



Mobile Advertising Guidelines

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1.0 Overview

The MMA's *Mobile Advertising Guidelines* provide global formats, guidelines and best practices necessary to implement mobile advertising initiatives in a variety of mobile media channels including: Web, messaging, downloadable applications and video. The guidelines are intended to promote the development of advertising on mobile phones by (i) reducing the amount of creative effort required for a mobile advertising campaign, (ii) providing an effective and consistent experience on the majority of mobile phones worldwide and (iii) providing an engaging consumer experience.

The MMA's *Mobile Advertising Overview* provides an overview of the mobile media channels available to advertisers today, including the benefits and considerations to optimize campaign effectiveness and strengthen consumer satisfaction.

The *Mobile Advertising Overview* can be located on the MMA Website at <http://www.mmaglobal.com/mobileadoverview.pdf>.

The MMA guidelines are the result of ongoing collaboration between MMA member companies and MMA Mobile Advertising Committees in the Asia Pacific (APAC), Europe, Middle East & Africa (EMEA), Latin America (LATAM) and North America (NA) regions. Committee members are representative of all parties in the mobile marketing ecosystem, including handset manufacturers, operators, content providers, agencies, brands and technology enablers.

The intended audience for these guidelines is all those involved in the commissioning, creation, distribution and hosting of advertising via mobile. The MMA *Mobile Advertising Guidelines* present a baseline whose widespread adoption will accelerate market development and ensure consumer satisfaction.

2.0 Mobile Web

Network and back-office technology identify mobile phone models, browser characteristics and screen resolutions in order to serve mobile ads that are optimized to match each mobile phone's capabilities. In order to accommodate the wide range of capabilities, advertisers will be required to produce and provide their banners in various pre-defined dimensions, which are discussed later in this document. The ads served are selected from this set of pre-defined sizes based on a particular mobile phone model's capabilities and according to the best-fit principle. As a result, advertisers can increase campaign effectiveness by offering larger and richer ads that are more legible on high-resolution mobile phones.

2.1 Methodology

The key considerations while producing this recommendation were as follows:

- Limit the effort required to produce creative material.

- Ensure that advertisements display effectively on the majority of phones.
- Provide an engaging, non-intrusive consumer experience.

The guideline consists of a set of aspect ratios, actual banner dimensions, maximum file sizes and file formats.

2.1.1 Aspect Ratios

The recommended aspect ratios are 6:1 (default) and 4:1 (extended) for the following reasons:

- Having two aspect ratios provides flexibility of layout and positioning in different contexts.
- 6:1 is the default recommendation that every publisher should deliver.
- 4:1 is the extended size for optional use in campaigns that have the possibility to offer bigger ad formats within their sites.
- When providing specifications, publishers should remember to also specify the ratios and file types they support.
- Agencies should remember to verify the specifications with each publisher on their media plan including the aspect ratio for their chosen placements.
- Keeping the aspect ratio constant simplifies resizing of images and reduces effort.
- Both are sufficiently large enough to provide an effective advertising experience, yet small enough not to be intrusive.

2.1.2 Banner Dimensions

The recommended banner widths are 120, 168, 216 and 300 pixels.

An analysis of mobile phones in the market found that the usable screen widths fall into distinct clusters. That environment has several benefits:

- Keeping the banner widths to four dimensions limits the effort of creative production.
- The widths chosen provide a good fit for the majority of mobile phones, limiting the amount of redundant "white space" left on the browser.
- The widths chosen provide for an exact pixel height for both ratios defined, which simplifies scaling of the creative.

Basic image banners are intended for use in wide-reaching campaigns where the goal is optimum user experience across all ranges of mobile phones and data connectivity. Enhanced image banners are intended for use in campaigns where it is imperative to convey a rich media experience through advanced graphics or image animation.

The maximum file size for the largest basic image banner has been set at 5 KB. The maximum file size for the largest enhanced image banner has been set at 7.5 KB.

