



Mobile Advertising Overview

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1.0 Introduction

Mobile advertising is a rapidly growing sector providing brands, agencies and marketers the opportunity to connect with consumers beyond traditional and digital media and directly on their mobile phones. This document is 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 MMA's *Mobile Advertising Guidelines* provide global formats, guidelines and best practices to implement mobile advertising initiatives in a variety of mobile media format categories including: Web, messaging, downloadable applications and video.

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

Today, mobile phones can be utilized for much more than just making and receiving calls. Besides voice services, mobile users have access to data services such as Short Message Service (SMS), also known as text messaging, picture messaging, content downloads and the Mobile Web. These media channels carry both content and advertising.

The mobile phone is an extremely personal device. One mobile phone typically has one unique user. This makes the mobile phone a precisely targeted communication channel, where users are highly engaged with content. As a result, the mobile channel delivers excellent campaign effectiveness and response levels compared to other media.

Mobile is valuable as a stand-alone medium for advertising, but it's also well suited for a vital role in fully integrated cross-media campaign plans, including TV, print, radio, outdoor, cinema, online and direct mail. These examples illustrate the ways brands and marketers use the mobile channel to engage and interact with consumers:

- Click to call (users place an outgoing call to the content provider or advertiser)
- Click to locate (users find, for example, the closest car dealer or movie theatre, enabled by location-based services)
- Click to order brochure (users receive marketing materials by supplying their postal addresses)
- Click to enter competition (users enter text or sweepstake to win prizes)
- Click to receive email (users receive an email and a link to online site by supplying their email address)
- Click to receive mobile coupon (users receive an electronic coupon on their mobile phone that can be redeemed immediately at a participating merchant)

- Click to buy (users make a purchase paid for with a credit card, added to their monthly mobile bill or using some other form of mobile payment)
- Click to download content (users download content, including logos, wallpapers or ring tones, onto their mobile phones)
- Click to enter branded Mobile Web site (users click a banner to get connected to standing or campaign-specific Mobile Web site)
- Click to forward content (users forward relevant content to friends, creating a viral campaign effect)
- Click to video (users click a banner to view an advertiser's commercial for a product or service)
- Click to vote (users reply to a ballot or poll from their mobile phone and provide marketers and brands with valuable research insights)

When designing a mobile advertising campaign, it's important to remember that there are multiple channels for reaching the consumer. In the mobile environment, those include Mobile Web sites, downloadable applications, mobile messaging and mobile video, all of which can be integrated into the interactive campaigns previously described. Each campaign type can link to additional mobile content or channels, as well as to complementing traditional media. Mobile provides a powerful instant and interactive response path, such as consumers sending a keyword to a short code via SMS, or registering on a Mobile Web site.

| Channel | Description | Advertising Opportunities |
|---------------------------|--|--|
| Mobile Web | The Mobile Web offers users the ability to do such things as play games and trivia, search for information, look up telephone numbers and addresses and do their banking and shopping on their wireless phone. | Banner ads on Mobile Web sites Text ads on Mobile Web sites Branded Mobile Web sites. Good for: Driving users to a Mobile Web site Lead generation Direct sales Branding |
| Downloadable Applications | Software or content that consumers download to their mobile phone and then resides on the phone. Examples include applications such as games and lifestyle tools. Downloads are accessible to consumers with appropriate mobile phones and data plans. | Ad placement within applications (e.g., banners, "splash" pages) Branded applications. Good for: Branding/CRM Driving users to a Mobile Web site |

| Channel | Description | Advertising Opportunities |
|------------------|--|--|
| Mobile Messaging | This category includes SMS and Multimedia Messaging Service (MMS). SMS is available to virtually all mobile phone users and does not typically require a data plan or Mobile Web access, making it ideal for reaching most mobile users. While SMS is limited to contain text, MMS can contain images, audio and even video content. Most mobile phones sold over the past few years support MMS, making it an effective way to reach many mobile users. Interactive applications frequently use SMS with common short codes (CSC), which are four- to six-digit phone numbers to/from which messages can be sent/received. (For more information about the United States CSC program, download the MMA's Short Code Primer, available at http://mmaglobal.com/shortcodeprimer.pdf). | Text ads (SMS, MMS) Branding/CRM (SMS, MMS) Banner ads, splash pages (MMS) Animated images (MMS) Good for: Driving users to a Mobile Web site Click to call Branding/CRM Interactive dialogue (e.g., voting, polling) |
| Mobile Video | Video delivered over a mobile network to the mobile phone's embedded media player. Videos may be downloaded or streamed and are usually accessed from a Mobile Web site or contained in an MMS message. Mobile video is accessible to consumers with Mobile Web enabled mobile phones and data plans. | Video ads in pre-roll, mid-roll or post roll. Static images, animation or video Branded videos Good for: Branding/CRM Driving users to a Mobile Web site Click to call |

