IAB Global Mobile Anthology: Worldwide Perspectives on Mobile Media

A Report Prepared by the IAB Mobile Marketing Center of Excellence

Released September, 2013

INTRODUCTION

The Interactive Advertising Bureau's Mobile Marketing Center of Excellence (IAB Mobile Center) was established in December 2010 to unify, lead, educate, and evangelize mobile interactive media. In addition to working on a broad array of mobile-related guidelines, best practices, research, and educational efforts, the IAB Mobile Center also works to build and maintain relationships with other IABs around the world, helping to coordinate our efforts around mobile.[1] An important accomplishment on this front is the establishment of the Mobile Committee-Global, a forum for mobile staffers at the international network of IABs to come together regularly to keep one another informed of projects and market developments. In 2012, the Mobile Committee-Global published a first-ever *IAB Global Mobile Anthology*. Mobile interactivity is developing differently and at different paces in different countries. This second edition of the *IAB Global Mobile Anthology* provides an updated snapshot of a number of the state of mobile in thirteen countries.

We have organized this document into regional sections. Representation in each is as follows:

Americas:

- Argentina
- Brazil
- Canada
- Mexico
- United States

Europe:

- Denmark
- Finland
- The Netherlands
- Spain
- Sweden
- United Kingdom

Asia/Pacific:

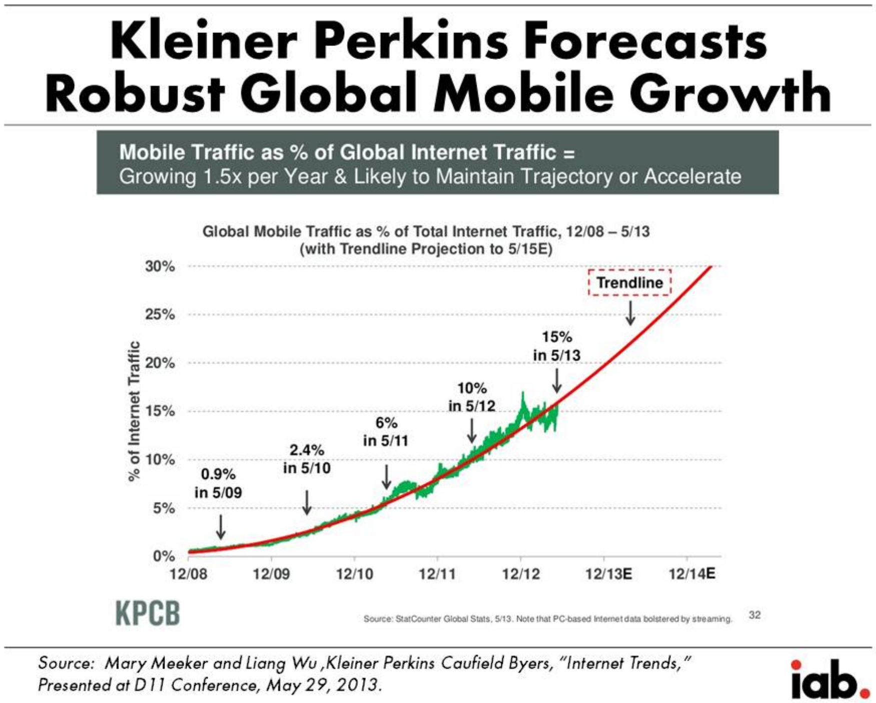
- Australia
- New Zealand

In addition to these country snapshots, the anthology also includes data on smartphone and tablet users in China, drawn from a joint research project of IAB and the Interactive Internet Advertising Committee of China (IIACC).[2]

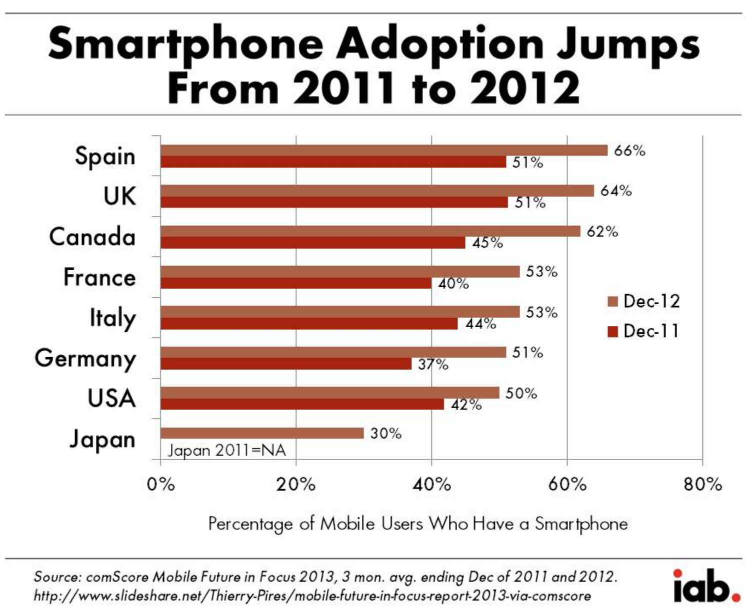
THE GLOBAL STATE OF MOBILE

The mobile media market continues to grow and change dramatically. According to a Kleiner Perkins analysis of StatCounter data, as of May 2013 about 15% of all internet traffic was mobile in nature, 50% growth from May 2012. Kleiner Perkins forecasts mobile data will approach 20% of all internet traffic by the end of 2013.

[1] For more on the global IABs, see: http://www.iab.net/about_the_iab/global_iabs
[2] To view the full report please see: http://www.iab.net/chinamobile



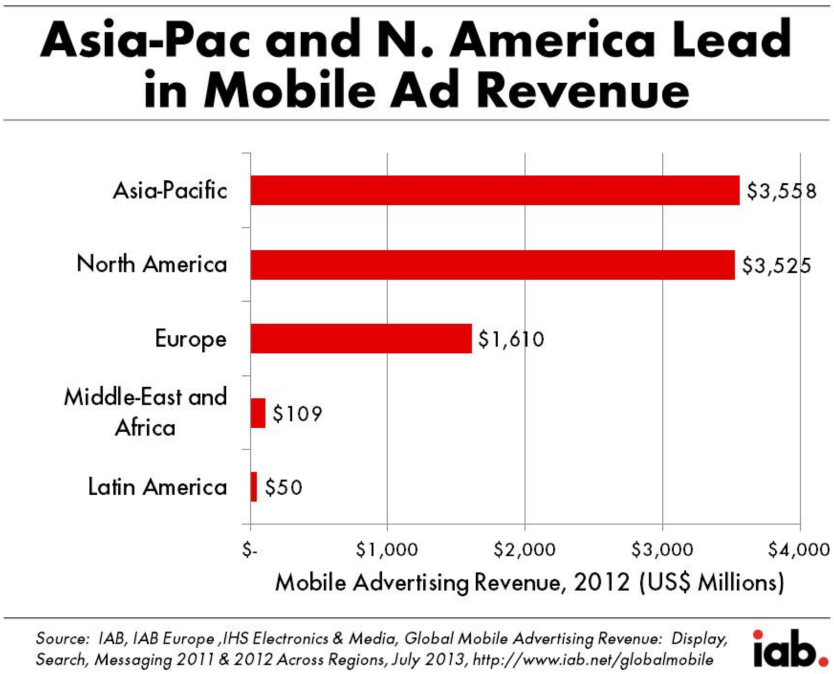
According to comScore, from 2011 to 2012 many of the big economically advanced countries they track saw smartphone penetration rates (as a percentage of all mobile subscribers) jump by 10 percentage points or more.



