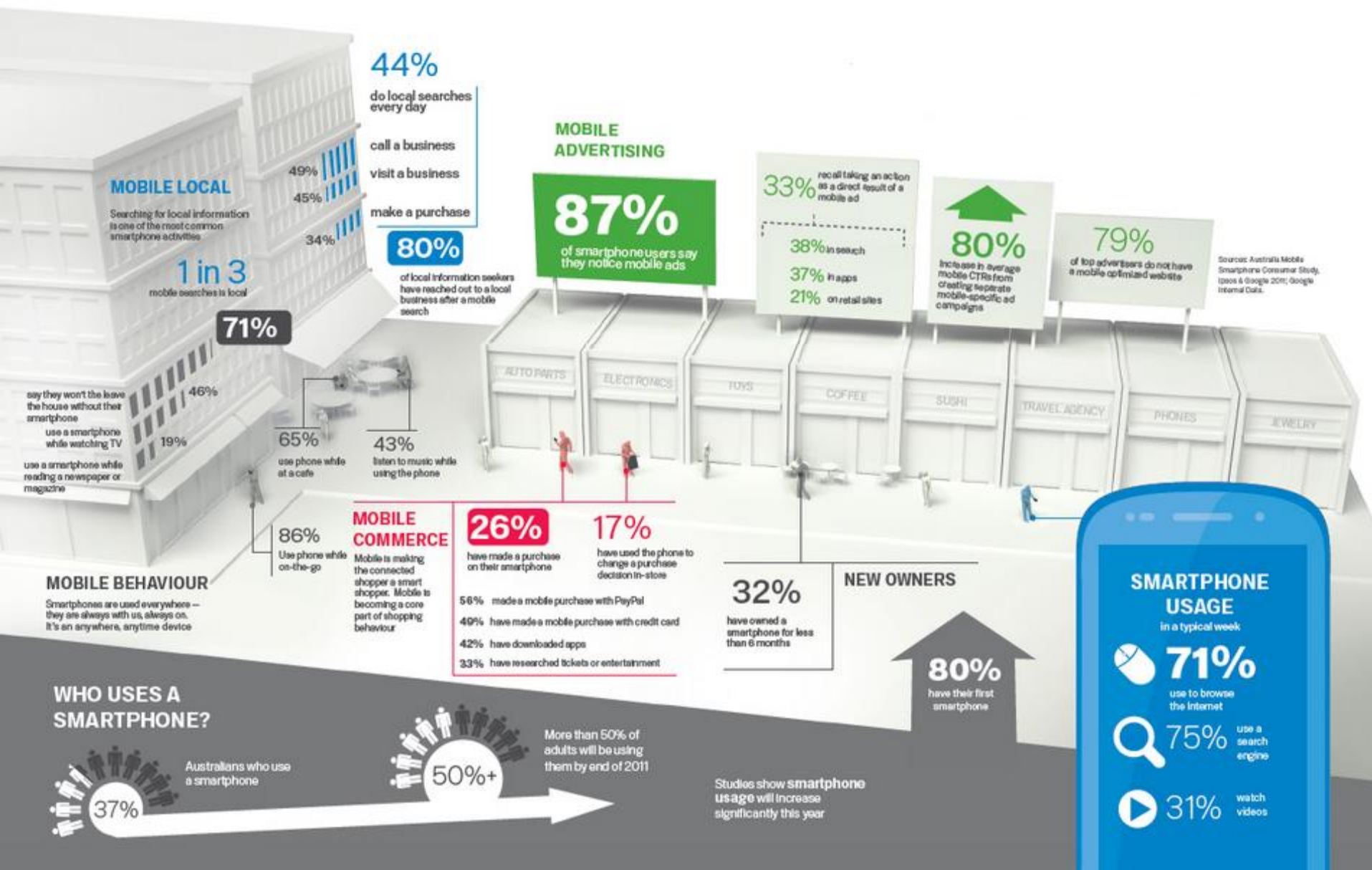
6 Facts You Need to Know about Mobile

Carolyn Bollaci

November 2011

  
Eyeblaster. Evolved.™

# Smartphone usage in Australia



# How do MediaMind fit in



## Ad Serving

- Unified campaign management solution
- Intuitive and turn key
- Wide publisher network

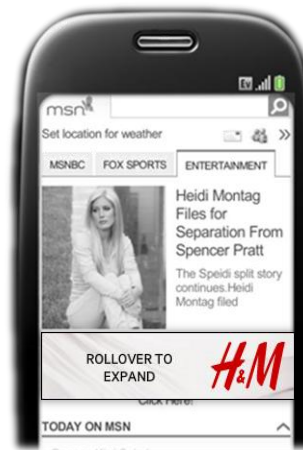
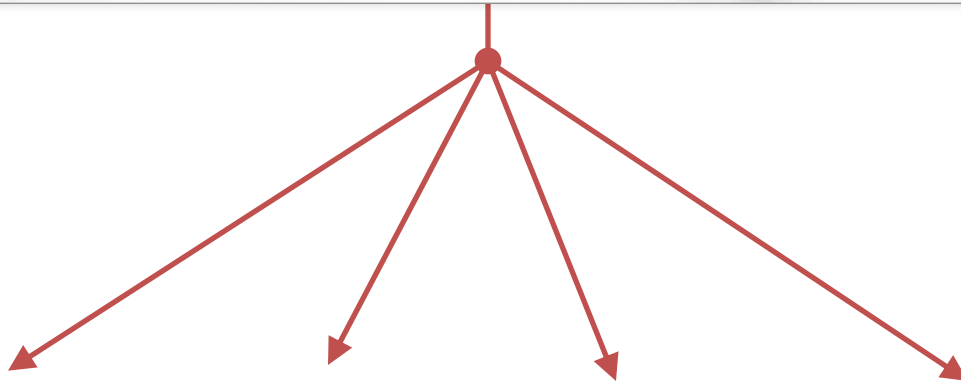
## Ad Formats

- Standard ad formats
- Advanced capabilities
- Custom development

## Analytics

- Unified metrics
- Real time analytics
- Unique user reporting

# Cross Channel Campaign



# Tracking Cross-Channel Performance



Online



Mobile

Impressions

Video

Conversions

Search

etc...

Clicks

## Unified Reporting

Campaign Name	Display/Mobile	Ordered Impressions	Served Impressions	Delivery Rate	Total Clicks	CTR
Hybrid Campaign 2		30,000	14,529	28.99 %	10,891	0.90%
	Display	30,000	13,402	44.67 %	10,891	0.91%
	Mobile	20,000	927	4.64 %	800	0.93%
	Mobile	20,000	927	4.64 %	800	0.93%
<b>Totals</b>	<b>Ordered</b>	<b>402,644</b>	<b>4,304</b>	<b>4.08 %</b>	<b>438,167</b>	<b>0.72%</b>

- ▶ Brand impact from integrated marketing communications
- ▶ Cross media comparisons