2.0 Mobile Web

2.1 Advertising Overview

The Mobile Web is fast emerging as a mainstream information, entertainment and transaction source for people on the move and away from a PC. Browsing the Mobile Web is similar to traditional PC-based Web browsing and provides users with access to news, sports, weather, entertainment and shopping sites.

However, there are some significant differences between PC-based access and phone-based access:

- The mobile phone is a highly, targeted device with typically one user. As such, powerfully accurate and relevant communication messages can be delivered where users become instantly engaged with campaigns and content resulting in increased campaign effectiveness.
- The environment in which people interact with their mobile phone does not lend itself to detailed information search and delivery. Instead, mobile users seek quick and convenient access to information and services when they are out and about. Space on the mobile phone screen is at a premium, and users have limited input mechanisms, so Mobile Web sites need to be easy to navigate using just the mobile phone keypad.

- Today's mobile phones have a broad range of different form factors, screen sizes and resolutions, all of which presents a challenge for the display and optimal viewing of content and advertising. This document's recommendations directly address this challenge.

Many operators provide a "home page" that is configured to work well with their subscribers' browsers. The operator portal (also known as the carrier's "deck" or on-deck) provides a variety of links to branded, mobile-specific external sites to make it easier for subscribers to navigate. Increasingly, mobile users browse outside their operator portal. These "off portal" or off-deck sites are becoming important destinations for Mobile Web browsing, with sites such as Yahoo!, Facebook, BBC and Sky offering tailored mobile experiences.

How do I buy advertising on the Mobile Web?

Buying advertising on the Mobile Web is similar to buying display advertising on the Internet. Graphical, interactive display ads are the predominant ad unit. Although, in most cases, Mobile Web banner ad impressions can be purchased on a cost per thousand (CPM) or a cost per click (CPC) basis, mobile offers targeting possibilities beyond that of traditional media. As this develops further, we would expect to see a range of targeting options made available covering context, demographic and behavioral attributes. Any targeting options made available will comply with existing national level, legal and regulatory frameworks governing privacy and personal data.

Some operators and publishers that have Mobile Web sites sell mobile ads directly, while others allow their inventory to be sold by a third party, either as premium inventory or as part of a mobile ad network.

The biggest difference between buying Mobile Web display ads and Internet display ads is that Mobile Web ads are not sold by unit size. Because the sizes and resolutions of mobile phone screens vary, the way the content looks on those mobile phones will also vary. The sizes of Mobile Web banners as defined in the MMA *Mobile Advertising Guidelines* (<http://www.mmaglobal.com/mobileadvertising.pdf>) are optimized to best fit the mobile phone on which the ad is being viewed. This improves the user experience, ad readability, creative flexibility and effectiveness. This is why many publishers and ad networks may ask you to provide multiple versions of your banner creative with your Mobile Web campaign.

What results can I expect?

The success of a mobile advertising campaign can be measured in a variety of ways. The main measurements are impressions and click-through rates. Additional measurements include conversion rates, such as click-to-call rates and other forms of interactive measurement. These performance results will vary by campaign type, messaging and calls to action. However, most mobile campaigns today result in significantly higher click-through rates than PC-based Internet campaigns.

2.2 Scope of Advertising Guidelines

Today's mobile phones are becoming increasingly sophisticated, with

high-resolution screens, sophisticated Mobile Web browsers, MMS support and high-speed access, all of which allow high-quality and media-rich Mobile Web ad banners. To give marketers and brands an opportunity to leverage these improvements, the MMA's *Mobile Advertising Guidelines* examine the properties of Mobile Web ad banners.