2.1.3 Animated Image Banners

There are a number of guidelines recommended for animated image banners:

- Mobile phones not supporting image animation tend to render the first image frame only. For this reason, the first image frame should contain the full and consistent advertising message, instead of leaving that information for subsequent frames.
- Animated images and automatic resizing do not seem to work together. Therefore, applying automatic resizing with animated image banners is not recommended. We continue to observe best practice in this area to discover possible solutions.
- There are several possible object formats, including animated GIF, SVG, Flash and interlaced JPEG. However, animated GIF is prevailing in terms of support on mobile phones today. We continue to observe best practice in this area to determine improvements to be incorporated into future guidelines.

2.1.4 Other Aspects

Additional aspects that have been considered, but have not yet been fully integrated into the recommendations, include the following:

- Automatic resizing of Mobile Web banners: This is a capability used by some providers, but not all. It bears possible challenges with some creative material that does not scale well (e.g., text, graphical details). There is also no common practice regarding which banner sizes should be provided of the image to be resized. It should be noted the automatic resizing does not work well with animated banners.
- “Advertising” signifier: Some providers and/or markets recommend or require advertising images to be labeled so that consumers realize that an image is an advertisement and/or that it is clickable. Advertisers should be aware that a portion of their creative space may be hidden by such signifiers (e.g., the leftmost or rightmost border of the banner). This convention varies by market.
- Bullets can be used on the corner of creative to inform users that the images are clickable.
- Color depth of Mobile Web banners: Specifying file sizes is deemed to be sufficient. The committee will continue to observe the need for possible further recommendations.

Text taglines are an optional feature that can be added to an image banner. Text taglines have several advantages and disadvantages:

Advantages:

- Most consumers are unfamiliar with image banners on Mobile Web sites. Many consumers also don’t realize that image banners can be navigated to and clicked on, whereas a text tagline is much more recognizable to consumers in that respect.
- An image banner with a text tagline usually generates higher click rates.

- Some older browsers cannot navigate graphical elements at all, in which case a text tagline is required to make the image banner clickable.

Disadvantages:

- Image banners with text taglines together use more real estate (space in the usable browser window), typically at the expense of other Web elements, such as navigation and content.

There is no consistent best practice and hence no clear recommendation regarding the use of additional text taglines. Instead, media owners and publishers need to make a case-by-case decision about what best suits their business requirements. Irrespective of using additional text taglines, the MMA recommends that advertisements contain some form of call-to-action clearly identifiable by the user (e.g., “find out more” icon button).

2.2 Technical Specifications

2.2.1 Mobile Web

Ad Size	Technical Specifications	Sample Creative (approx. size)
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 50 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <5KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <7.5 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> • 216 x 36 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <3KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <4.5 KB file size 	
Medium Image Banner	<ul style="list-style-type: none"> • 168 x 28 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <2KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <3 KB file size 	
Small Image Banner	<ul style="list-style-type: none"> • 120 x 20 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <1KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <1.5 KB file size 	
Text Tagline (optional) ¹	<ul style="list-style-type: none"> • Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small 	View Program

¹Some providers allow a text tag below the banner ad.

Table 2: Image Banners in Extended 4:1 Aspect Ratio

Ad Size	Technical Specifications	Sample Creative (approx. size)
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 75 pixels • .gif, .png, .jpg for still image • Animated gif for animation Basic <ul style="list-style-type: none"> • <5KB file size Enhanced <ul style="list-style-type: none"> • <7.5 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> • 216 x 54 pixels • .gif, .png, .jpg for still image • Animated gif for animation Basic <ul style="list-style-type: none"> • <3KB file size Enhanced <ul style="list-style-type: none"> • <4.5 KB file size 	
Medium Image Banner	<ul style="list-style-type: none"> • 168 x 42 pixels • .gif, .png, .jpg for still image • Animated gif for animation Basic <ul style="list-style-type: none"> • <2KB file size Enhanced <ul style="list-style-type: none"> • <3 KB file size 	
Small Image Banner	<ul style="list-style-type: none"> • 120 x 30 pixels • .gif, .png, .jpg for still image • Animated gif for animation Basic <ul style="list-style-type: none"> • <1KB file size Enhanced <ul style="list-style-type: none"> • <1.5 KB file size 	
Text Tagline (optional) ¹	<ul style="list-style-type: none"> • Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small 	View Program

2.2.2 WAP 1.0

The following table provides a regional summarization of WAP 1.0 specifications. The MMA will work to develop a synchronized global specification to be published in a future release.