200 MM  
Mobile Impressions

# Where is our data coming from?

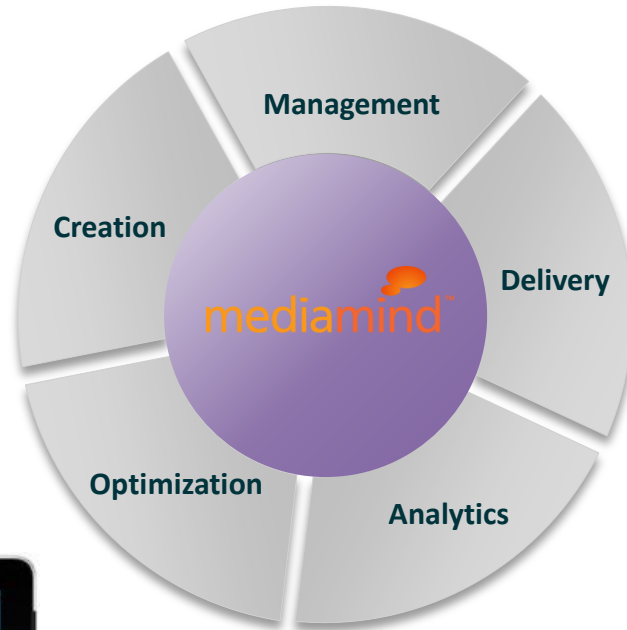
## Devices



## OS / Carriers



## Msite and APP



## Publishers



Six facts about

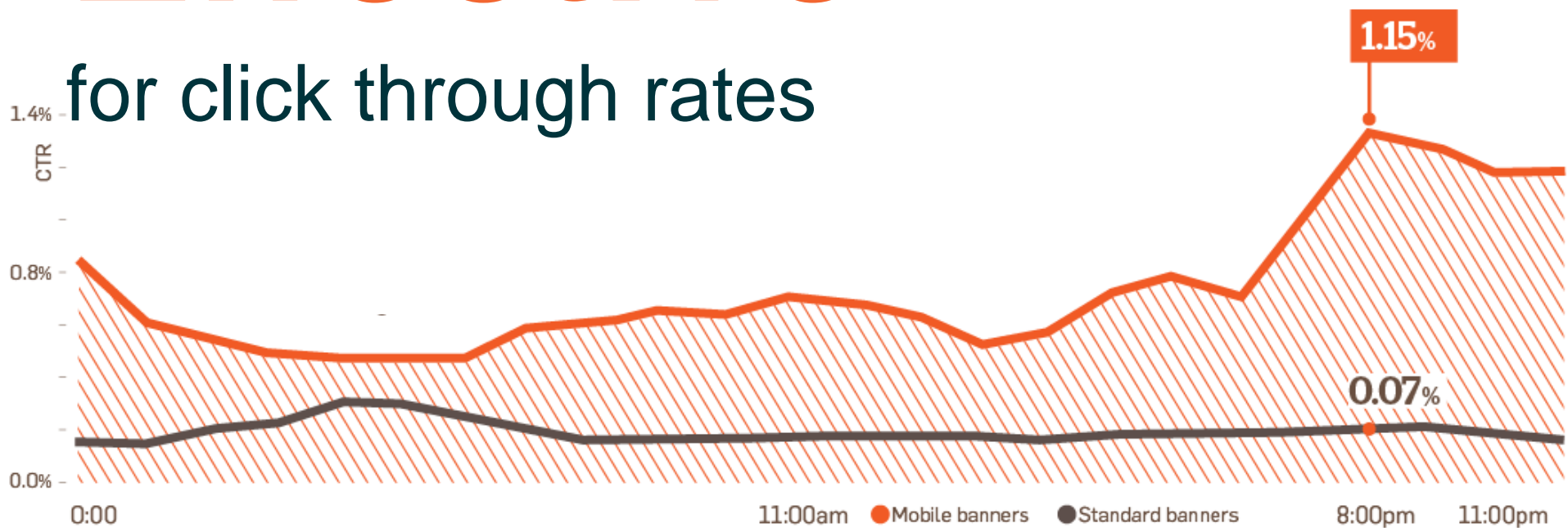
# Mobile Advertising

Fact #1

Evenings are most

# Effective

for click through rates



Fact #2

# Apple

Trumps

# Android



**0.07%**  
BlackBerry OS



**0.09%**  
Palm OS



**0.14%**  
Android



Apple

mediamind™

0.37%

Fact #3  
Affluent

# BlackBerry

users click less

0.40%  
CTR  
0.20%  
0.00%

Apple

LG

Motorola

Samsung

HTC

Verizon

BlackBerry

Other

● Click through rate ● Served impressions

mediamind™

Fact #4

Mobile offers a higher

**CTR**

than your PC campaign



Standard banner



Mobile standard banner

mediamind™

Fact #5

All mobile verticals drive higher

**CTR's**

than their PC counterparts

1.04%



Entertainment

0.84%



Retail

0.73%



Financial

0.58%



Travel

0.47%



News/ Media

0.19%



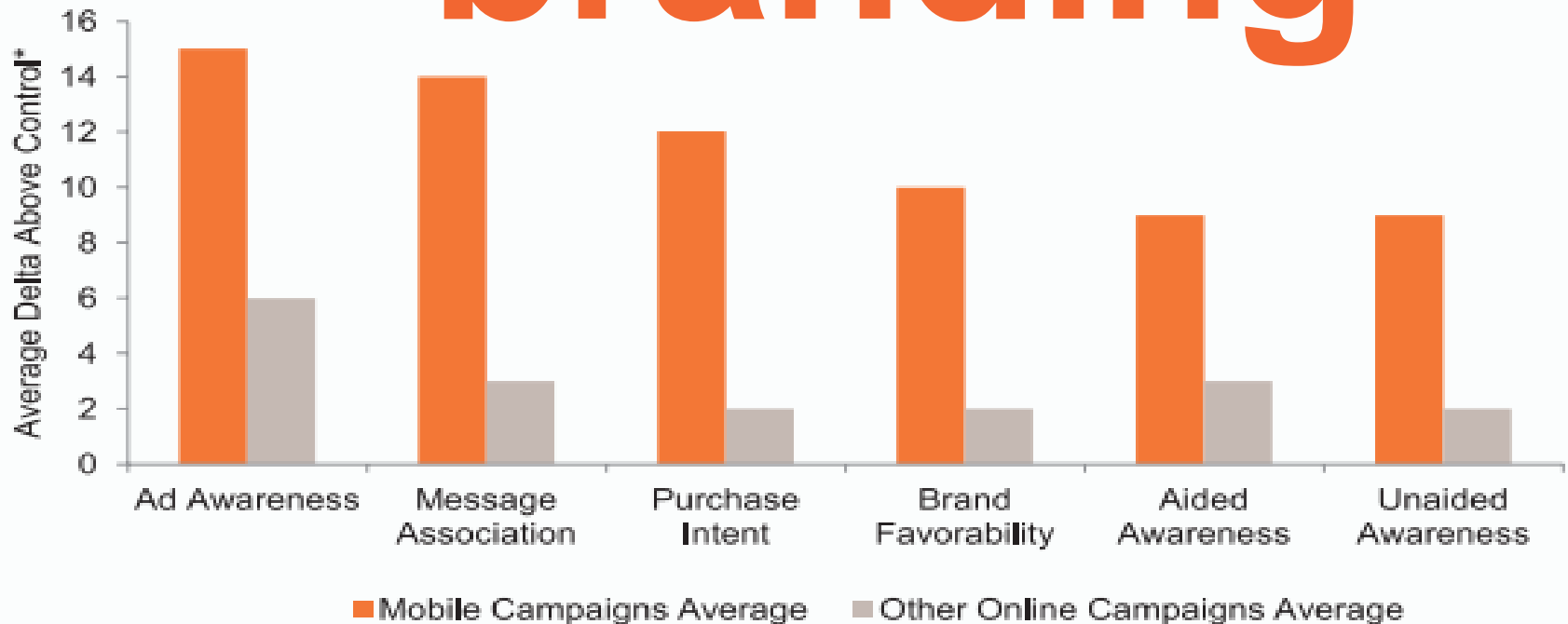
Electronics

mediamind™

## Fact #6

Mobile outperforms browser based banners for

# branding



Tiny Ads

Huge  
Results



# Lessons learned

Weight mobile campaigns to ensure the bulk is served in the evening

Target iPhones for the bulk of your inventory

Have an HTML5 site that can be accessed through from your ads



o click

# How will Mediamind view mobile in 2012

□ HTML5 within mobile campaigns will become important to enhance user experience and response

□ Rich Media mobile campaigns will drive brand awareness and offer a much better experience than traditional campaigns

□ Increase in use of mobile devices and spend likely to triple, becoming an integral part of the media plan

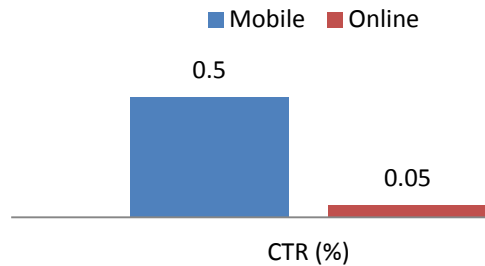


# Ways to make mobile scalable and reduce barrier to entry:

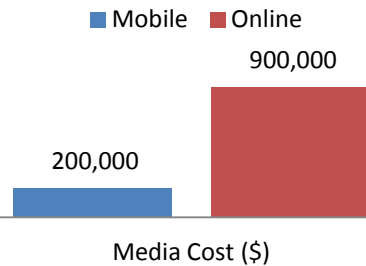
- Ensure the advertiser has the ability to manage cross channel campaigns
- Unified reporting will help advertisers compare results easily and effectively