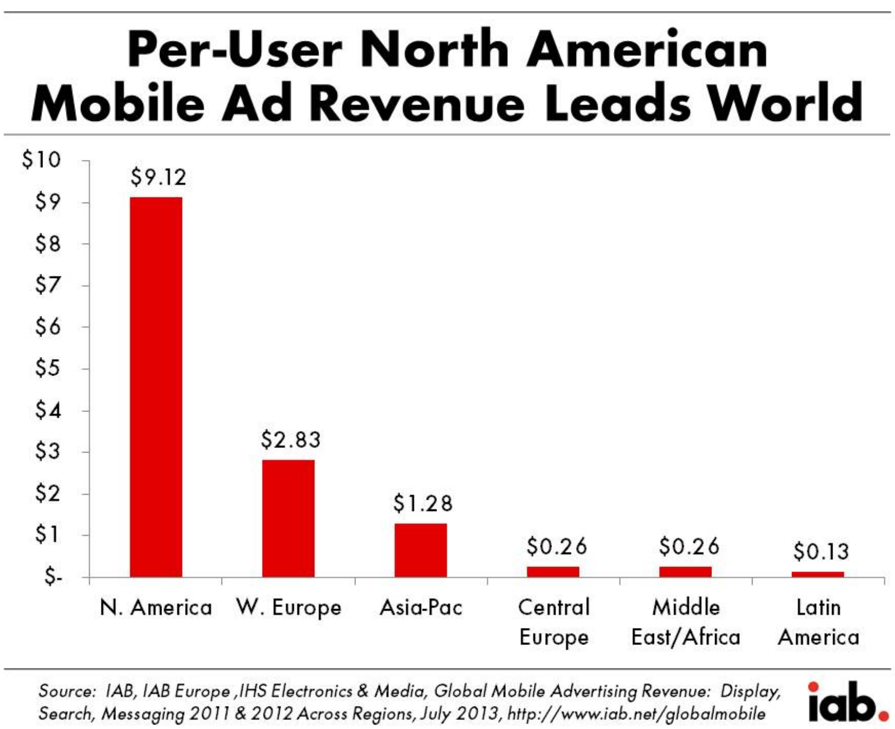
Relative to 2011, there was a little more stratification in terms of smartphone penetration in the large economies that comScore examines. At the end of 2012, Spain, the UK and Canada were all above 60% of mobile users with smartphones, while France, Italy, Germany, and the US all hovered closer to the 50 percent mark.

It is interesting to note that Japan, which comScore did not report on in 2011, had only 30 percent smartphone penetration at the end of 2012. Japan's mobile internet economy started early and evolved in a unique way which may have led to market inertia slowing the move from featurephones to smartphones.

As in past media revolutions, where consumers go, advertisers follow. Mobile advertising worldwide grew by almost 83 percent from 2011 to 2012, reaching $8.9 Billion (€6.9 Billion) at the end of 2012.



Regionally, Asia Pacific and North America led the global mobile market, with 2012 total mobile ad revenue of $3.56 Billion and $3.52 Billion, respectively.[3] The close total dollar figures belie significant differences in terms of mobile ad revenue per mobile user. In North America, mobile advertising generated approximately $9.12 per user in 2012, compared to $2.83 in Western Europe and $1.28 in Asia-Pacific.



[3] For details see IAB, IAB Europe, and IHS Electronics & Media's study of global mobile advertising revenue, available here: http://www.iab.net/globalmobile

AMERICAS

ARGENTINA

Mobile Ad Revenue:	Estimated US$20M (Share of 25% of Latinoamérica Mobile Ad Revenue – US$79M)[4]
Main mobile operators:	Claro (34.5%), Movistar (30%), Personal (32%)
Mobile network technologies:	3G, Wifi
Mobile voice subscribers:	58.7M[5]
Mobile data users:	10M[6]
Does your IAB have a mobile committee/council/ group?	Launched in April 2013.

What is the general state of mobile advertising/marketing in your country?

Mobile advertising has achieved strong momentum in Argentina, and the top 100 companies are including at least one mobile ad format in their marketing strategies (e.g., mobile search, SMS, mobile app, mobile web, in order of predilection).

Key mobile technologies in order of importance:

- Mobile Search
- SMS
- Mobile Apps
- Mobile Rich Media and App Promotion in Mobile Display
- Mobile Web
- Mobile video
- Smartphones
- Tablets

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

With the bloom of smartphones we expect that more ad spend will shift to mobile rich media, apps and app promotion)

What do you think is the biggest mobile challenge for media companies or advertisers in your country in 2013?

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[4]eMarketer, http://www.emarketer.com/Article/Worldwide-More-Money-Goes-Mobile/1009582
[5]Carrier & Asociados, http://www.lmneuquen.com.ar/noticias/2013/4/22/la-explosion-de-los-telefonos-inteligentes-causa-problemas_184964
[6]Carrier & Asociados, http://www.lmneuquen.com.ar/noticias/2013/4/22/la-explosion-de-los-telefonos-inteligentes-causa-problemas_184964

There is plenty of interest from advertisers wanting to spend in mobile, but still little awareness of what they need to do. As a result, education is the big challenge to make sure we have advertisers in Argentina maximizing opportunities and making smart choices in mobile advertising.

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

Our focus is on education: Webinars, round table or breakfast meetings with key mobile players, and networking events.

BRAZIL

Mobile Ad Revenue:	Around US$12 MM 2010, estimated for 2013 Around US$ 49 MM (excludes SMS advertising)[7]
Main mobile operators:	OI (18.66%), TIM (27.22%), VIVO (Telefonica) (28.69%), Claro (24.97%)
Mobile network technologies:	GSM, CDMA, 3G, 4G, WIFI
Mobile voice subscribers:	295.5 MM estimated 2013–47.2% Male / 52.8% Female[8]
Mobile data users:	49 MM estimated 2013[9]
Does your IAB have a mobile committee/council/ group?	

What is the general state of mobile advertising/marketing in your country? Relatively speaking how important are each of the following: messaging (SMS or MMS); mobile web; mobile app; mobile search; mobile video?

Brazil hosts a burgeoning mobile community.

The number of mobile device connections jumped by nearly 20% in 2011, and will show similar double-digit growth again this year.

By the end of 2013, total connections will reach almost 300 million. eMarketer estimates that in 2012, 58% of all residents will have at least one mobile phone.

Females out-numbered males among the mobile population in 2011—by 52.8% to 47.2%—but mobile usage was widely distributed among all age and income groups, with the exception of seniors (ages 65 to 75) and the poorest residents. By contrast, use of smartphones and the mobile web was generally associated with younger, more affluent demographic segments in 2011.

And the mobile internet, in particular, remains a minority activity. Just 31% of Brazil's mobile phone users will go online via handset in 2012, according to eMarketer calculations.

Key mobile factors: Mobile Search, Mobile Apps, Mobile Web, Mobile Video, SMS, Mobile commerce.

What are the biggest mobile trends or developments in your country over the next 12 months?

More APPS users (Waze is a huge success), Facebook increasing your mobile penetration (around 30 - 35%), online videos are at special time (desktop and mobile), some ad networks start monetization and traditional media players looking for a better mobile positioning.

What plans do you as an IAB have for mobile for the next 12 months?

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[7] eMarketer
[8] eMarketer
[9] eMarketer

We're closing a big deal with MMA (Mobile Marketing Association) to work together in 2014, focusing in education / events and research.