Table 3: Technical Specifications—WAP 1.0

Ad Unit	Technical Specifications	Sample Creative
Asia Pacific: Standard Text Link for 128 & 176 screen sizes	<ul style="list-style-type: none"> • 1 line of text maximum • Up to 8 characters maximum 	ABCD酷炫网站
Asia Pacific: Text Link for 240 screen size	<ul style="list-style-type: none"> • 1 line of text maximum • Up to 12 characters maximum 	ABCD广告片流

Table 3 Continued

Europe, Middle East & Africa: Standard Text Banner	<ul style="list-style-type: none"> • 3 lines of text maximum • Up to 16 characters per line • Max. 35 characters total, including spaces 	
Europe, Middle East & Africa and North America: Standard Image Banner	<ul style="list-style-type: none"> • 80 x 15 pixels • B&W, 1-bit bitmap • < 200 bytes file size 	
Europe, Middle East & Africa and North America: Standard Image/Text Combination Banner	<ul style="list-style-type: none"> • 80 x 12 pixels • B&W, 1-bit bitmap • Text: Up to 16 characters • < 200 bytes files size 	
North America: Standard Text Banner	<ul style="list-style-type: none"> • 2 lines of text maximum • 12-16 characters per line • 32 characters total, including spaces 	

- Screen resolution has no effect on text link.
- Text link advertisements should be designed with reference to the overall design of the mobile site. The placement of links will vary by country and language.

2.3 Design Principles and Style Guides for Mobile Web Advertising

Mobile Web design principles and style guides have been available for years, and the adoption and adherence to those principles by site owners and publishers is increasing, benefitting the industry in the process. Those principles include:

- Limiting user input to numeric or short sequences of text due to the limitations of the keypad on most mobile phones.
- Limiting the overall data volume of a Mobile Web page to no more than 20 KB so the download time isn't longer than most users will wait.
- Limiting the number of retrievals (e.g., of images) per Mobile Web page to 10 in order to reduce page loading delays caused by roundtrip times for each retrieval.

Mobile advertising does not require any particular design principles and style guides in this respect. Existing general guidelines should apply to Mobile Web sites containing image banners, as well as to those Mobile Web sites linked to via image banners (post-click), such as jump pages, campaign sites and self-contained permanent third-party Mobile Web sites.

¹Some providers allow a text tag below the banner ad.

More detailed design principles and style guides for Mobile Web sites can be found in the W3C Mobile Web Best Practices at <http://www.w3.org/TR/mobile-bp/>.

In addition, it is recommended that Mobile Web sites conform to W3C mobileOK Basic 1.0 guidelines; which are available at <http://www.w3.org/TR/mobileOK-basic10-tests/>.

3.0 Mobile Messaging

3.1 SMS Ad Insertion Specifications

The SMS publisher or ad network will provide the specific character limitations based upon the available space in the message. SMS is inherently limited in its message length (amount of characters) available. Longer messages may be split into two SMS messages. SMS advertising is appended to the bottom of the content message to be sent to the user.

The available characters for ad copy is therefore dependent on how much room is left after subtracting the characters used in the main content body of the message. This will vary by provider. The guidelines below are suggested for maximizing response rates and suitable to cases where the basic message length is 160 characters (with spaces) to make the most of the limited message space available in SMS.

3.1.1 Partial SMS Ad Insertion (Teaser Ad)

- Use for promotion messages and calls to action, usually to “reply for more” information, or for branding messages (without call to action).
- Sixty character limit, but try to keep under 40 characters, if possible. Available publishing inventory increases as the size of the message decreases.
- If a URL is included in the teaser ad, use of a short (20 character) URL is recommended.
- The ad copy will be inserted only at the end of the original message and not before it. Also, in case the sender uses a personal SMS signature, the ad should be inserted after the signature.
- To optimize placement, the advertiser should develop several versions of ads to be used, depending on the length of sender’s message. For example, “Nike” or “Just do it, Nike.”
- There should be a clear separation between the ad and the original text using ‘*’, ‘**’ (single or double-asterisk), in the prefix “AD:” or ‘-’ (dash). The publisher is responsible for ensuring that the number of characters does not exceed 160 after the ad copy is appended. If a long SMS is created, the ad provider should carry all the costs of the additional SMS messages that are delivered.