# Mobile – Online | Hybrid Reports

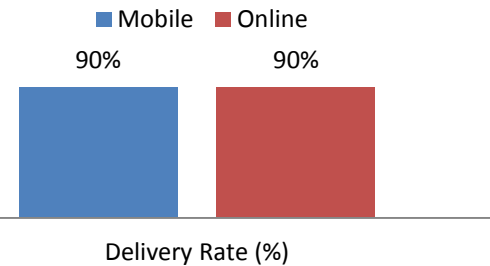
## CTR



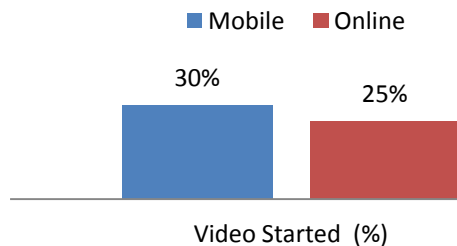
## Media Cost



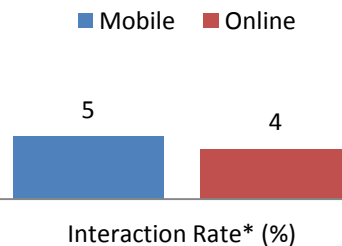
## Delivery Rate



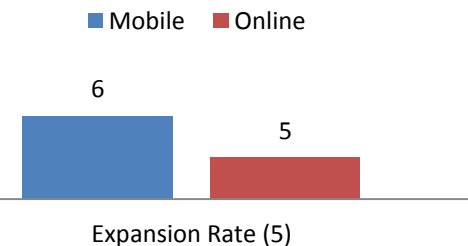
## Video Started Rate



## Interaction Rate



## Expansion Rate



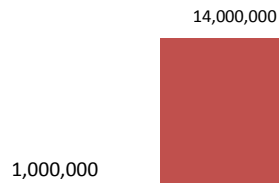
- ▶ Engagement metrics for **online** and **mobile** side-by-side

**\*\*These figures are for demo purposes only\*\***

# Enhanced Analytics

## Unique Impressions

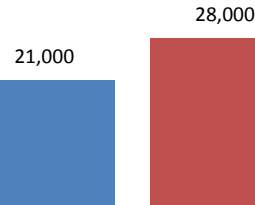
■ Mobile ■ Online



Unique Impressions

## Unique Clicking Users

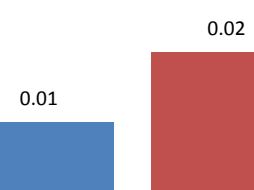
■ Mobile ■ Online



Unique Clicking Users

## Conversions

■ Mobile ■ Online



Conversions (%)

**\*\*These figures are for demo purposes only\*\***



# Creative examples

## Avatar

Campaign: [Avatar DVD Release](#)

Creative Agency: [Thinkjam](#)

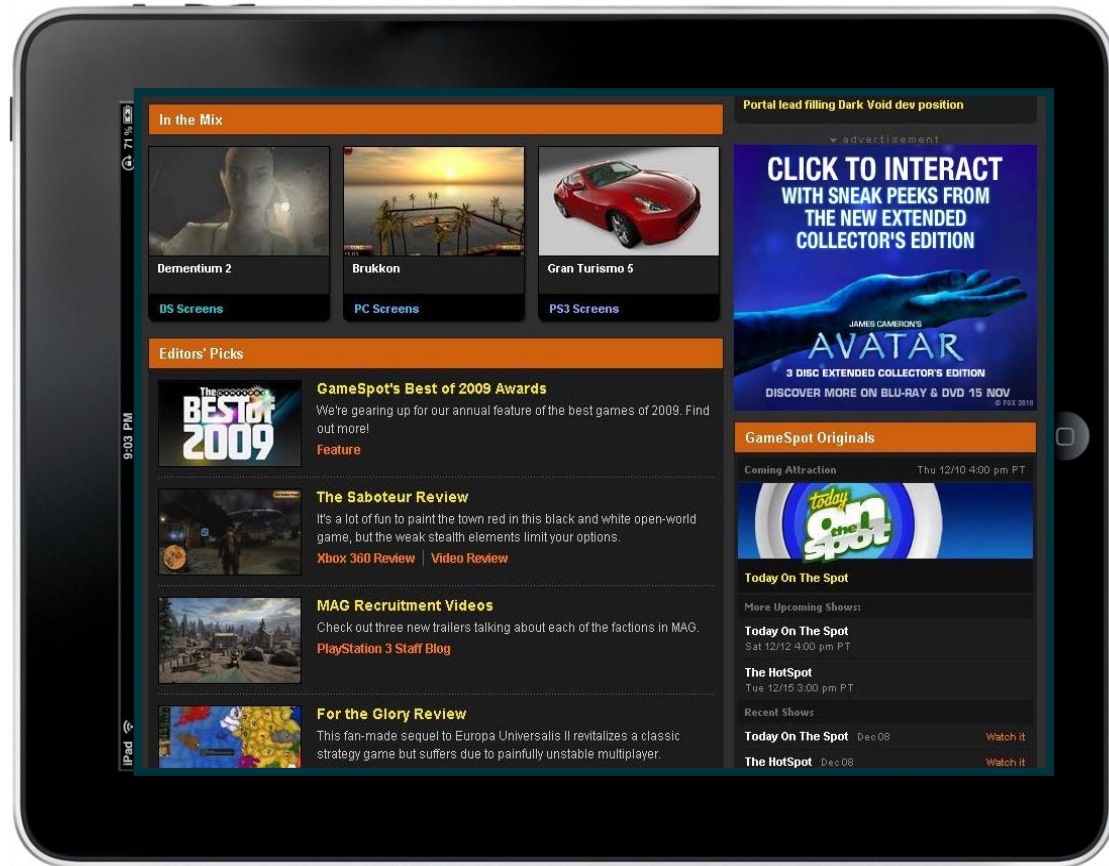
Advertiser: [20th Century Fox](#)

Ad Format: [Expandable Banner](#)

Interactive Features: [Interactive Video](#)

Vertical: [Entertainment](#)

Country: [US](#)



# Creative examples

## White Collar

Campaign: White Collar

Creative Agency: Ignited

Advertiser: USA Network

Ad Format: Home Page Takeover

Interactive Features: Interactive game

Vertical: Entertainment

Country: US



To download the full research:

[www.mediamind.com](http://www.mediamind.com)



Thank You!





Leading Edge: Mobile Advertising

Paul Fisher, Mobile Advertising Update – iab UK



Internet  
Advertising  
Bureau  
UK

# Mobile's update



## Market overview- the context of mobile

What does this mean for mobile advertising?