CANADA

Mobile Ad Revenue:	NA
Main mobile operators:	Rogers, Bell, Telus, Wind, SaskTel, MTS, Videotron, Mobilicity, Public
Mobile network technologies:	HSDPA (3G), UMTS (3G), LTE (4G), WiMAX (4G)
Mobile voice subscribers:	27.0 million – Total Subscribers[10]
Mobile data users:	16.6 million - Smartphone[11]
Does your IAB have a mobile committee/council/ group?	IAB Canada Mobile Committee

What is the general state of mobile advertising/marketing in your country?

The opportunity to grow is significant as consumers acquire smartphones and tablets including Phablets in growing numbers – 66% smartphone penetration so far, as a percentage of mobile phone users (Source: The Convergence Consulting Group Ltd, April 2013). The challenge is for publishers and advertisers to make more content available on devices to engage Canadians meaningfully and for providers to offer the depth and breadth of research, targeting and reporting seen in other digital platforms.

Relatively speaking how important are each of the following: messaging (SMS or MMS); mobile web; mobile app; mobile search; mobile video?

Mobile Search continues to grow dramatically as more consumers emulate their desktop searching habits on mobile devices. Mobile Web and App usage – the latter propelled by tablets in particular - are also growing rapidly in terms of mobile content consumed. A growing number of consumers are embracing Tablets and Phablets to consume video content anywhere, including significant at home usage. Marketers are beginning to think "at home mobile" and "out of home mobile" audiences are quite different in terms of the advertising opportunity. Messaging (SMS or MMS) is used primarily for CRM and is deployed selectively for Advertising.

What do you think are the biggest mobile trends or developments in your country in 2013?

Mobile Social and Mobile Video content growth will help accelerate Mobile advertising in Canada. The development of technologies that allow for more precise targeting of ad messaging on mobile will trigger the growth of programmatic advertising buying, similar to the standard Web in the last couple of years in Canada.

Based on respondent commentary in IAB Canada's 2012 Interactive Revenue Survey, a leading challenge is monetizing publishers' mobile traffic, including mobile video inventory, at a rate which justifies continued investment in development and resources. Typical of investments which incur high costs and maintenance are

[10] CWTA (Canadian Wireless Telecommunications Association) Q2 2013
[11] comScore MobiLens, June 2013, Persons Aged 13+

the enabling of non-cookie audience targeting and segmenting look-alike mobile audiences, developing/ adapting content to the responsive site design and multiple operating system-specific applications by both publishers and advertisers. Mobile is still infrequently budgeted for in media plans. One challenge cited by regional advertisers is that Mobile campaigns cannot be geo-targeted. It is being suggested that attracting branded campaigns to mobile platforms can best be accomplished by focusing on advertisers who invest in multi-platform campaigns that include a cohesive mobile extension or might be persuaded to do so. This will require significant publisher/mobile marketer effort to enhance client/agency comfort/knowledge of the medium and its appropriate place in multi-channel client communications.

What plans do you as an IAB have for mobile for 2013?

The IAB Canada Mobile Committee has been working with Industry stakeholders in Canada (Agencies, Publishers and Technology providers) to set standards in making it easier for advertisers and agencies to use Mobile as an advertising platform – latest mobile ad standards revision issued Q2 2013.

We would like to see more work done helping sites optimize the mobile experience through responsive design for both content and advertising.

The Mobile Committee is collaborating with leading providers and marketers to conduct Canadian specific mobile research, in order to provide meaningful communication insights to Industry stakeholders.

The Mobile revenue survey was integrated with the Internet Advertising revenue survey for 2012 in order to continue tracking and reporting on the rapidly growing investment in Mobile advertising.

MEXICO

Mobile Ad Revenue:	$683 Million Pesos (USD $52.99 Million approx.) in 2012[12]
Main mobile operators:	Telcel, Movistar, Nextel, Iusacel, Unefon
Mobile network technologies:	3G, 3.5G, 4G, WiFi, GSM, CDMA
Mobile voice subscribers:	98.9M[13]
Mobile data users:	11.8M[14]
Does your IAB have a mobile committee/council/ group?	The IAB Mexico Mobile Committee meets once a month (every third Tuesday). As with other Committees in IAB Mexico, it has a president and vice president who work together with IAB team to define an agenda and a working plan regarding education, best practices, research and others.

[12] IAB Mexico Mobile Ad Spend Study 2012 [with PwC] (September 2013). http://www.iabmexico.com/Medioteca/EstudiosMercado

[13] COFETEL (Sep 2012). http://siemt.cft.gob.mx/SIEM/uploads/441a27_apacndice-ejecutivo-dic-2012pdf.pdf

[14] COFETEL (Sep 2012). http://siemt.cft.gob.mx/SIEM/uploads/441a27_apacndice-ejecutivo-dic-2012pdf.pdf

What is the general state of mobile advertising/marketing in your country?

The Mobile Market in Mexico is a landscape full of opportunities for brands with an increasing penetration of mobile devices in Mexico, along with the adoption of new technologies. Penetration of mobile phone subscriptions reach 85.6% of the population and the penetration of smartphones is now of 28% of the mobile phone users, reaching people of basically every socioeconomic level and lifestyle, especially younger ones. Tablet penetration is still low, estimated in around 2%-3% but gaining importance among internet users (19%, IAB Mexico Media Consumption Study 2013).

The Mexican mobile consumer is eager of connectivity and innovation, even when the prices for advanced mobile devices and data plans are still high, prepaid phone planes are still preferred (84%). Being in touch with friends and family, using it for work and entertainment are the main benefits of using a mobile device.

Mobile advertising is slowly becoming an important part of digital budgets in Mexico, total Mobile Ad Spend in 2012 (683 Million Pesos) represents 11% of the Internet Ad spend (IAB Mexico's Ad Spend Studies).

Messaging (SMS or MMS) is very important in Mexico, especially SMS are used by 83% of mobile phone users (according to the CIU). On the IAB Mexico Mobile Consumption study, 49% of respondents declared they receive advertising on their mobile devices and SMS is the most recalled one (73%).

Also according to the IAB Mexico Mobile Consumption study:

Mobile web/search: 38% of mobile phone users perform activities related to the Internet on their devices, being the most important ones:

- Social Networking: 18%
- Emailing: 15%
- Surfing the web: 15%
- Searching for information: 13%
- Chat: 12%

Mobile app/video: 66% of mobile device users that access the Internet from their device have downloaded apps, the most popular ones are related to social media, gaming, entertainment, maps and productivity; and 45% watch videos online.

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

An expanded offer of data plans from operator at lower prices will impact positively the Mexican market, this could be a possible scenario if new players will come to the market due to the Mexican telecom new regulations that may occur in 2013.

With the growth of smartphone and tablet adoption, a more attractive mobile advertising scenario could be feasible in Mexico.

What do you think is the biggest mobile challenge for media companies or advertisers in your country in 2013?

High costs on technology and data plans still make feature phones prevail on the market, which makes it necessary to use SMS, WAP sites and other simpler technologies to reach the vast majority of consumers rather than rich media formats. While some brands feel the need to follow trends like creating apps while it might not be necessary for the current strategy.

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

Research:

This year we will publish again the two mobile studies we developed for the first time last year:

- The Mobile Ad Spend study as a very important measurement of the size of the mobile industry and this year we will be able to compare the results with the previous period and start building the trend.
- The Mobile Consumption Study will again explore the mobile usage, perception and habits of mobile users in Mexico.