3.1.2 Complete SMS Ad (Full Message Ad Copy)

- 160-character limit.

- May contain a URL. Use of short URLs is recommended to use reduce character count and maximize use of advertising space.
- Header should reflect the consumer query that resulted in delivery of the full ad message copy. For example, if the consumer replied “HOME” to get more info on real estate, the resulting ad should have “HOME” in the first line.
- Outside of the “From” field, the header should clearly display the sender identity, such as using “ENIKE” instead of “36453.”

3.1.3 Text and Punctuation

- Use punctuation only if required for clarity or emphasis.
- Note that a carriage return may count as two characters.
- Ensure that the publishing network recognizes any non-Latin or accented letters prior to use.

3.1.4 Functionality

- Response (return SMS)
 - User SMS requests for additional messages/information must be responded to within 12 hours or the request (opt-in) for that particular message will be deemed expired.
 - Responses to user requests may be delivered by an alternate common short code, but the relationship to the original request must be identified within the message.
- Click to call
 - Phone numbers must be local or domestic to the country your ads are targeting.
 - Phone numbers must be functional.
 - Premium destination numbers that would result in a charge that exceeds normal phone call charges to the end user are not permitted unless the terms are fully disclosed in the ad.
 - Emergency numbers (e.g., 9-1-1 in the United States and Canada, or 1-1-2 in parts of Europe) or any unrelated service numbers are not allowed.
- Link to Mobile Web sites
 - Landing pages must be viewable in Mobile Web browsers
 - Content must be related to the advertisement
 - The landing page must be working properly

3.1.5 Reporting

Advertisers should receive, at a minimum, monthly information on campaign performance. Metrics should include:

- Total message deliveries
- Unique deliveries (distinct mobile phones)
- Content of ads served
- Number of conversions (reply for more info)
- Number of unique user conversions
- Number of secondary conversions (if additional campaign interac-

tion is possible, such as searching for a location, or click-to-call)

- Network reports (geography and operators served)
- Viral marketing (tagged MMS message only) results, if available

3.2 MMS Ad Insertion Specifications

Mobile advertising in multimedia message services (MMS) offers desirable ad inventory because MMS messages are rich media, and unlike the Mobile Web, reside on the subscriber's mobile phone.

Editor's Note: In this revision of the MMA Mobile Advertising Guidelines, the MMA Mobile Advertising Committee is introducing an initial draft of MMS guidelines and best practices. The MMA anticipates the MMS section will quickly evolve as the industry and the MMA committee continues to define enhancements to the global guidelines and best practices (to be released in subsequent biannual or interim releases).

Due to the richness of the medium, advertisers should comply with guidelines for the three main parameters of formats, dimension and size.

3.2.1 Formats

Even though the options are varied, in order to simplify the standards and maintain best user experience, we suggest limiting the formats to the following:

The most common MMS format is the static full-screen ad. Additional formats include video and MMS banner ads.

Format Options for Static Full-Screen Ads:

- Images can be static images or animated GIFs.
- The ad can be before the original content (pre-roll) in the middle (mid-roll) or after it (post-roll).
- For color images, typically JPG, GIF and BMP formats are supported.
- Audio may be included, as well. The MMS message can include only the audio part or both audio and image slides; in this case, the audio can be a background to the image slide or before/ after it.

3.2.2 Dimensions

Most operators support media adaptation technologies, which offer the ability to determine the device types and screen resolutions as advertisements are being served, thus allowing each mobile phone to receive the ad size that best matches its capabilities. This increase in mobile screen resolution allows advertisers to utilize the amplified screen real estate (horizontal, and vertical) and delivers higher quality images. The on-the-fly flexibility provides a better experience for wireless users; however, media adaptation can reduce the ad and make some elements invisible.