Advertising opportunities in mobile

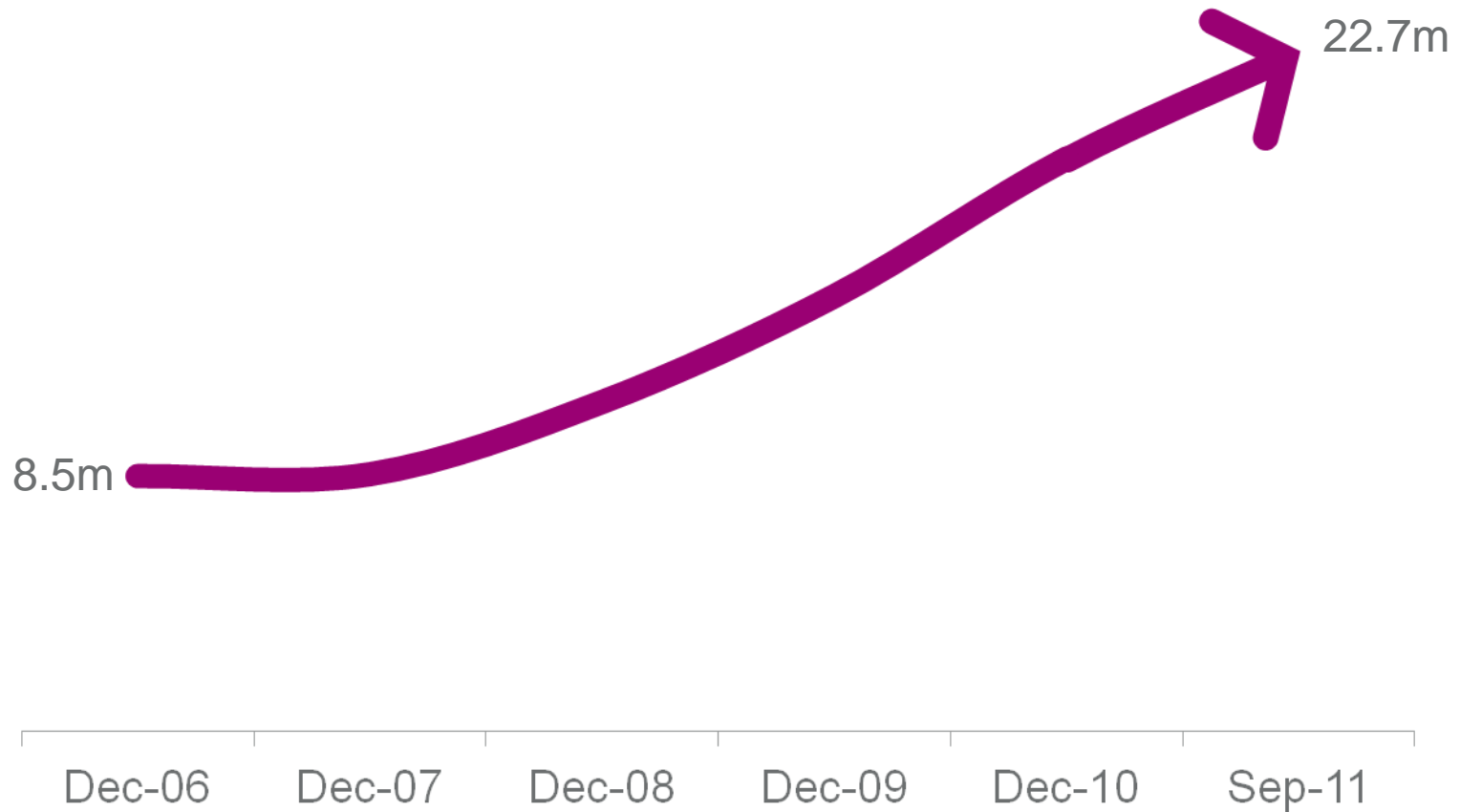
Challenges for the future

Opportunities for the future

Conclusions

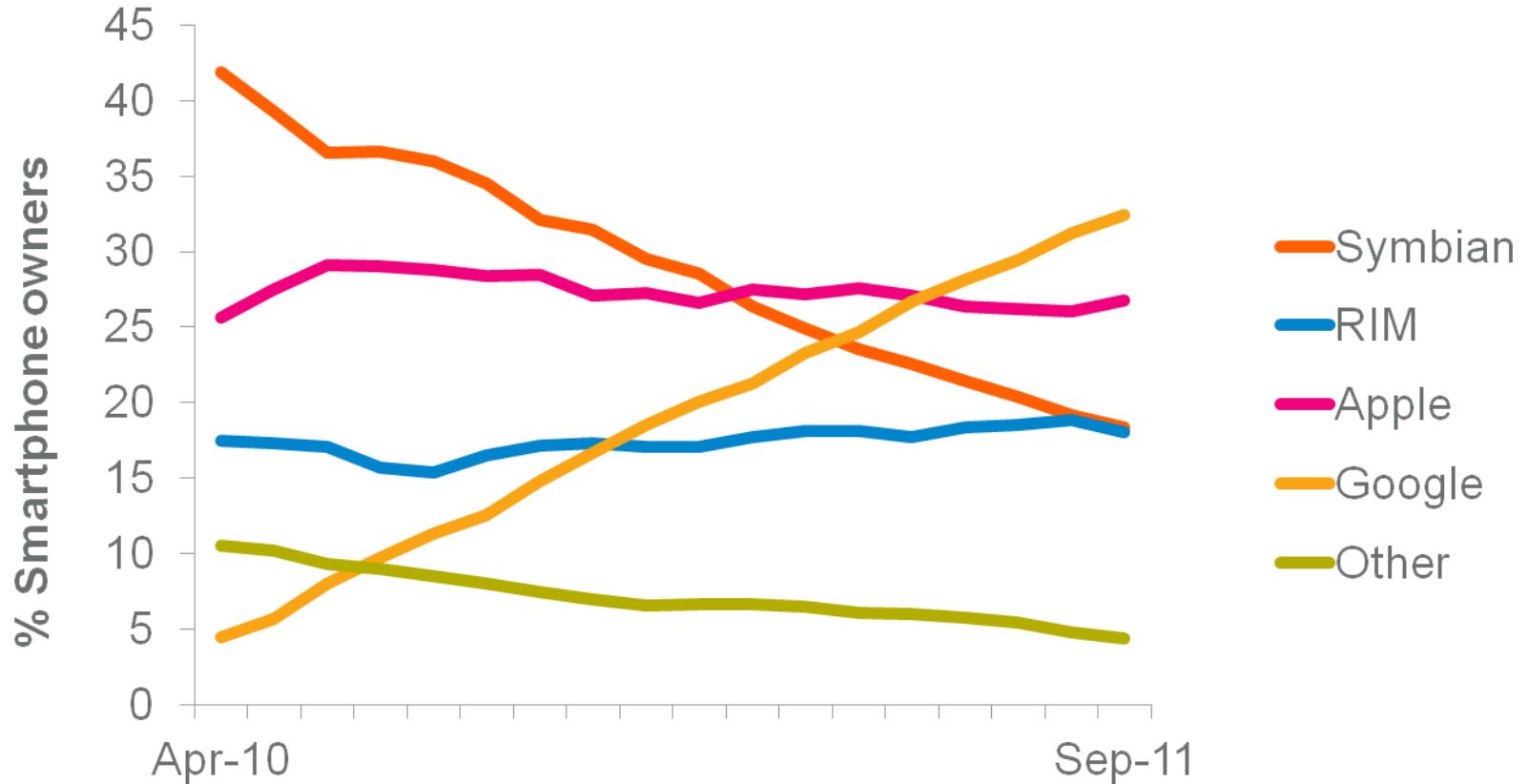


# 23m Britons use the mobile internet every month





# UK Smartphone penetration at 47%



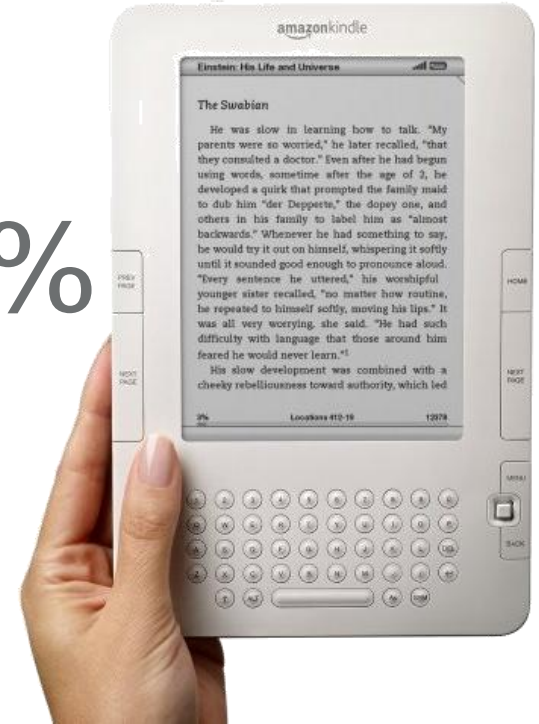


# 14% of the UK has a tablet



3.9%

6.9%

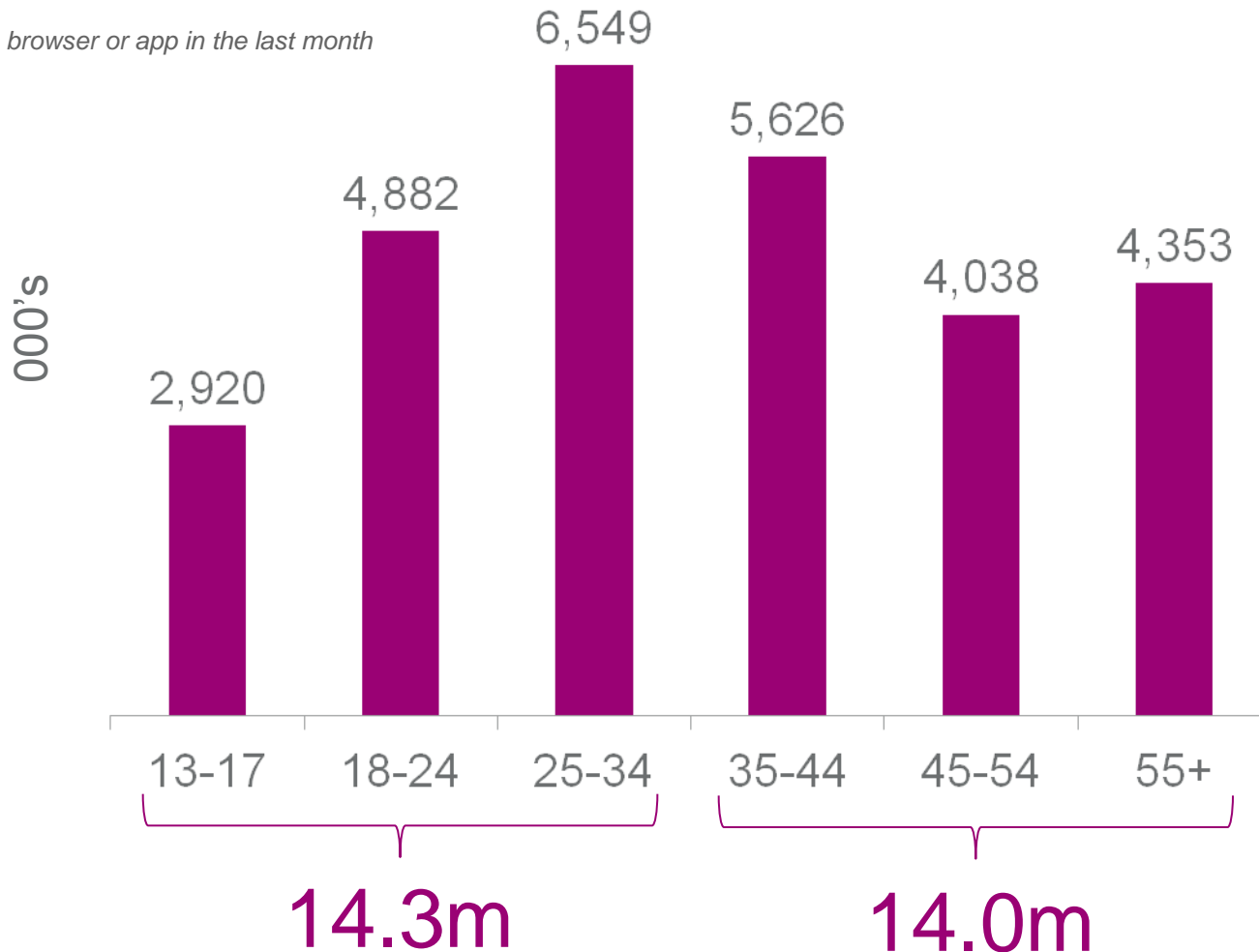


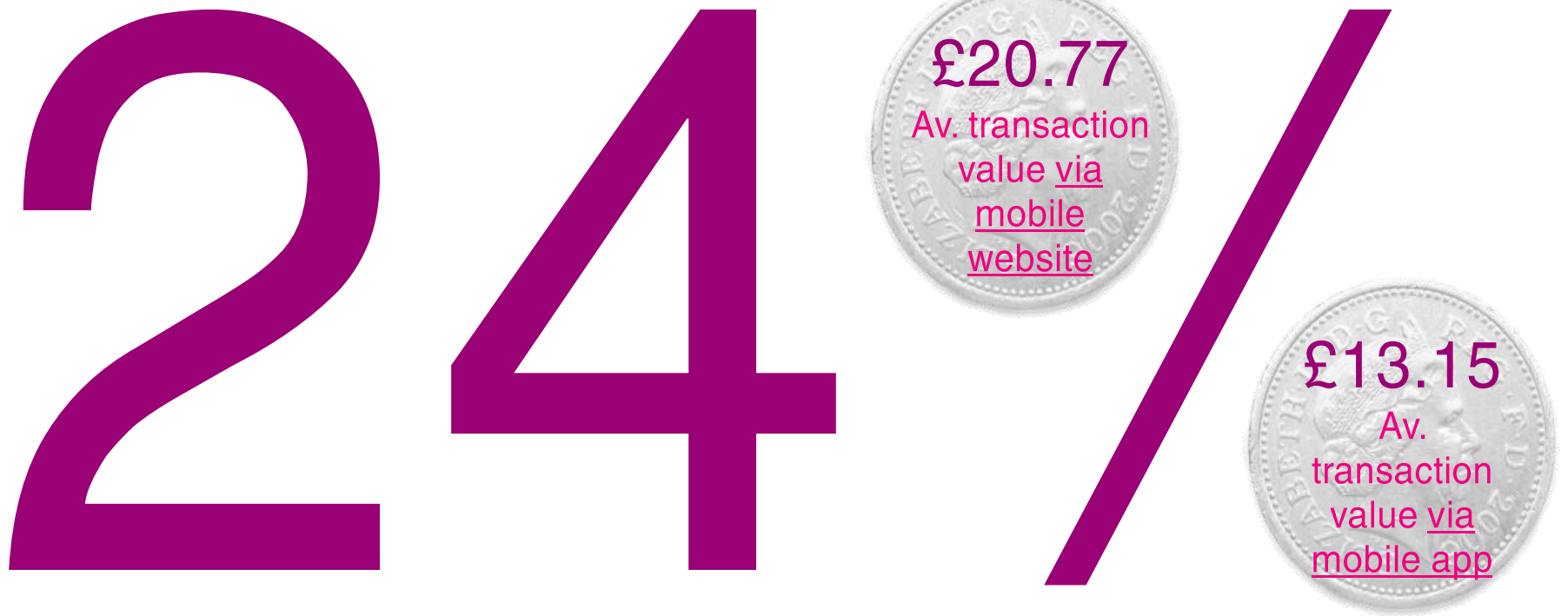
2.7%



# Mobile browsing & apps are not just for the “youth”

Used a mobile browser or app in the last month

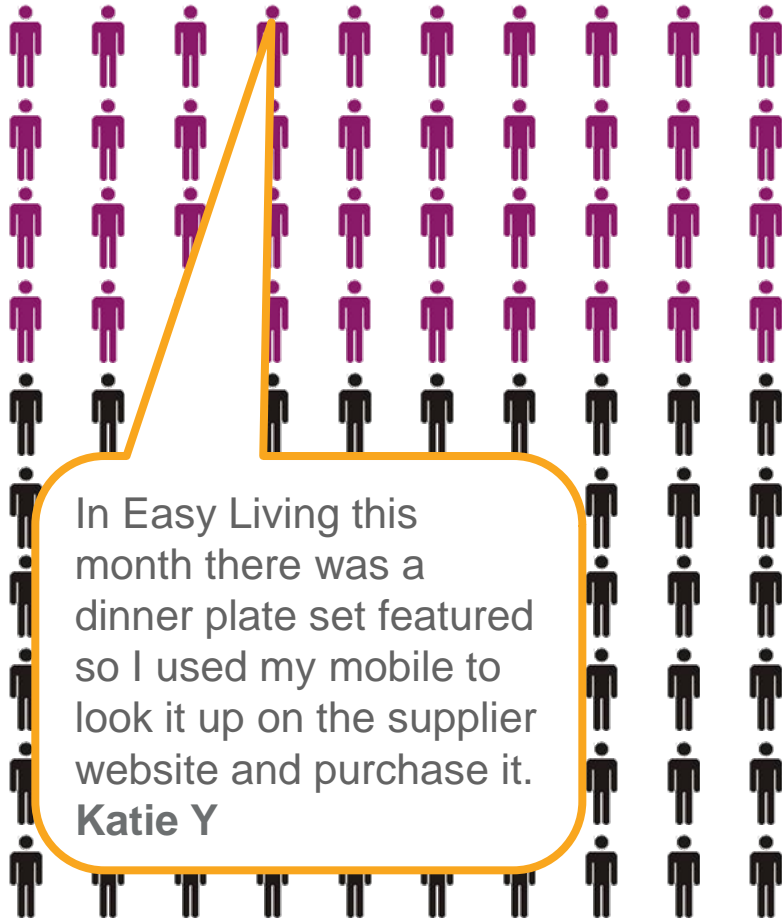




of UK phone owners purchase products/services on their mobiles



# Mobile the response mechanism



40%