Best practices:

This year there are 2 whitepapers on development taking into account the ones developed by IAB UK as a starting point, translating the content and adapting it for the Mexican market:

- How to Get Started in Mobile.
- How to Be Creative in Mobile.

Education and Events:

Digital Day: Mobile. Digital Days are 8-hour training days for specific topics, for which there will be a day dedicated to Mobile Marketing with 25 attendants approximately, which translates in an impact of 200 training hours.

Innovation Day: Mobile. This is a full day event that is divided in two sections: in the morning there are conferences with international speakers that provide an strategic perspective on the theme and in the afternoon the attendants have the opportunity to attend different workshops to have a closer experience with different tactics and tools. Capacity:

Interactive Marketing Diploma. This course has a module dedicated to Mobile Marketing (12 hours) and is currently being taught to the 16th generation.

UNITED STATES OF AMERICA

Mobile Ad Revenue:	US$3.4B[15]
Main mobile operators:	Verizon, AT&T, Sprint, T-Mobile
Mobile network technologies:	3G, 4G, WiFi
Mobile voice subscribers:	326.4m[16]
Mobile data users:	113.9m, up 17% from 97.3m in 2011[17]
Does your IAB have a mobile committee/council/ group?	The US IAB has a Mobile Marketing Center of Excellence, a dedicated group of over 40 IAB member companies that contributes extra dues to finance the IAB's mobile projects and priorities. The Mobile Center has a separate Board of Directors. We also maintain a Mobile Advertising Committee that is open to any IAB member company.

What is the general state of mobile advertising/marketing in your country?

The US IAB Mobile Marketing Center of Excellence continues to experience growth and success, and currently has 43 member companies. US mobile advertising revenue hit a new record in 2012, of $3.4 billion, up 111% relative to 2011. This underscores the growing role of mobile advertising and incentivizes us to continue to execute strongly on the IAB's mobile agenda and its commitments to the Mobile Center Board of Directors.

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

We believe that video is the most exciting mobile media opportunity in the US in 2013. All signs point to rapid growth of video viewing on smartphones and tablets, and advertisers find mobile video campaigns easy—they can avoid the complexities of creating mobile rich media ad creative, and trust established video intermediaries to transcode video advertising to play in HTML5 or native video players on devices.

What do you think is the biggest mobile challenge for media companies or advertisers in your country in 2013?

For media companies, the key challenge relates to the fragmentation of devices, screen sizes, and operating systems. As the market continues to grow and change, it is not cost effective or practical to customize content for every screen. While there continues to be interest in *responsive design* technologies for customizing web content to suit different screens, there is growing awareness that the technology will not solve all problems.

As mobile ad spending grows, marketers expect and demand increased accountability and return on investment from their mobile advertising campaigns. Getting good metrics and measurement practices will be another industry-wide challenge in the US this year.

[15] IAB Internet Ad Revenue Report, 2012.
[16] CTIA Wireless Quick Facts, http://www.ctia.org/media/industry_info/index.cfm/AID/10323
[17] eMarketer estimates, cited by Pamela Vaughan, HubSpot, http://blog.hubspot.com/blog/tabid/6307/bid/30495/25-Eye-Popping-Internet-Marketing-Statistics-for-2012.aspx

Finally, advertisers remain slow to master the technologies and best practices for creating strong content and ad creative suited to phone screens. We hope that more tools will become available in 2013 that will make it easier for advertisers and their agencies to build engaging, dynamic mobile ads, apps, and websites optimized for phones and tablets.

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

In 2013 the Mobile Center is dedicating its efforts and resources to seven key initiatives:

- **Grow mobile video:** Work with the IAB Digital Video Committee to promote mobile video advertising by creating common definitions for the industry and reducing friction in the marketplace.
- **Promote richer mobile ad experiences/creative:** Continue our focus on technical solutions like HTML5 and responsive design for mobile devices and across platforms through case studies and best practices. Track trends in smartphone and tablet advertising, drive adoption of IAB Mobile Rising Stars as well as MRAID, and develop a Mobile Ad Creators' Guide, describing how to leverage standards and best practices to build excellent, scalable creative.
- **Improve understanding of mobile for buyers and sellers:** Complete the IAB's "XSOS" cross-media ad effectiveness research. Promote better understanding of B-to-B mobile marketing and corporations' view of "mobile first." Continue the Mobile Center's international focus with a second edition of its Global Mobile Anthology. Advance efforts to increase the mobile web presence of American companies through the "Tap Into Mobile" initiative.
- **Create greater buyer trust in and reliability of mobile metrics:** Help the industry clarify and improve all aspects of mobile measurement, including engagement, audience, and ad effectiveness metrics.
- **Improve audience insights and data for ad relevancy:** Demystify mobile real-time bidding and programmatic buying and show how they fit into the larger scheme of direct and indirect ad buys.
- **Promote consumer trust and fend off adverse regulation:** Release the Digital Advertising Alliance (DAA) Self-Regulatory Principles for Mobile Advertising and related code of conduct. Hold a second annual Washington, DC fly-in of Mobile Center Board Members to educate regulators and members of Congress about our industry. Promote adoption of and adherence to the Mobile Self-Regulatory Principles.
- **Demonstrate mobile's value at driving transactions, both on device and in store:** Continue our work on the intersection of mobile and local advertising. Undertake research on mobile advertising's ability to drive people to in-store transactions, as well as on the phenomenon of "showrooming" (consumers' use of the mobile internet in-store to make smarter purchase decisions).

Building on the success of our educational efforts in 2012 (when Mobile Center staff spoke at over 60 events), we are putting together an ambitious calendar that will have us onstage at a wide variety of events, across the US and abroad. We are planning a series of round table conversations in New York, the Bay Area, and Los Angeles.

EUROPE

DENMARK

Mobile Ad Revenue:	4.7 million €[18]
Main mobile operators:	TDC, Telenor, Telia, 3
Mobile network technologies:	3G
Mobile voice subscribers:	5 million (95 % of pop.)[19]
Mobile data users:	2,5 million[20]
Does your IAB have a mobile committee/council/ group?	Yes

What is the general state of mobile advertising/marketing in your country? Relatively speaking how important are each of the following: messaging (SMS or MMS); mobile web; mobile app; mobile search; mobile video?

- messaging (SMS or MMS): not important regarding advertising
- mobile web: Increasing importance due to high rise in mobile traffic
- mobile app: Not important regarding advertising
- mobile search: Increasing importance due to high rise in mobile traffic
- mobile video: Not important regarding advertising

What do you think are the biggest mobile trends or developments in your country in 2013?

- Fewer apps and more mobile sites from media
- Responsive web design
- Increase in use
- Increase in advertising

What plans do you as an IAB have for mobile for 2013?

- Development of better mobile measurements
- Seminars
- National standards for ad formats on mobile

[18] FDIM/ IAB revenue study
[19] Denmark Ministry of IT
[20] Denmark Ministry of IT

FINLAND

Mobile Ad Revenue:	1.4% of display advertising, 1 million euros[21]
Main mobile operators:	DNA, Elisa, TeliaSonera
Mobile network technologies:	3G, 4G, WiFi
Mobile voice subscribers:	9.320M[22]
Mobile data users:	5.757M[23]
Does your IAB have a mobile committee/council/ group?	IAB Finland does have a mobile group

What is the general state of mobile advertising/marketing in your country?

Mobile Advertising in Finland is growing but is not yet at the level as it could be. Recent studies show that 23% of media consumption is mobile and multi-screen usage is frequent.

