

The MMA, along with key leaders from the industry, is developing mobile advertising guidelines for mobile web, text messaging, downloadables, search, mobile video, and television as well as MMS. As the industry matures, the MMA will continue to define formats, guidelines, and best practices for all emerging technologies.

The MMA has a long history in establishing the rules of play for the broader mobile marketing and media industry. In the United States, the MMA's two foundation sets of guidelines, the Code of Conduct for Mobile Marketing, and Consumer Best Practices for Cross Carrier Mobile Content Services (CBP), launched in 2003 and 2005, respectively, have set the tone for all constituents in the U.S. mobile marketing industry. These best practices have been incorporated into contractual agreements at the wireless operators that will encourage not only adoption, but compliance as well. The MMA will continue to publish these standard-setting guidelines to help grow the sustainable development of mobile marketing worldwide.

Guidelines and best practices help ensure a level playing field and consistent industry expectations in all mobile data services. Best practices are important not only to grow the industry but to ensure a positive consumer experience. Understanding and adhering to industry best practices is key to our industry's success. Make sure you understand the rules by which we play so that we can collectively ensure a consistent consumer experience and ease of entry for brands and media buyers worldwide.

THE FUTURE OF ADVERTISING IS IN THE CONSUMERS' POCKETS

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For many years, advertising has dominated television and Internet screens, so extending ads to the so-called third screen on mobile phones is a natural next step. This is particularly true because the time consumers spend watching

television or reading newspapers is steadily declining and the number of global cell phones is skyrocketing.

There are more than 2.4 billion global cell phone subscribers today compared with roughly 1.2 billion Internet users. And recent technical improvements to both handsets and networks have made it easier to use cell phones for more than making calls. Advertisers want to make sure that their brand is seen where consumers are spending time, and as more consumers rely on sophisticated handsets to surf the Web, check their e-mail, and download media content, advertisers are looking to mobile to attract this particular audience. Many analysts and industry insiders believe that mobile marketing and advertising is beginning its growth trajectory and has the potential to be a multibillion-dollar market.

Consumer research confirms cell phones have become the one thing consumers never leave home without. They are highly personal items that are always with you and always on. That kind of loyalty and constant connection offers distinct advantages over all other forms of media in terms of consumer engagement and the ability to incite immediate action. This is especially true as you get into the ability to target consumers by location and the handsets are equipped with payment applications that enable you to find and purchase local items quickly and easily.

Mobile devices also come with distinct challenges. Whereas consumers will spend hours surfing the Web on home PCs, when they are using their cell phone, their interests are usually much narrower. They are either looking for immediate information, (e.g., weather or sports scores), searching for a local service, or killing time between other activities. To successfully reach mobile consumers, ads need to be both contextually relevant and optimized for the small screen. With the limited room on a cell phone screen, ads and search results have to be highly targeted to individual user needs. And there is the always the expectation that the ads will be served in a way that doesn't disrupt calls or other communications activities. Given these challenges, mobile advertisers

are challenged to deliver a highly relevant and compelling user experience across a wide range of devices.

For several years, mobile advertising has matured along the same trajectory as online advertising. Both mediums provide vast improvements in audience targeting and results tracking over more traditional advertising vehicles; but mobile advertising can take marketing campaigns to new levels with immediate interactivity, location awareness and click-to-act content. Given the immediacy of the medium and the fact that the phone is always in the user's purse or pocket, the ability to reach and engage consumers goes far beyond any advertising opportunity out there today.

What needs to happen to turn potential into reality is that the ads and mobile applications have to be easy and fun to use while delivering valuable content to consumers. Concerns over what kinds of content consumers are willing to accept are valid, but if the advertising content they receive is targeted, easy to consume on a small screen, and provides value to them that becomes a moot point.

The way to drive usage is to ensure each and every communication is meaningful, and that requires the technology to effectively track and manage behavioral information and the applications to seamlessly deliver targeted content. Despite the obvious challenges of translating content to a mobile screen, the winners in this battle will likely be the companies with the technology and behavioral data necessary to effectively connect marketers with diverse groups of potential buyers.

Mobile advertising has experienced a watershed year in 2007. There is more inventory available, more money is being spent, and we now have case studies showcasing success including click-through rates that are as high as 10 times higher than online advertising.

The challenges in 2008 revolve around getting easy-to-use applications into consumer's hands and solidifying the partnerships necessary to create, target, and deliver compelling content.

There has been a lot of noise in the industry about the barriers erected by the wireless providers wanting to maintain

complete control over their customer's online habits. While opening that walled garden is one imperative, it really is up to the entire industry to create the infrastructure, revenue sharing, and value propositions that will make mobile advertising compelling for consumers and a source of revenue for industry players.

Mobile advertising has the potential to provide consumers and marketers with unprecedented opportunities to connect with content that provides value to consumers and drives increased revenue for marketers. The immediacy and advanced targeting capabilities offered by the medium provide both a tremendous challenge and a way to connect with consumers in more engaging and relevant ways than ever before. As the industry works to grow the mobile advertising business, it is in everyone's best interest to work together to balance the needs of advertisers with the overall consumer experience. Smart marketers realize that in the mobile world they can't just deliver static content and expect it to be seen. Success will be driven by applications and content that can engage and build loyalty with a highly mobile audience.

REACHING CONSUMERS WITH HIGHLY TARGETED, INTERACTIVE MOBILE ADVERTISING

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QUALCOMM has a rich history of enabling content delivery to mobile devices, most recently through its BREW™ development platform and MediaFLO™ mobile broadcast platform for delivery of mobile television and other services. New mobile broadcast services supporting mobile video, television, and data will be in high demand by consumers, and advertisers can also use these new services for targeted, interactive, and personalized advertising.