agree they often use their mobile if they see an interesting ad



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**83m**

**Total Mobile Market 2010**

**37.6m**

**Total Mobile Market 2009**

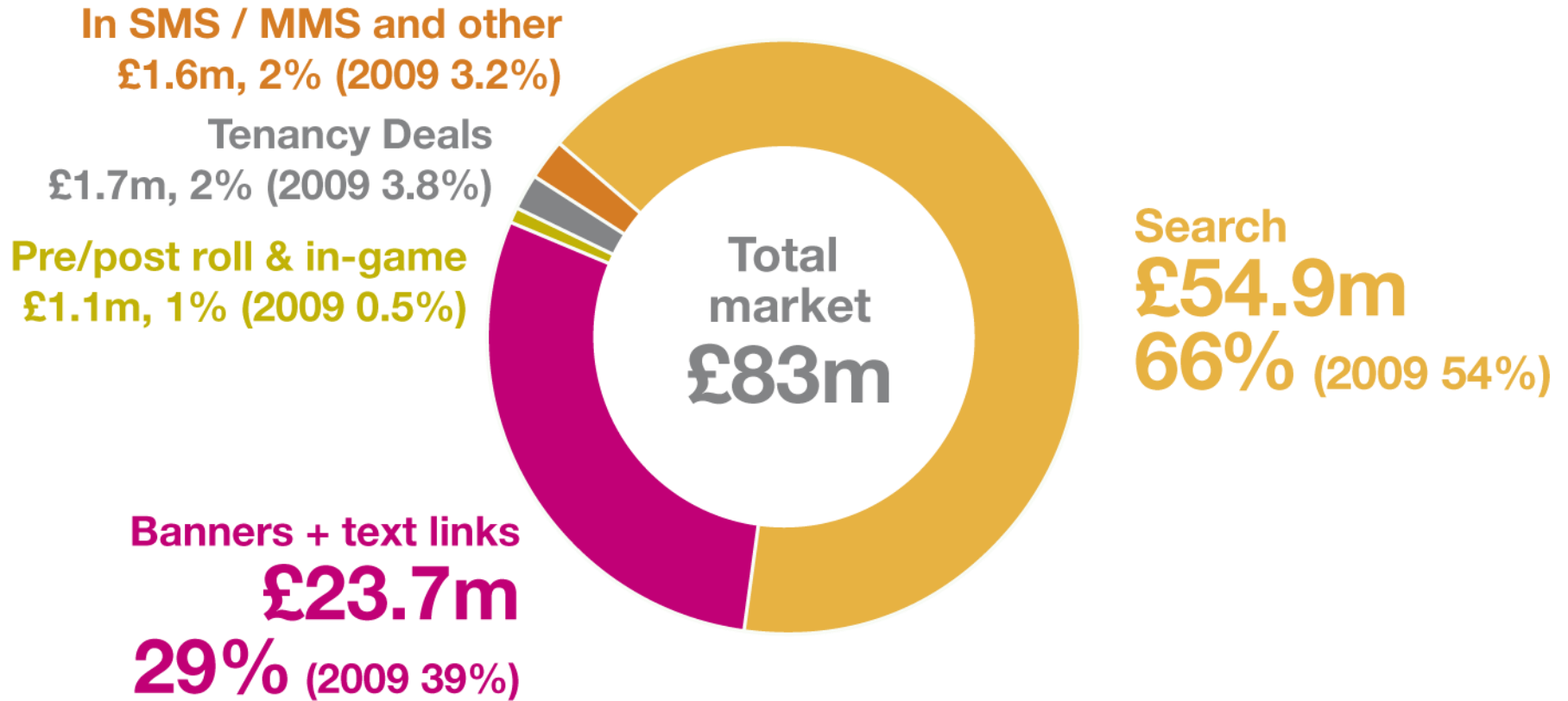


**115.9%**

**Total mobile market 2010 vs 2009  
like-for-like**

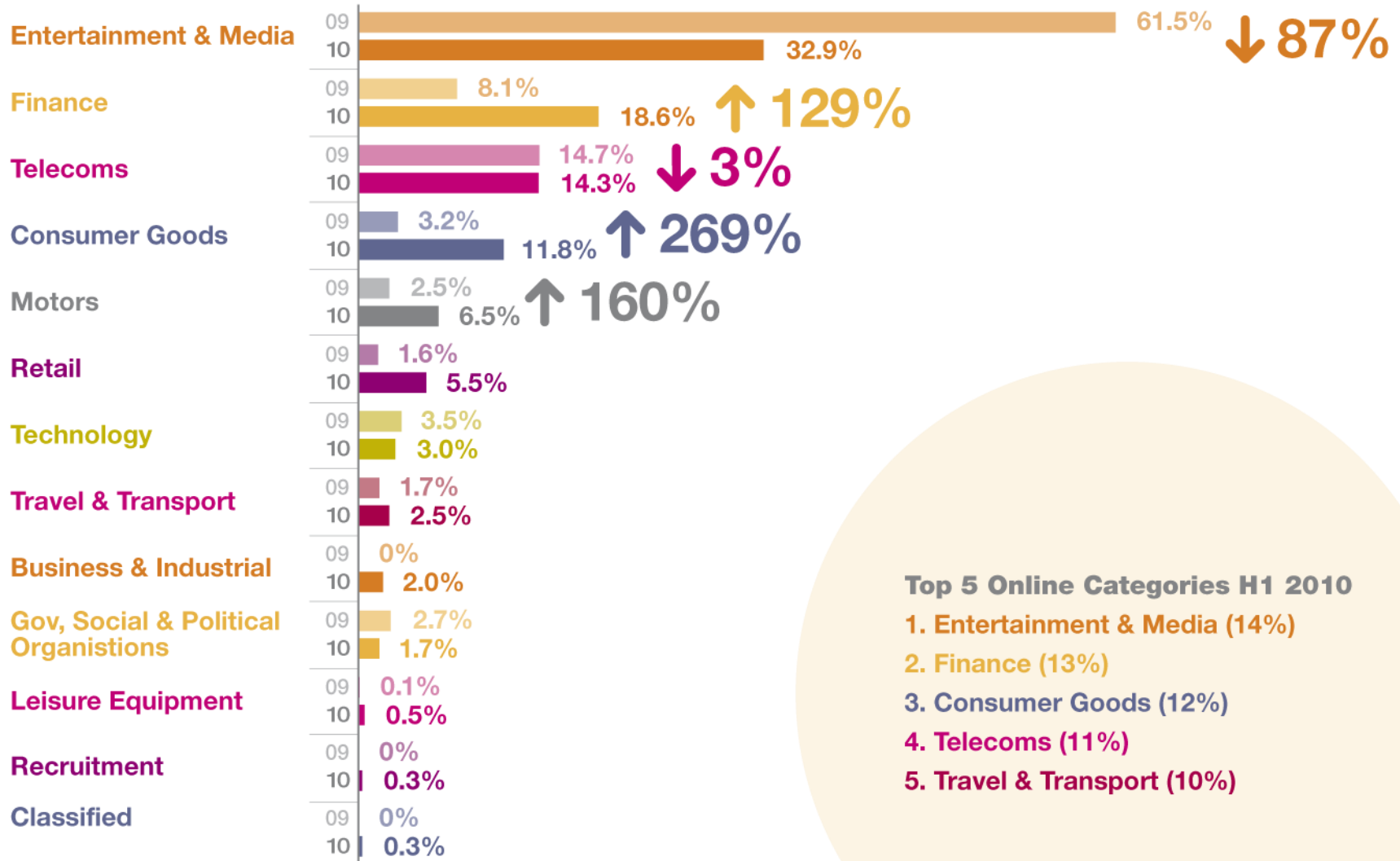


# 2010 total mobile ad spend breakdown





# Change in industry sector display market shares 09 –10



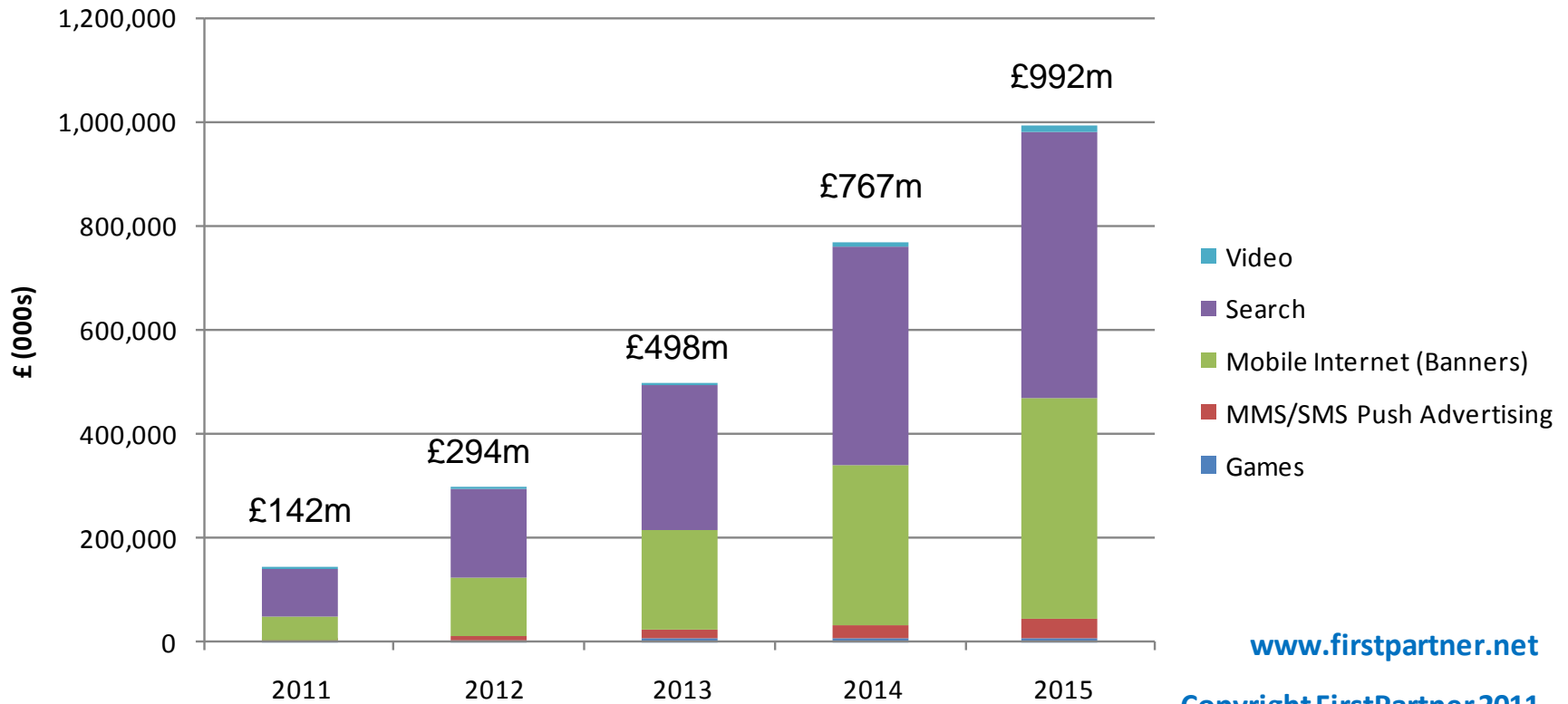
## Top 5 Online Categories H1 2010

1. Entertainment & Media (14%)
2. Finance (13%)
3. Consumer Goods (12%)
4. Telecoms (11%)
5. Travel & Transport (10%)



# UK Mobile Advertising revenues to reach £1 bn by 2015

## FirstPartner UK Mobile Advertising Forecast 2011-2015



[www.firstpartner.net](http://www.firstpartner.net)