Fortunately new ways to advertise in mobile have been introduced to advertisers during the year and we have seen some creative cases. Mobile advertising is still a hot topic and more and more advertisers are prepared to do mobile marketing. The use of mobile-optimized websites is still quite low and worth concern since that is a key step for buying mobile advertising.

In terms of specific marketing channels, **Messaging (SMS or MMS)** and **video advertising** are of less importance in Finland today, while **mobile web, search, and app advertising** are all important.

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

Offering easy implementation of mobile optimized websites and making mobile advertising easy-to-do.

What do you think is the biggest mobile challenge for media companies or advertisers in your country in 2013?

Working towards mobile marketing being integrated as a part of the whole and not separate.

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

We have recently released a mobile advertising helpkit for advertisers that makes it easier to start doing mobile advertising. We plan to strengthen the state of advertising research so that mobile measurement is better done.

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[21] TNS ad monitoring.
[22] Finnish Communications Regulatory Authority
[23] Finnish Communications Regulatory Authority

THE NETHERLANDS

Mobile Ad Revenue:	€10.14M mobile display–Mobile search figures not available [24]
Main mobile operators:	Vodafone, KPN, T-Mobile
Mobile network technologies:	3G, 4G, WiFi hotspot public tests by cable operators/T-Mobile
Mobile voice subscribers:	21.7M (of a population of 17M)[25]
Mobile data users:	8.2M[26]
Does your IAB have a mobile committee/council/ group?	IAB Netherlands has a Mobile Taskforce

What is the general state of mobile advertising/marketing in your country?

The mobile ad market is growing but still in the early growth phase.

In terms of specific mobile platforms,

Messaging (SMS or MMS): Used more as a service or confirmation tool than for advertising

Mobile web: Growing importance but 80% of the top 200 brands in The Netherlands doesn't have a mobile website

Mobile app: Growing importance. Shifting from majority marketing apps to functional relevant apps

Mobile search: IAB Netherlands believes this is 70% of mobile ad spend at this time, but there are no official figures available. Mobile search now around 30-35% of total search. Growing market.

Mobile video: Growing, working on standardization document from taskforce

Smartphones: 62% smartphone penetration so important and growing

Tablets: There was a tablet explosion in The Netherlands last year from 1.8M users to 4.3M users December 2012. Devices getting more personal. Higher advertising response figures

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

Direct app channel, Search, Rich media, Video and RTB

What do you think is the biggest mobile challenge for media companies or advertisers in your country in 2013?

Advertisers:

- Invest in mobile strategy and platforms, integrate mobile in digital plans and products

[24]IAB Netherlands, IAB Online Ad Spend Report.
[25]Opta
[26]Opta

- Measure mobile campaigns results beyond the click

Media companies:

- Share mobile successes, results and learning
- Results on the branding power of mobile
- Integrate mobile in digital advertising strategy – learn from success stories
- Get a clear view of the fragmented mobile advertising landscape
- Measure mobile campaign results beyond the click
- Using data to optimize mobile campaigns

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

- Standardization document up to date May 2013
- Mobile Privacy rules info for all IAB members – and stage 2 info for the market
- Cannes Mobile Lions Event
- Mobile cases platform

SPAIN

Mobile Ad Revenue:	27 M € (3% of total digital ad investment). 80% Display, 20% Search.[27]
Main mobile operators:	MOVISTAR (3789 M € Total income 2012, -25% vs 2011) VODAFONE (2615 M € Total income 2012, -17% vs 2011) ORANGE (2015 M € Total income 2012m -8% vs 2011) YOIGO (432 M € Total income 2012, +5% vs 2011) MVNOs (653 M € Total income 2012, +35% vs 2011) (Total business: 9504 M €, -16% vs 2011)
Mobile network technologies:	3G, 4G, WiFi
Mobile voice subscribers:	Personal39.791.832 Business 10.873.267 Total: 50.665.099
Mobile data users:	22 M (17.5 M with flat fee)[28]
Does your IAB have a mobile committee/council/ group?	Yes. The Mobile & New Media Division includes 7 committees: Mobile, Social Media, Connected TV, Video, Content, Digital Signage and eCommerce.

What is the general state of mobile advertising/marketing in your country? Relatively speaking how important are each of the following: messaging (SMS or MMS); mobile web; mobile app; mobile search; mobile video?

[27] IAB SPAIN Research http://www.iabspain.net/wp-content/uploads/downloads/2013/03/Informe-Inversi%C3%B3n-Publicidad-Total-A%C3%B1o-2012.pdf
[28] CMT (Spanish Government) http://cmtdata.cmt.es/cmtdata/jsp/inf_trim.jsp

Spain remains in a general state of big crisis with 27% of unemployment (52% in young people), that affects all kind of markets (to have a reference, in US is 7%). The digital market is growing flat (1%), while mobile is growing around 60%, while offline media (TV, press, etc.) is falling 15-20%. That's why 2012, was the first year when Digital (Web + Mobile) become the second largest market in ad investment, only after TV (1815 M € vs 885 M €).

Respecting Mobile:

- SMS services are gone (It was the king of the market in 2007 and now it doesn't exist). MMS never took off. That's one of the reasons we created the committee "Content", where we try to find out how to monetize mobile content in a market without SMS premium (on the other hand, we also discuss "Branded content").
- That's why mobile advertising is growing up, but it is not the same volume of business that SMS was. Example: the mobile content market was around 200 M € in 2003. All the mobile advertising market was 27 M € last year.
- Apps: we had a big "bubble" in apps market when in 2008 all aggregators started to try selling expensive apps to cover the income SMS was not doing. Adding the fact that nobody had much idea about apps strategy and how to offer a real added value to end users, brands played the "trial & error" phase. After that, brands decided to stop investing in mobile apps unless there was a real need. Now we are trying to create an environment of confidence to push investment (for example, launching an IAB code of conduct for apps developers to create trust in users).

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

- Mobile & Tablets are now part of every standard digital advertising campaign, and will still continue growing. Social Media, eCommerce, Advertising and, in general, all digital user experiences, are growing up because of mobile usage.
- The future market is no longer "mobile – PC," it is "Apps – Browser." In the "Internet of things" market, users will have only 2 ways to connect to internet: Apps and Browser. It will be easier for brands to understand the digital market in this simple way, because once you develop an App, it can be available in Connected TVs, in Digital Signage, in connected Refrigerators, Watches, Cars, Mirrors, whatever. With this view, ads investments will go to Browser or Apps, no matter the hardware.
- New Media: We are seeing that new markets have the same problems we had in mobile a few years ago. Audience measurement, standard ad formats, educate the market, etc. etc., are the same needs we received from CTV or Digital Signage or Social Media. And mobile is always in the middle of all these new media markets: in digital signage you use it to interact with the screen, in TV you use it with social media and we talk about "second screen" behavior, in eCommerce you use it to search info while you are in the store, etc. It's all connected. Mobile is now Mobile- Social Media-Connected TV-Video- Content-Digital Signage-eCommerce. It is the previous stage to the internet of things era.
- The main trend we find now is how mobile is going to redefine traditional end user experiences: in retail, in health, in the street, etc. The future experience is no longer only in your mobile screen, it is connecting your digital world with your offline world through mobile. Redefining offline is the trend.