3.2.3 Size

Ultimately the MMS size is dependent on the mobile phone's capabilities. We can divide the market into different groups of mobile phones:

- 2G mobile phones: MMS is supported, up to 30-100 KB
- 2.5G mobile phones: MMS is supported, up to 100-300 KB
- 3G mobile phones: MMS is supported, up to 350 KB (Note: This capacity is likely to increase over time)

In order to make the ad compatible with all mobile phones in the market, the complete ad should not exceed 100 KB. Therefore, in case the ad is inserted to other MMS, either P2P or A2P, we recommend that it not exceed 30 KB, allowing 70 KB for the original content. This size is typically enough for a good quality full-page image or animated gif.

The recommendation above is for a full-screen ad. Video requires more bandwidth. Each second of a video is about 10KB, so a 10-second video size is about 100 KB. No more than 10 frames per second is recommended.

Video advertising is recommended only in the case of a complete MMS ad, where the video ad is the only content sent to the subscriber, and then only to 3G mobile phones, which are best-equipped to render them correctly.

3.3 Reporting

Operators may use counting tools that use digital fingerprinting or similar technologies to track message distribution among users in the network. This allows the service provider to track the dissemination routes, to identify social leaders and to reward users for forwarding messages. However, all of these capabilities must comply with existing national level regulatory and legal frameworks covering privacy and the use of personal data. In addition, end users concerns and expectations will always need to be carefully managed. Taking all steps necessary to ensure end customers fully understand any proposal to use their data, together with providing a clear choice to opt in or out of this type of service is essential for its long-term success.

4.0 Downloadable Applications (North America Only)

Mobile downloadable applications are a fast-developing segment of the global market. Consumers are habitually opting into subscription-based models increasing the usage and market opportunity for downloadable applications.

Editor's Note: The Downloadables section is a result of committee output and collaboration from the North America branch of the MMA and includes best practices for advertising within mobile downloadable applications. The MMA anticipates that best practices and guidelines for downloadables will continue to evolve as we strive for global endorsement and collaboration on the guidelines.

4.1 Selection of Ad Units

- Ads should be optimized and dynamically delivered based upon the mobile phone's characteristics. For downloadable applications, this will mean selection from predefined sizes

that best fit on most mobile phones including small, medium, large and extra large sizes.

- Creative sizes – Advertising clients can customize their advertising campaign by creative. In the case where the format is consistent with banners and full pages, it is highly advisable that clients provide pre-set sizes, to build their advertising campaign. Full ad pages (also called ad landing pages) provide opportunities for the user to receive more robust or additional information from the advertiser.
- Mobile developers, in conjunction with their advertising partners, will define and create multiple creatives of each ad. The most appropriate creative should be selected for delivery based upon the mobile phone screen size and color depth, as determined by the advertiser and developer/publisher. This will typically be the largest screen size and resolution that fit and conform to the constrictions of the application, as well.
- Some small mobile phones may need to be excluded from banner ads based on the legibility of the specific logo or image built to specifications below.

4.2 Ad Unit Overview

- Ad banner – An ad banner is a static logo or image(s), text or combination of these that can appear anywhere within the application (e.g., on the application main menu page, or sub-pages). Ad banners should meet the below pre-determined size requirements. The ad banner can be selected by the user to view more information regarding the sponsor/advertiser (active state/non-static state).
- Ad full-page images – An ad page is a full-screen advertisement, which may be placed as a “bumper” screen for the launch and exit of the application, or as a splash or jump-page (formerly called interstitials) within the application. It may be used as the landing page from an earlier ad banner or may be a stand-alone full page. This full page may also be active or static.
- General behavior – Both ad banners and ad full-page Images may be active and link either to places inside the application or to outside the application through links such as click to Mobile Web, call or text. If the advertisement moves the user outside the application, specific consumer warnings and guidelines are necessary (see below). Ad pages provide opportunities for the user to receive additional information from the advertiser. This functionality must be consistent with a mobile phone’s capabilities (e.g., interactivity such as click to call, WAP push) and will be limited by both type of mobile phone and mobile phone connectivity.

4.3 Ad States

Ad banners advertisements in general have two states or combinations:

- Non-active/non-highlighted/static means the ad is visible on screen, but it is not in the select state.
- Active/highlighted/non-static means the banner is in the select state. You can access the ad and then click on it for more information.