Copyright FirstPartner 2011



Market overview- the context of mobile

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# Rich media display advertising

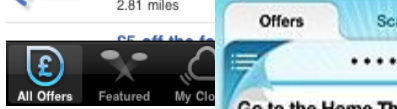
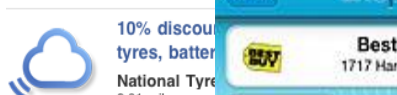
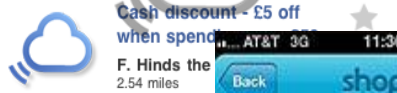
What's possible in mobile advertising?



# Location Based Marketing



# iab Mobile Vouchers



**20% off**  
Mid season sale now on  
SMS 123454 to get this coupon

The coupon PIN code is sent to the customers phone

This is your coupon. Your unique code is **86367757**  
Redeem at any of our stores at checkout.

The customer sees the offer on poster, tv, mobile or online and requests to receive via SMS

- 1
- 2
- 3
- 4
- 5

They go in-store and punch in the PIN code into the chip and PIN machine

Coupon code: **86367757**

**20%** coupon deducted from total cost

- 1
- 2
- 3
- 4
- 5

A message from the chip and PIN machine reaches our system

Our system approves the coupon PIN and the total price reduces by 20%

**eagle eye**

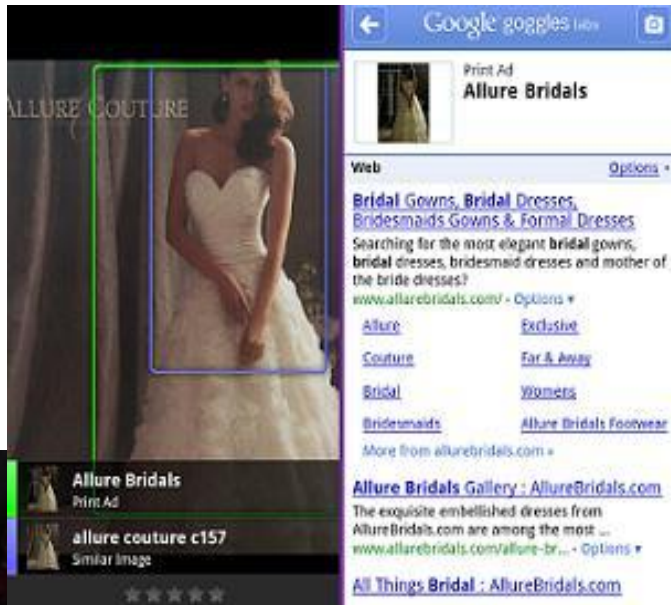
- 1
- 2
- 3
- 4
- 5

# iab NFC





# Mobile as a response mechanism to other media



Careers at MI5.  
Worth more than just scanning over.

Capture the code with your smartphone  
or go to [www.mi5.gov.uk/careers](http://www.mi5.gov.uk/careers)





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**Challenges for the future**