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

1. Mobile research study 2013 (7^{th} year)
2. Standard ad formats for mobile & tablets
3. Synergy between mobile and the other 6 new media areas
4. "Mobile & New Media Catwalk"-> a very ambitious event for Q4 or Q1. We want to make a very big show for 500 CEOs in the market where we explain new trends in a very spectacular way (an emotional show, not rational). Instead a catwalk for models, a catwalk for BUSINESS models.
5. Partnership with eShow Madrid and Barcelona to manage the "Mobile Area" with conferences.
6. Mobile Business course for Managers. Two months in length.

SWEDEN

Mobile Ad Revenue:	381 060 000 SEK (42 668 548 EURO)[29]
Main mobile operators:	Telia, Telenor, Tele 2, 3
Mobile network technologies:	3G, 4G, WiFi
Mobile voice subscribers:	NA
Mobile data users:	56% of total [30]
Does your IAB have a mobile committee/council/ group?	IAB Sweden does have a mobile group

What is the general state of mobile advertising/marketing in your country?

IAB *Sweden* has recently (March 2013) executed an extensive market research in the field of mobile marketing. 1000 smartphone users, 50 companies and 30 agencies have been the subject for this field study.

Results can be summarized in 4 bullets:

- Swedish consumers (60-70% smartphone-penetration) are very advanced in the way they consume mobile content and how mobile is being integrated in peoples life. Our study also shows a very positive and open attitude among swedes within most mobile marketing disciplines. Mobile promotions and geo offers, mobile integrated in campaigns, mobile in shopping and useful mobile apps scores very high.
- The majority of Swedish companies have done some sort of mobile marketing. Execution though is in many cases bad and many companies are still struggling finding the right mobile tactics that can fit for their business. One of the problems is lack of planning/strategy and low competence within companies and among agencies
- Swedish agencies are self-critical. 50% of the agencies interview in the survey says the agency (branch) is lacking competence. Many agencies are not suggesting any mobile marketing to their clients because of this.

[29] IRM (Institutet för Reklam & Mediestatistik, http://www.irm-media.se/).
[30] TNS-Sifo (http://www.tns-sifo.se/

- Mobile Marketing has a great future in Sweden. Customers embrace their mobile not only in social life – the survey reveals they are even willing to let brands and companies into their ”mobile life". Companies need to add more structure to their mobile marketing and they need to put higher pressure on their advisors/agencies to make sure the execution is right.

  Anders Börde/Head of IAB/mobile, IAB Sweden

How important is each of the following for your members' businesses or strategies: (number of answers in brackets)

	Not interesting at all			Very interesting
SMS and MMS	38,5% (10)	38,5% (10)	15,4% (4)	7,7% (2)
Mobile web	0,0% (0)	0,0% (0)	22,6% (7)	77,4% (24)
Mobile app	3,2% (1)	19,4% (6)	58,1% (18)	19,4% (6)
Mobile search	0,0% (0)	9,7% (3)	22,6% (7)	67,7% (21)
Mobile video	0,0% (0)	16,1% (5)	32,3% (10)	51,6% (16)
Smartphone	3,7% (1)	7,4% (2)	25,9% (7)	63,0% (17)
Tablets	3,7% (1)	14,8% (4)	29,6% (8)	51,9% (14)

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

- Video on second screens
- Dynamic promotion on smartphones/tablets
- Local search
- Increased understanding of mobile users' behavior-> understands how to make money on the mobile channel.
- Understand usability/mobile Web attached to the business. Not just mobile advertising. Search-> usability-> conversion.
- Shift ads and conceptualize Web + Mobile services
- Mobile search, and the ability to multichannel strategies (web, store & call center)
- The possibility to reach more users through more platforms i.e. in a household.
- To get an independent proof of ad purchases in mobile advertising.
- RTB
- That users use more time consuming media and in several different ways.
- Creativity
- SEO/SEM linked to television advertising, the second screen extension and even mobile moments linked to other content

- Targeted communication
- Huge consumption growth for mobile
- Get people to convert on the mobile
- Small-screen marketing, it is buyers' market so prices are advantageous.
- Find ways to combine multiple media types/platforms at the same time and make it work.
- The growing volume.
- New format and geo-positioning
- Developing price strategies for online, sharpen the mobile offer positioning of mobile marketing.
- It is like the internet or anything else

What do you think is the biggest mobile challenge for media companies or advertisers in your country in 2013?

- Video Online compared to TV
- User privacy on mobile phones/tablets.
- Migration of users to the mobile, with fewer and fewer ad formats.
- Decide how they face the "media revolution" strategically and how to leverage mobile channels in the marketing mix.
- To show how to calculate the ROI, as usual.
- Create volume and scale of these revenue streams
- Browser revenues Programmatic buying
- Web TV views Measurability, being able to compare Apple with Apple Rogue operators in the market, especially o RTB world
- To understand what mobile advertising contributes to in the media mix.
- Mobile advertising
- To get the production budget to include *so* much more than it did in the past.
- The rapid movement to new channels and that user will consume content across multiple channels. There will no longer be one or two, there will be more. It places high demands on how we produce and publish content. How we ensure quality in all channels.
- Find what works best in terms of conversion via mobile. That is, if the target is not CTR from advertising but to get the right customers.
- To focus on the wrong issues
- To ensure that targeted communication reach the right customers and that there is a dialogue with customers.
- Immature market
- Get people to convert mobile
- Connect mobile marketing with other platforms/channels
- Get correctly paid online.
- To find the cost models for advertising that both advertisers and media companies can live with.
- To explain the benefits and prove the effects!
- Creating relevance online and not just reach.
- They believe that mobile is the rescue on something they did wrong with internet

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

IAB Sweden has recently (March 2013) executed an extensive market research in the field of mobile marketing. 1000 smartphone users, 50 companies and 30 agencies have been the subject for this field study. (www.iabmobile.se) There were 22 partners in the project and the result of the market research was presented at a half day seminar by the end of April. The project will continue.

UNITED KINGDOM

Mobile Ad Revenue:	£526m[31]
Main mobile operators:	Orange/T-Mobile (EE), Vodafone, O2, Three
Mobile network technologies:	3G, 4G, WiFi
Mobile voice subscribers:	49,500 000 people have a mobile phone in the UK[32]
Mobile data users:	45,952 000 data users[33]
Does your IAB have a mobile committee/council/ group?	IAB UK has: Mobile Steering Group, Mobile Leadership Council, Mobile Council, Agency Ambassadors

What is the general state of mobile advertising/marketing in your country?

The growth of mobile advertising in the UK has been staggering over the past few years. In fact, the total mobile market is up 148%, on a like for like basis, from 2011 to 2012 which highlights just how quickly the market is moving.

The full year 2012 total is £526m, which puts it at 10% of total digital spend. The growth of mobile has, in fact, stimulated the growth of digital as a whole (which is up 12.5%, on a like for like basis). This shows just how important the channel has become for advertisers in the UK.

How important is each of the following for your members' businesses or strategies:

Messaging (SMS or MMS) - Mobile messaging is still a critical part of many advertisers strategies. Our latest Ad Spend figures show messaging up 57%, year on year, from 2011 to 2012. This gives it a 1.7% revenue share of the total mobile spend.

Mobile web - According to our latest Adspend Study, 40% of standard display ad spend is in browser inventory. This shows just how important mobile web is to our members.

From an advertiser's perspective, we strive to educate them on the benefits of including mobile web in their strategies. In our Mobile Site Optimisation Study II, which we conducted in January 2013, we found that 57%

[31] IAB/PWC Adspend study
[32] comScore
[33] comScore

of the top 100 UK advertisers have a mobile optimised site. This is a 54% uplift from when the same study was conducted 6 months ago (August 2012). These are encouraging signs, however there is obviously still a disconnect between the opportunities mobile offers and some advertisers.