Types of capabilities available for an ad:

- Advertisements without actions supported on all mobile phones (full page and banner units).
- Advertisements with some common active actions (e.g., click to call, click through to Mobile Web) are suitable only for Java phones that are Mobile Information Device Profile 2.0 (MIDP2) compliant and BREW 2.x and above (non smart phones only).
- Future advertising may leverage advanced features and application programming interfaces (APIs) that require specific device capabilities, such as JSR-179 for location on Java phones. Companies and ad networks that offer this kind of advanced functionality and proprietary actions should adhere to the principal of targeting ads with those actions only to phones that can support them.

4.4 Ad Specifications

4.4.1 Full Screen

Display on screen: Intended for display on a screen by itself or with minimal components of the application (e.g., title bar or soft-button labels).

4.4.1.1 Ad behavior

- Displayed in full, during which click through actions are enabled.
 - Impressions may be counted if they are fully resolved for any period of time or if the user clicks through.
- At any time the ad is displayed in full, the user should be able to click to continue past the ad into the content.
- For click through ads that do not require a customer to leave the application and migrate to, for example, a Mobile Web browser:
 - The MMA recommends that where possible, and in mobile phones that support after a click through, a user is put back to the same place in the application (e.g., World Series of Poker, with \$1M in chips).
- For click-through ads that do require users to leave the application, the MMA recommends:
 - Clearly notifying users that they will be leaving the application environment to experience the advertisement.
 - Giving users the option of canceling out of that/getting off of the ad and going right back where they were before.
 - Clearly communicating that, in most cases, users will need to completely re-launch the application in the same way they started the application.

- The MMA also recommends that for applications and games whose flow may be greatly disrupted by a click-through, ads should display before the launch or exit of the application, or queued until the end of the application experience, or avoided altogether.
- A preliminary recommendation for full screen ad display time is that the units disappear after a maximum of 5 seconds.

4.4.1.2 Graphics File Formats

- PNG (required on Java phones), JPG and GIF
- The file image may be dynamically changed based on mobile phone capabilities (image only, not size or color depth – i.e., new banner, same position or JPG to PNG).
- Static and animated images.

4.4.1.3 Sizes

- Generally, full-screen ads should use as much of the screen area as possible.
- It is recommended to keep the following in mind when creating size standards:
 - Square aspect ratios seem to allow the most flexibility for both Mobile Web and downloadable application platforms.
 - It is convenient for advertisers.
 - It also leaves room for title bar and/or soft-button labels – a key issue that cannot be ignored when addressing the downloadable application platforms.

4.4.2 Banners

Display on screen: Intended for display on a screen with content from the application.

4.4.2.1 Ad behavior

- Displayed with application content
 - The banner is displayed for as long as the customer is on this page of the application.
 - Impressions may be counted once the page is displayed and the ad is loaded/displayed in full. Defining a minimum display time for the ad to count as an impression is under consideration.
 - The state of the ad (active or static) should be apparent to the customer.
 - Best practice for placement of ad signifiers should be followed as described in the Mobile Web guidelines.
- The user may be able to click on the ad and be taken either to a jump page inside the application or external to the application (see above).
- Click through banner ads should behave in the same way click through full page ads behave.

4.4.2.2 Graphics File Formats

- PNG (required on Java phones), JPG and GIF
- The file image may be dynamically changed based on mobile phone capabilities (image only, not size or color depth – i.e., new banner, same position or JPG to PNG).

- Static and animated images.

4.4.2.3 Sizes

- Banner sizes should be as consistent as possible with established Mobile Web banner sizes.
- However, many downloadable application advertising campaigns will continue to be custom designed to support the needs and experience of the target audience.

4.5 Reporting

Downloadable applications operate in primarily two variations:

- Not-connected/never-aware applications pose unique challenges. These kinds of applications can have sponsorship-style advertising only. Ads are usually not refreshed during the lifetime of the application. Impression counting cannot apply here. The creative and size standards may still apply.
- Connected or occasionally connected applications (intermittently aware) are the dominant downloadable application use cases. Intermittently aware applications also pose unique challenges. Specifically:
 - The application must synchronize with the ad server or other entity (receiving) in order to transmit ad impression and/or click-through counters.
 - The application may receive and store the number of ads for rotation while the application is not network-aware.

The application must account for each ad served even if not in network-aware scenario (i.e., application must synchronize with ad server or other entity sending).