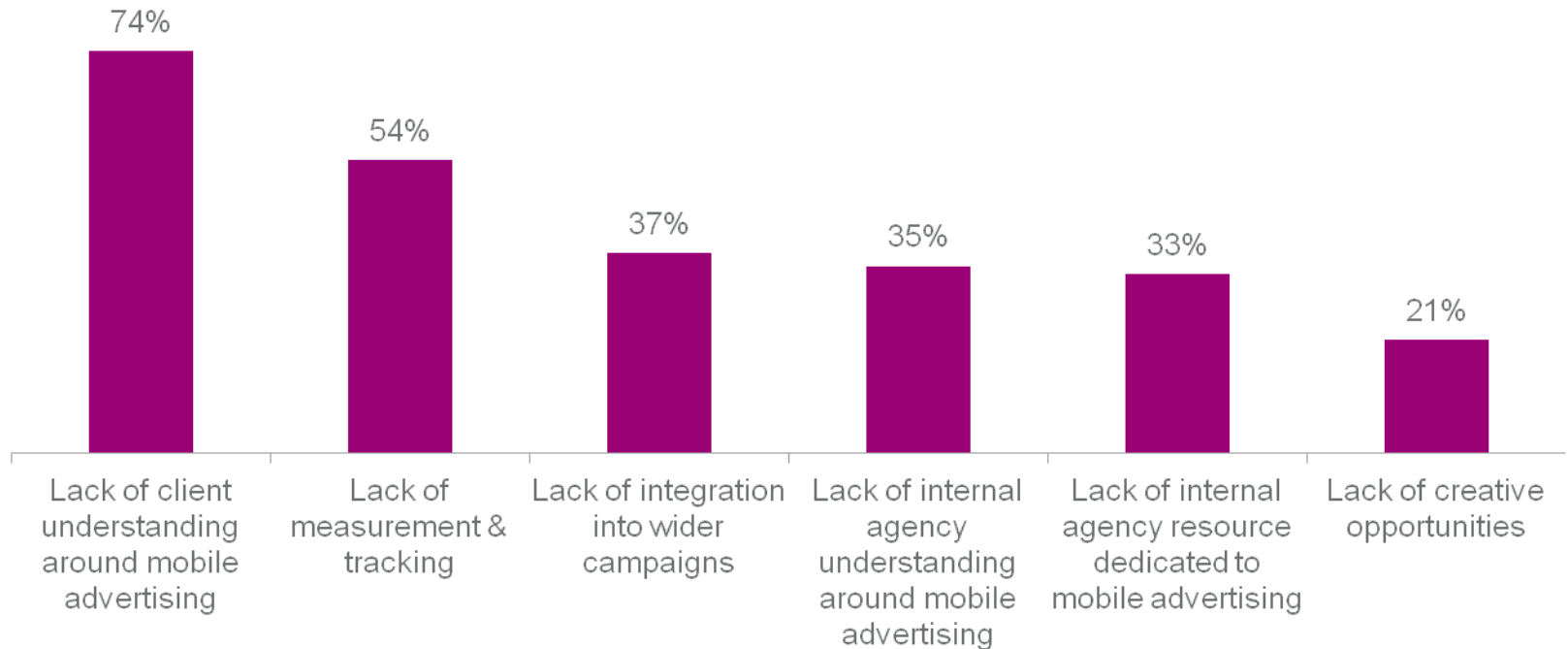
Opportunities for the future

Conclusions



# Client understanding is the biggest barrier to mobile taking a bigger share of digital spend

*What is stopping mobile being a larger proportion of digital ad spend?*







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Challenges for the future

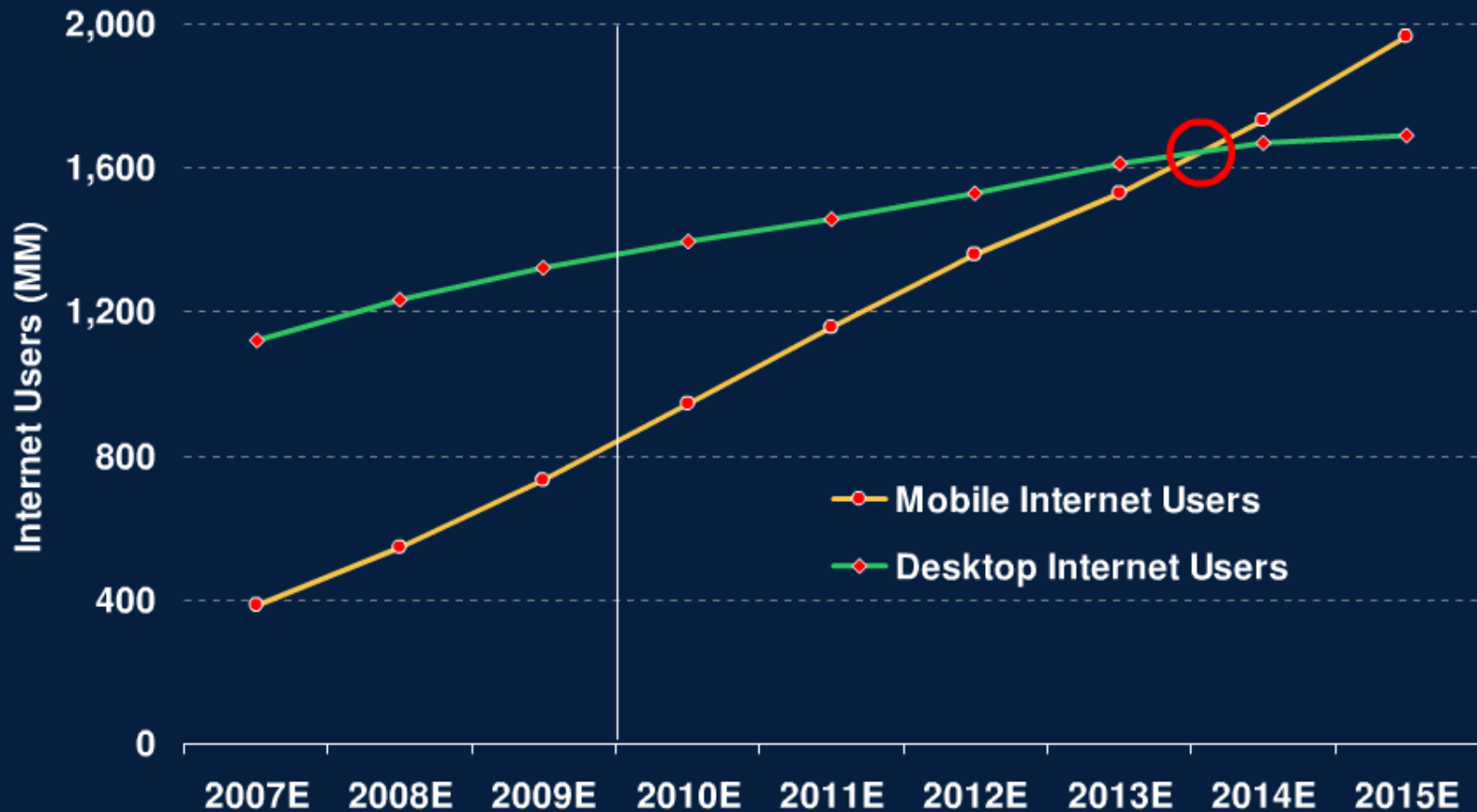
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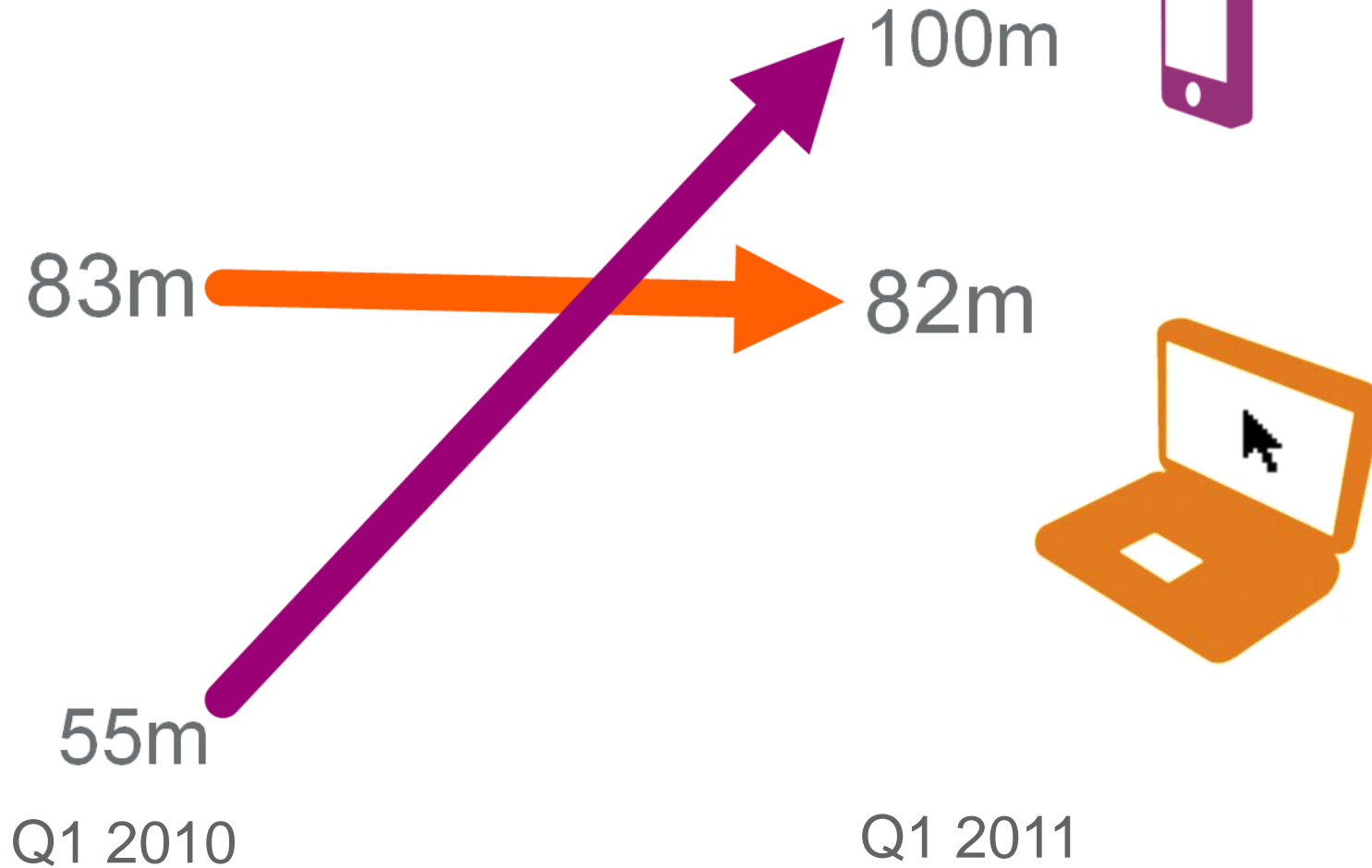


# Mobile Users > Desktop Internet Users Within 5 Years

Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E



# Global smartphone shipment figures





Market overview- the context of mobile

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**Conclusions**



# Conclusions

- More people than ever use **mobiles and tablets** to **interact with brands**
- Advertisers are wising up to this, and adspend on mobile was **up 116% from 2009 to 2010**
- From rich media to NFC, there are **many different creative ways** for advertisers to use mobile
- With predictions for **mobile to overtake online in the future**, this is a medium brands can no longer afford to ignore



Mobile Advertising

Q&A

# Questions



Thank you to our sponsor



and to our host