Mobile app - According to our latest Adspend Study, 60% of standard display ad spend is in app inventory.

Mobile search - As with online, search is the marketing tool which is has the largest proportion of the market due to its transparency and measurability. In fact, our latest Adspend figures show that search accounts for 69% of total mobile ad spend. That puts it at a total spend of £365m, which is a 164% increase, on a like for like basis, from 2011 to 2012.

This is a substantial portion of total spend, however when you consider that agencies are reportedly seeing up to 25% of their clicks coming from mobile devices you can begin to make some sort of sense it. This is also set to increase, with mobile search clicks predicted to overtake online by the end of 2013.

The Big Mobile Handbook, which was a collaborative industry piece published in 2012, takes a closer look at search on mobile and how to optimise search campaigns.

Mobile video - Mobile video has seen a rapid growth in the last couple of years. In our latest Adspend study we found a 1601% uplift, on a like for like basis, from 2011 to 2012. Total spend is now at £13m, which shows how important it is becoming, and how mobile can be used as a branding tool and not just as a direct response channel.

Smartphones - UK Smartphone penetration is now at 67% (comScore).

Tablets - UK Tablet penetration is now at 22% (comScore).

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

The Internet Advertising Bureau UK (IAB UK), in Q4 2012, conducted a Future Facing Study which looked at 3 mobile markets (UK, USA, South Korea), as well as using industry experts to take a look into the future of the mobile channel. The study found that consumers and experts agree on 3 key themes for the next 2-3 years – Mobile wallet, optimised websites and the cloud. It's really interesting to see consumers driving the push for practical mobile services. It's also interesting to see that they are pushing for optimised sites, which suggests a level of frustration when consuming non-optimised content.

What do you think is the biggest mobile challenge for media companies or advertisers in your country in 2013?

The IAB UK has conducted an Agency Snapshot Study, annually, since 2008 which gives an insight into current knowledge surrounding mobile advertising and uptake within today's media climate. The study looks at barriers to entry, as well as agency's understanding of mobile advertising.

The results of the 2012 study found that agencies felt they had the least understanding in responsive web design, mobile privacy and real time advertising on mobile. Agencies also felt that in order to increase mobile spend the industry needs to educate clients, provide case studies and improve tracking and measurement.

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

The IAB UK has a large focus on growing the mobile industry in 2013. Some of the key initiatives we're working on are:

Mobile Engage - Mobile Engage is our biggest mobile event of the year, with speakers form a wide range of different companies including tech providers, brands and agencies. The theme this year is the Mobile Majority and we are expecting a full house at the Mermaid Centre in Barbican. The conference is on Thursday 16th May with speakers including Facebook, Weve, Microsoft and Google.

Industry Discrepancies Report - The Industry Discrepancies Report is the result of the complex nature of ad serving and tracking, created more so by the fact that mobile does not have a fixed connection. The IAB UK has produced an FAQ document, which aims to add some clarity when looking into why discrepancies occur, as well as give some guidance on how to reduce them.

Retailers on Mobile Audit - The study will look at the top 50 UK retailers (based on ad spend) and measure them against a number of KPI's to see how well equipped the UK retail industry is for mobile. The KPI's include - Mobile Optimised Site, App, Mobile Check Ins, Responsive Web Design.

The aims of the study are to highlight where retailers are performing well in the mobile space, and to offer practical lessons to those who are behind the adoption curve.

The study will be launched on the 18th June at the Mobile and the Retail Landscape event.

IAB/PWC Adspend Study - H1 2013 figures will be released in October 2013.

The Big Device Project - This is a collaborative project, with the IAB UK's research team, aiming to give marketers practical lessons surrounding how to best plan their media in the current climate; with so many new and exciting channels to think about.

We are aiming to launch the research at Engage, which is on Thursday 17th October.

The Big Mobile Shopping Handbook - Last year we released The Big Mobile Handbook which looked at a wide range of mobile disciplines. This year, we're focusing on mCommerce, looking at how brands can adapt to the unique opportunities mobile offers.

Agency Snapshot Study - This study has been conducted since 2008, looking into media agencies and their perceptions of mobile marketing. It gives a great insight into current uptake of mobile within agencies, as well as highlighting where potential knowledge gaps are.

Mobile and Tablet Creative Gallery - A place to showcase exciting mobile and tablet campaigns, hosted on the IAB UK's site. This will give our members the chance to show off the brilliant work they are doing in the mobile space.

ASIA-PACIFIC

AUSTRALIA

Mobile Ad Revenue (2010):	AUD $86.2M[34]
Main mobile operators:	Telstra, Optus, Vodafone
Mobile network technologies:	4G (Telstra & Optus network – approx. 60% population coverage), 3G, Wifi
Mobile voice subscribers:	16.2M[35]
Mobile data users:	NA
Does your IAB have a mobile committee/council/ group?	IAB Australia has a Mobile Advertising Council

What is the general state of mobile advertising/marketing in your country?

The mobile ad market grew strongly in 2012 to $86.2m, up 220% from a small base in 2011. This still only represented under 3% of the total digital market, however strong growth is expected over the next 12 to 18 months with many agencies having introduced mobile specific directors and teams to help ramp up their mobile investment & capacities.

In an industry survey run by IAB Australia, marketers & agencies predicted their display spend on smartphones would increase by over 80% in the next two years and spend on tablets by over 180%. Three quarters of marketers and agency representatives in this study believe that mobile will be the fastest growing media over the next five years. (source: IAB Mobile Landscape Report March 2013)

In terms of specific marketing channels,

Messaging (SMS or MMS) is not that popular in Australia and the focus of the majority of our members is on media buying rather than a broader marketing remit.

Mobile web, app and video advertising are all very important

Mobile search is very important to a number of our publishers but of secondary importance to other forms of display related mobile advertising for most of our members.

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

[34] IAB Australia PWC / IAB Online Advertising Expenditure Report.
[35] Australian Bureau of Statistics

Advertisers & media companies have a huge opportunity to design advertising & media offerings specifically tailored for both smartphone & tablet users. Consumer mobile usage & behavior is well advanced in the Australian market, so the audience is already available and very comfortable with moving between screens for their media consumption and transactional habits.

What do you think is the biggest mobile challenge for media companies or advertisers in your country in 2013?

As with any fast growing media we need to make sure that we ensure that infrastructure is developed to support this growth. Investment in training, education and measurement systems is vital as well as helping the marketers understand the effectiveness and ROI related to mobile.

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

The Mobile Advertising Council is just about to release a large piece of research that brings together consumer & industry perspectives titled IAB Mobile Landscape Report (launch Apr 10th). Other key projects in the mobile sphere include:

- Mobile audience measurement review (underway)
- Mobile Media Buyers Guide (May/June release)
- Mobile Fundamentals training (Apr & Aug)
- Mobile advertising awards within IAB Awards (July event)

NEW ZEALAND

Mobile Ad Revenue:	NZD$1.21million [36]
Main mobile operators:	Telecom, Vodafone, 2Degrees
Mobile network technologies:	3G, 4G (limited), WiFi
Mobile voice subscribers:	NA
Mobile data users:	NA
Does your IAB have a mobile committee/council/ group?	IAB New Zealand has a Mobile Advertising Council.

What is the general state of mobile advertising/marketing in your country?

- Smartphone penetration has now reached 50% and as the price of handsets continue to fall this will continue to increase.
- Mobile advertising experienced 176% annual growth, we are estimating 120% growth for 2013

[36] IAB/PwC Insights Report.