In addition, current best practices include:

- Support for more than one advertisement (re-fresh) and ad rotation, including deletion of previously stored or prior ads.
- Frequency capping and story boarding.
- Support for ad-insertion rules (e.g., time of day, category, content type).
- Expiration dates for ad (e.g., Super Bowl ad).
- Gathering and reporting of other information including mobile phone type, operator and unique ID.

Specifics on Counting Offline Behavior (mainly for connected/intermittently-aware applications)

Downloadable applications are expected to be commonly used in circumstances where an online connection to an ad server is not available. Therefore, some of the counting and monitoring functions of the ad server must be handled within the application or the mobile phone.

- To minimize discrepancies, the general principle is to report only impressions or actions that can be confidently reported after the fact. Actual enumeration is necessary for CPM-based sales, rather than any type of statistical inference. An impression is counted only after each dis-

play of an ad meeting the impression guidelines defined earlier.

- If the user is not online connected to the network when the ad banner is selected, it is not possible to provide access to the full-screen ad page unless cached. A message is displayed to indicate there is no network connection. This impression may only be counted towards a CPM if the collected data is stored for retrieval later.
- Actions that can occur offline (e.g., e-mail or SMS opt-in forms) may be counted only after the mobile phone connects again and the offline event is included with similar events for the campaign that happen while online.
- Other impression guidelines (e.g., minimal display time) are also unchanged from the online case.

5.0 Technical Requirements for Mobile Advertisers

1. Advertiser/merchant site infrastructure

- Advertisers will keep up with traffic demands and are responsible for all costs, communications, hosting, hardware and software, as well as all costs of implementation for their site or associated click-through pages.

2. Ad format serving

- Ad-serving infrastructure will serve the formats defined in these guidelines to phones on-the-fly, based on device-type detection and according to the best-fit principle, where the format choice is based on what a particular mobile phone's screen can accommodate.
- Content that cannot be displayed by a mobile phone should not be delivered. For example, if a mobile phone does not support GIF, then that format must not be served to that particular mobile phone.

3. Ad format testing

- It is recommended that tests be conducted prior to launching a campaign.

4. Automatic resizing of ad formats (optional and to be verified)

- Ad-serving infrastructure may be capable of performing automatic resizing, where a standard format is dynamically adjusted to exactly match the phone's display while maintaining the aspect ratio of the standard format.
- Based on early experiences, automatic resizing works well for still images and provides value, such as the ability to support large screens. The absence of MMA guidelines should not stop stakeholders from collecting experience in the field of automatic resizing by working along their own

guidelines. It should be noted the automatic resizing does not work well with animated banners.

- Advertisers are advised to ensure that their creative is suitable for automatic resizing, especially in cases where visual detail is essential.

6.0 Who We Are

About the Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 600 member companies, representing over fifty countries around the globe, include all parts of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has established Branches in the North America (NA), Europe Middle East & Africa (EMEA), Latin American (LATAM) and Asia Pacific (APAC) regions. For more information, please visit www.mmaglobal.com.

About the MMA Mobile Advertising Committee

The MMA Mobile Advertising Committee, with active committee member participation across the globe, has been established to create a library of format and policy guidelines for advertising within content on mobile phones. By creating mobile advertising guidelines, the MMA ensures that the industry is taking a proactive approach to keep user experience, content integrity and deployment simplicity as the driving forces behind all mobile advertising programs world-wide.

The MMA Mobile Advertising Committees, chaired by, Madhouse, Inc., Nokia Corporation, Vodafone Group Services, Ltd., Verizon Wireless and Yahoo! developed these guidelines in collaboration with the following MMA member companies:

MMA Global Mobile Advertising Committee		
4INFO, Inc.	Madhouse, Inc.	ShoZu
Action Engine	MediaFLO USA, Inc.	SinglePoint
Ad Infuse, Inc.	Medio Systems, Inc.	Sports.comm Ltd
AdMob, Inc.	Microsoft (MSN and Windows Live)	Sybase 365
AKQA Mobile	Mobixell Networks (Europe) Ltd	The Coca-Cola Company
Amobee Media Systems	Mozes, Inc.	The Weather Channel Interactive
AOL LLC	News Over Wireless	Thin Multimedia
AT&T Mobility	Nielsen Mobile	Third Screen Media
Bundesverband Digitale Wirtschaft (BVDW) e.V.	Nokia Corporation	Turkcell İletişim Hizmetleri A.S.
DoubleClick	OpenMarket	U.S. Cellular Corp.
Flycell	Out There Media Holding GmbH	Univision Online, Inc.
Gannett Digital	Qualcomm	Verizon Wireless

