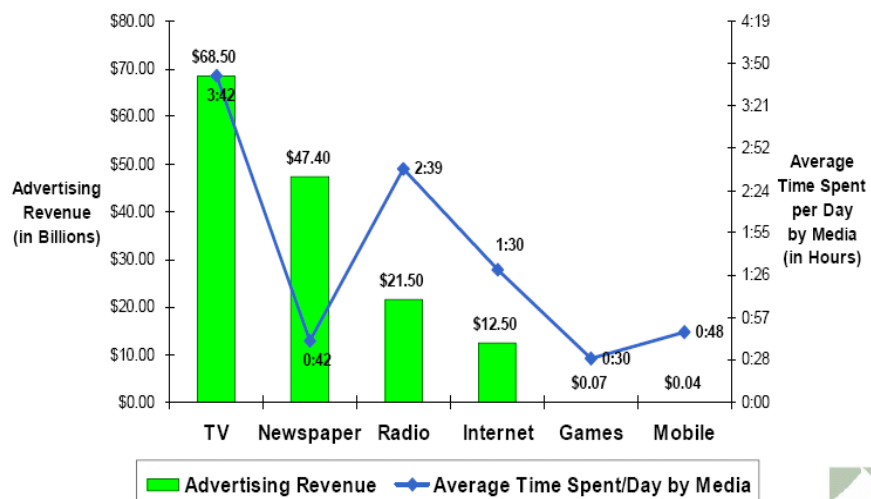




Denis Murphy
 Mobile Monday 21st of April 2008

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The Emergence of Mobile Advertising



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Mobile Advertising – Some examples



<p>SMS/MMS Campaigns</p> 	<p>Banner Advertisements</p> 
<p>Text Ads</p> 	<p>Paid Search Results</p> 

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First Phase of Mobile Advertising did not include the Mobile Operator



- **First Phase – Venture Backed start-up Screen Tonic, Jumtap etc.**
- **Major threat to operator from Google Yahoo. Vodafone relationship with Google and Yahoo etc.**
- **Operator has a set of unique assets that are relevant and highly valuable to the media ecosystem include:**
 - Delivery Channels (SMS, MMS, ODP, Video, In Call, In Message etc.)
 - Data (Performance, Behavioural, Demographic, Context etc)
- **Operators must upgrade their Service Layer to offer this capability to the Media Ecosystem in a way that is transparent and easy to use;**
- **The Mobile Advertising Alliance was started as a market development initiative in order to define an end-to-end solution for Mobile Operators;**
- **All participants want to sell to mobile operators;**
- **It is important to the success of the participant companies that the Mobile Operator is successful;**

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GSMA Mobile Advertising Initiative



- **Inventory definitions and code of conduct:**
 - Create a clear framework for classifying current and future mobile advertising formats and business models
 - Develop a tool for the creation and implementation of national codes of conduct
 - Working in conjunction with the Mobile Marketing Association (MMA)
- **Measurement, metrics and customer profiles:**
 - Develop best practice for leveraging mobile user information and mobile advertising measurement techniques to optimise advertising efficiency and effectiveness
- **Mobile advertising campaign management tool:**
 - A common mobile advertising campaign management tool that would aggregate mobile advertising inventory to facilitate the media planning and buying process for advertisers and agencies

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The Mobile Advertising Alliance

A collaboration of leading-edge software vendors who have developed a Mobile Advertising enablement platform for Mobile Operators



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Mobile Advertising Alliance Platform

Advertiser Interface

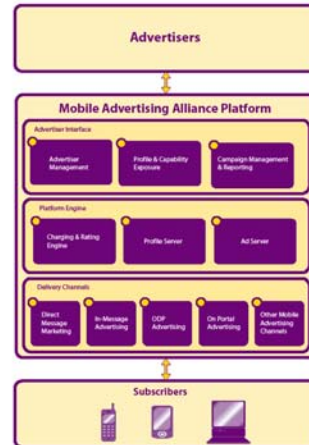
- Advertiser Management
- Capability & Profile Exposure
- Campaign Management & Reporting

Platform Engine

- Charging & Rating Engine
- Profile Server
- Ad Server

Delivery Channels

- Direct Message Marketing
- In Message Advertising
- ODP Advertising
- On Portal Advertising



Profile Server

•Unified access to all subscriber data & analytics

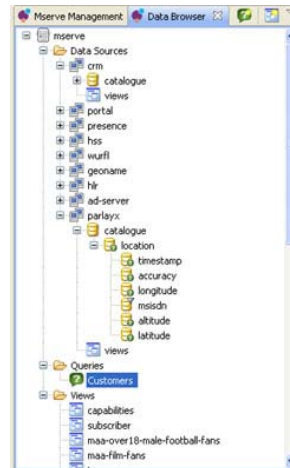
- Opt In
- Location
- Presence
- Device Capabilities
- CRM
- Billing Data
- Feedback data from platform

•Dynamically publish views on all data

- Define demographic profiles
- Consolidate feedback analytics

•Secure Privacy Controlled Access

- Pseudonymity
- Top-coding



Ad Server

- Ads serving to all channels from single server
- Based on:
 - Demographic profile
 - Campaign
 - Priority
 - Relevance
 - Capping and Limits
 - Context
 - Location
 - Device Capabilities
 - Publisher Site

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Delivery Channels

- Direct Message Marketing
 - SMS
 - MMS
 - WAP Push
- In-Message Advertising (P2P SMS)
- On Device Portal Advertising
- On Portal Advertising
- Open APIs for easy integration of other delivery channels



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