

Global mobile advertising industry grows by 61% in Q2

SINGAPORE: BuzzCity, the global mobile media company, on 6 July 2010 released the results of its Global Mobile Advertising Index for Q2 2010, with South Africa in fourth place, sporting an impressive 65% increase in ad banners served, while Kenya reported a massive 243% increase for the period. The Kenya growth, while impressive was the third largest growth percentage after Vietnam, which reported a 273% increase. Meanwhile Ghana showed a massive 654% growth rate, although it was off a low base.



The data, gathered over the three month period from April to June, reveals a global Q-on-Q increase of 61% from the Q1 period.

During this reporting quarter, a total of 44 markets each delivered monthly traffic exceeding 10 million impressions per month - an increase from 32 markets in Q1. In addition to the large numbers of advertisers in the mobile industry, Q2 also welcomed increased advertiser interest from travel providers such as Malaysia Airlines, and sports brands including Adidas, Puma and the South African player Homeground which took advantage of the FIFA Football World Cup to promote its football-related content.

Cost reductions good for SA media growth

KF Lai, CEO of BuzzCity, said, "The cost reductions in South Africa are good for growth of the media. We have seen MTN cut 84% from its out-of-bundle data costs, to R0.32/MB. The catch is that this only applies to out-of-bundle data, but is at least a step in the right direction as 80% of South Africans are on prepaid plans."

TV media and web players such as Google, Yahoo and MSN also increased their mobile advertising campaigns and the auto and banking sectors continued to perform strongly.

In addition to the growth of advertiser interest, BuzzCity also experienced a 25% increase in the number of publishers joining the network.

Lai continued, "We are continually working to develop improvements to our system and the significant growth during Q2 is testament to the work we have done to ensure that our advertising network deliver higher ROI for advertisers and greater relevancy for our publishers partners."

We have also recently launched a range of new technology platforms - Mobilizer, SDK and the Djuzz Catalogue - which we have developed to ensure advertisers can target consumers more accurately and publishers can develop new revenue channels in order to improve and develop mobile content platforms for consumers. In order for mobile advertising to continue to perform strongly, it is important that new media platforms are generated in line with consumer demand - spending time listening to mobile communities will ensure the mobile industry retains relevancy and grows in profitability."

A measure of advertiser demand for mobile internet advertising

The Global Mobile Advertising Index tracks activity across BuzzCity's network including over 2500 publishers across the globe. The findings represent a measure of advertiser demand for mobile internet advertising.

To view the report in full, please visit the website [here](#).

The top 20 most active countries in Q2 were:

| Ad Banners Served : BuzzCity Mobile Internet Ad Network | | | | |
|---|-------------------|---------------|---------------|--------|
| Rank | Country | Q1 2010 | Q2 2010 | Growth |
| 1 | Indonesia | 2,872,072,670 | 4,371,305,379 | 52% |
| 2 | India | 1,098,092,028 | 2,171,124,268 | 98% |
| 3 | United States | 465,239,765 | 752,404,501 | 62% |
| 4 | South Africa | 357,935,671 | 591,342,559 | 65% |
| 5 | Vietnam | 72,609,450 | 271,058,161 | 273% |
| 6 | Kenya | 68,474,384 | 234,593,267 | 243% |
| 7 | Canada | 238,857,923 | 202,249,238 | -15% |
| 8 | United Kingdom | 229,424,686 | 191,110,177 | -17% |
| 9 | Saudi Arabia | 162,332,126 | 177,280,527 | 9% |
| 10 | Brunei Darussalam | 63,065,615 | 165,975,182 | 163% |
| 11 | Egypt | 69,883,601 | 165,423,290 | 137% |
| 12 | Malaysia | 116,211,205 | 158,380,628 | 36% |
| 13 | Nigeria | 125,656,815 | 152,982,212 | 22% |
| 14 | Bangladesh | 91,530,846 | 146,918,883 | 61% |
| 15 | Norway | 131,098,999 | 140,498,054 | 7% |
| 16 | New Zealand | 84,117,456 | 131,990,775 | 57% |
| 17 | Romania | 64,876,491 | 129,851,466 | 100% |
| 18 | Argentina | 78,558,094 | 120,199,035 | 53% |
| 19 | Mexico | 84,499,488 | 115,266,229 | 36% |
| 20 | Ghana | 13,931,300 | 104,976,116 | 654% |

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