Greystripe Incorporated	Quattro Wireless	Vindigo
Handmark, Inc.	R/GA	VML
I-Mobile Marketing, LLC	Rhythm NewMedia	Vodafone Group Services, Ltd.
Incentivated Limited	Safecount	Yahoo!
iO Global Limited	ScreenTonic	
M:Metrics	Sensei, Inc.	

7.0 References

The following links provide additional sources of information and reference:

- MMA Code of Conduct (<http://www.mmaglobal.com/codeofconduct.pdf>)
- MMA Consumer Best Practices Guidelines (<http://www.mmaglobal.com/bestpractices.pdf>)
- Mobile Marketing Association Website (<http://www.mmaglobal.com>)
- Mobile Advertising Overview (<http://www.mmaglobal.com/mobileadoverview.pdf>)
- Understanding Mobile Marketing: Technology & Reach (<http://www.mmaglobal.com/uploads/MMAMobileMarketing102.pdf>)
- Off Portal – An Introduction to the Market Opportunity (<http://www.mmaglobal.com/offportal.pdf>)
- Mobile Marketing Sweepstakes & Promotions Guide (<http://www.mmaglobal.com/mobilepromotions.pdf>)
- Mobile Search Use Cases (<http://www.mmaglobal.com/mobilesearchusecases.pdf>)
- Introduction to Mobile Coupons (<http://www.mmaglobal.com/mobilecoupons.pdf>)
- Introduction to Mobile Search (<http://www.mmaglobal.com/uploads/MMAMobileSearchIntro.pdf>)
- Short Code Primer (<http://www.mmaglobal.com/shortcodeprimer.pdf>)
- W3C Mobile Web Best Practices (<http://www.w3.org/TR/mobile-bp/>)
- W3C mobileOK Basic 1.0 Guidelines (<http://www.w3.org/TR/mobileOK-basic10-tests/>)
- W3C mobileOK Checker (<http://validator.w3.org/mobile>)

8.0 MMA Guidelines Approval Process

The MMA implements a collaborative process for industry guidelines review and approval, prior to public release. The process not only considers feedback from industry leaders and experts but also helps to determine work streams for future releases.

The summarized approval process is as follows:

- Committees generate a draft guidelines document developed and approved by MMA committee member companies (“Committee”).
- Once the guidelines are approved by Committee, the guidelines are issued for public review. Public review will last a minimum of four weeks.
- Feedback from the public comment period is circulated to Committee for review and incorporation as appropriate. Note: In the event substantial revisions are suggested, the Committee must again approve the guidelines prior to release.
- Once all approvals and feedback is gathered, incorporated and approved, the guidelines are released.

The guidelines are released every six months and are the result of collaboration across the MMA Mobile Advertising Committees in Asia Pacific (APAC), Europe, Middle East & Africa (EMEA), Latin America (LATAM) and North America (NA). If deemed appropriate, the Committee may elect to release an interim revision of the guidelines.

9.0 Supporting Associations

The following associations currently support the MMA Mobile Advertising Guidelines in our collective mission to establish a consistent global guidelines and best practices for mobile advertising:



10.0 Contact Us

For more information, please contact:

Mobile Marketing Association
 Email: mma@mmaglobal.com
www.mmaglobal.com

11.0 Glossary of Terms

The MMA maintains a nomenclature glossary of all terms within MMA guidelines, education documents and research. The glossary is available at:
<http://www.mmaglobal.com/glossary.pdf>



The Mobile Marketing Association (MMA) is the premier global association that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with over 600 members representing over fifty countries. MMA members include agencies, brands, content providers, hand held device manufacturers, operators, technology enablers, market research firms, as well as any company focused on the potential of marketing via mobile devices.