What do you think is the biggest mobile opportunity for media companies or advertisers in your country in 2013?

Commerce & search: New Zealanders are using their phones more & more to not only research product & services but also to purchase. In a recent IABNZ survey, 43% of New Zealanders went on to buy a product or service after using their smartphone to research it

What do you think is the biggest mobile challenge for media companies or advertisers in your country in 2013?

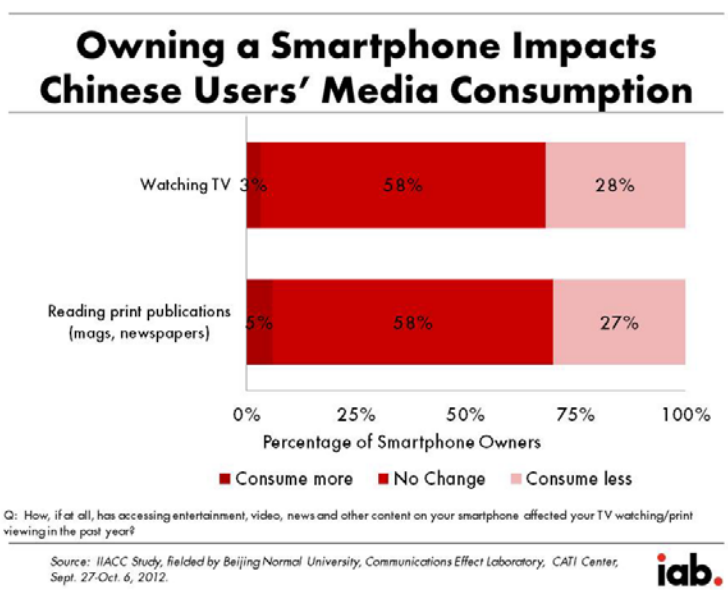
Client education, lack of mobile friendly websites, measurement

What plans does your IAB have for mobile for 2013? Any research, events, papers, webinars, or other things planned?

Key areas will include: local research and case studies; advertising standards and guidelines; and mobile advertising expenditure reporting.

TRENDS IN CHINESE SMARTPHONE ADOPTION

In 2012, the Internet Interactive Advertising Committee of China (IIACC) launched a research project to understand Chinese smartphone and tablet ownership and usage patterns. That research was designed in part to yield results comparable to a 2012 study IAB conducted of US smartphone and tablet users, "Mobile's Use in a Consumer's Media Day."

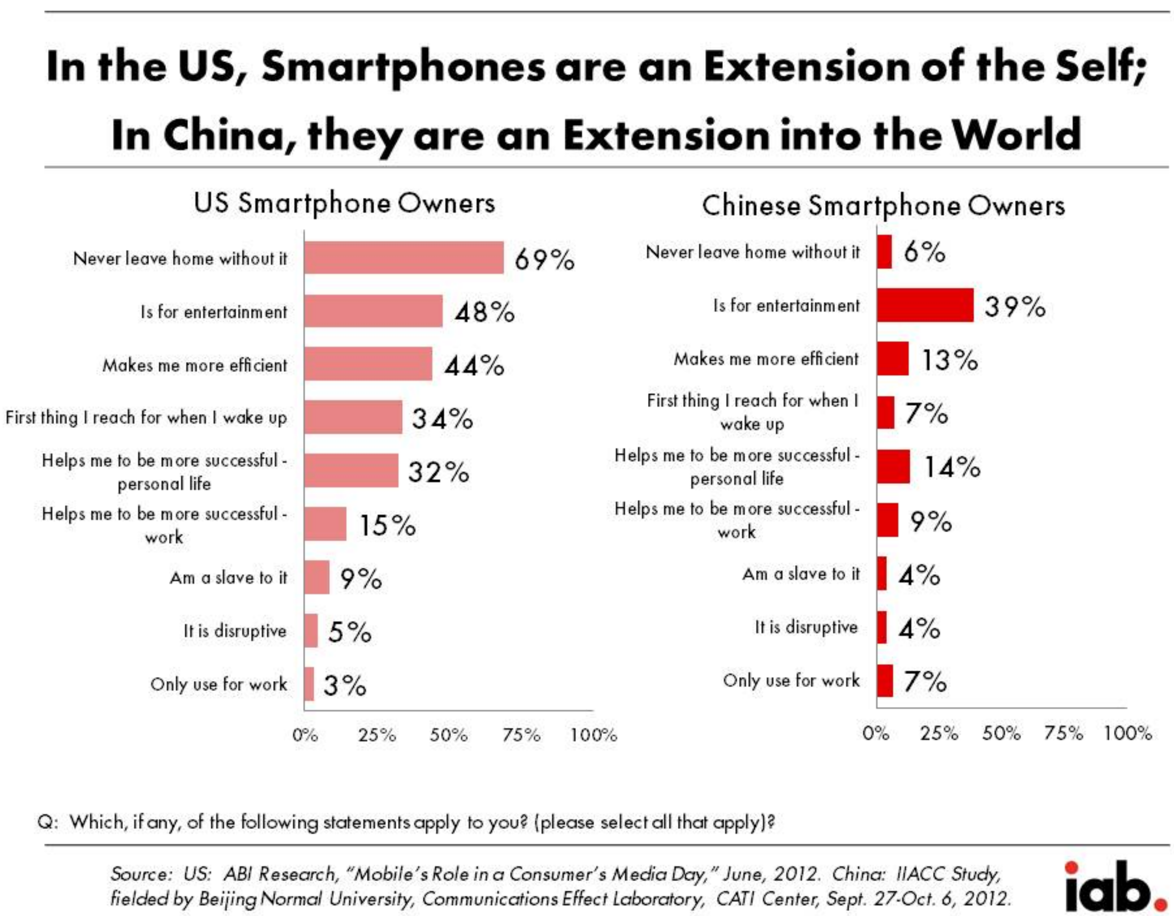


The IIACC found that about 23 percent of Chinese consumers owned a smartphone, and 7 percent owned a tablet. These statistics compare with the about 45.5 percent of Chinese consumers own a feature phone. As in many other countries, Chinese smartphone and tablet owners tend to be more educated and affluent than other device users, and tablet use in particular is higher in larger cities.

Chinese smartphone owners make significant use of them: more than 40 percent of smartphone owners use their device to access the internet for over an hour per day, and 23 percent spend three or more hours per day accessing the internet via smartphone.

Comparing US and Chinese reported smartphone attitudes and behaviors highlights some significant differences. Almost 30 percent of Chinese smartphone owners say that having their smartphone has led them to watch less TV. And almost the same percentage say that having their smartphone has led them to read fewer print publications. This a markedly stronger impact than the IAB has seen for US smartphone owners.

The data also suggest that Chinese consumers have a different outlook on their smartphones than American consumers do. Only 6 percent of Chinese smartphone owners say they "never leave home without" their devices, suggesting that, while valued, smartphones are not necessarily the addictive devices they are in the US. Meanwhile 39 percent of Chinese smartphone owners say their device is for entertainment, the most widely cited option on the list of attitudes the study asked about. IAB and IIACC conclude that whereas Americans view the smartphone as an extension of the self, Chinese smartphone owners view it as an extension into the world—less a personal device, and more a portal to useful and entertaining content and services.



CONCLUDING THOUGHT

Just as mobile devices play differing roles from one individual to another, usage patterns and "killer apps" also differ from country to country. Marketers and media companies alike will need to absorb the lessons of these differences in order to build successful global mobile strategies.