3.0 Messaging

3.1 Messaging Overview

The basic idea behind mobile messaging technology is to enable users to communicate in an asynchronous manner, where messages are stored in the network and delivered to the recipient as soon as the recipient's mobile phone can receive it.

SMS (Short Messaging Service) has grown to be the single most frequently used mobile data service. This service is also referred to as "text messaging" or "texting". SMS is a messaging infrastructure that allows a mobile user to send and receive a text message of up to 160 characters and across virtually any operator network. All mobile phones shipped over the past few years support SMS. As a result, the large installed base of SMS phones creates a large addressable market for SMS-based mobile marketing campaigns.

MMS uptake is growing as multimedia-capable mobile phones spread in the market. MMS allows mobile users to exchange multimedia messages – typically picture, audio and/or video in combination with text.

SMS and MMS services are together referred to as "Mobile Messaging." The key differences between the two are that SMS is text only, while MMS offers rich media content. SMS communication is supported between different networks and between different countries, while MMS still faces obstacles in many places when it comes to sending messages between networks and countries. However, the stickiness of Mobile Messaging, the enormous reach of SMS and the rich media capabilities of MMS make this channel a highly rewarding advertising opportunity.

Newer forms of mobile client-based messaging services (e.g., mobile email, mobile instant messaging) are not addressed in these guidelines. Those messaging services are at different stages of deployment and/or evaluation and have lower rates of adoption in mass markets than SMS and MMS. They may be addressed in future editions.

Editor's Note: The MMA Mobile Advertising Committee is introducing an initial draft of MMS guidelines and best practices, available at <http://www.mmaglobal.com/mobileadvertising.pdf>. 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).

3.1.1 Messaging as an Advertising Medium

Mobile messaging represents an opportunity for advertising placement. Media publishers are using messaging to distribute mobile

content. Businesses are providing consumer services through mobile messaging. These messages provide inventory into which advertisements can be inserted. In addition, it is now possible to purchase advertising in personal – person-to-person (P2P) – SMS and MMS messages.

There are two primary types of advertising inventory:

Application-to-Person (A2P): This type of inventory includes SMS and MMS messages sent by a business or other organization/entity via an automatic application to a consumer's mobile phone. In many cases, the consumer may interact with the application through messaging. It is possible to insert advertising on this type of inventory, provided there is sufficient space left within the message.

A2P messaging is used for a wide range of services:

- **Push Content Services** – Media publishers use SMS and MMS to send requested content (e.g., news, sports, jokes, gossip) or information to their users. A user can subscribe to these services on a daily or weekly basis, or request it on an ad-hoc basis. For example, CBS News has an MMS news alert program for Verizon Wireless subscribers, and Fox25 distributes American Idol pictures and content via MMS to AT&T Mobility subscribers. USA Today provides daily weather forecasts delivered by SMS. Content service providers deliver their product via a mobile message, such as with ring tones, wallpaper, pictures, music and video. Ads can be inserted in SMS content that subscribers request and receive by using the free (non-used) space, up to the character or message size limit. Users typically receive free or subsidized content in exchange for viewing these ads.
- **Business Services and CRM** – Businesses may use mobile messaging as a customer communication element of their core product offering. For example, a bank may offer text message alerts when an account drops below a certain balance, or an auto dealer may offer reminder messages when a vehicle is scheduled for routine service. Wireless service providers use messaging (today, mainly SMS) to notify subscribers of service events such as voice mail, network coverage, transaction confirmations, roaming network welcome messages or account status (e.g., prepaid balance, loyalty points). Ads can be inserted in SMS or MMS alert service content using the free (unused) space, up to the respective size limits. This may come in return for some value offered by the service provider. For example, Vodacom SA has announced it is selling text advertising on its free to consumer and ad-supported "please call me" message service, which it claims to generate up to 20 million messages a day.
- **Search and Inquiry Services** – Media publishers or search service providers use SMS and MMS to send information in response to user inquiries. These include directory inquiries for store locations, or phone numbers, price search services,

and a large variety of other search-via-mobile services. The inquiry is typically invoked by texting commands and/or keywords to short codes. Ads can be inserted in the free space in the message, up to the character or size limit of the message.

- **Interactive Services** – Interactive services let users participate in voting, polls, contests or to become engaged with communities through chat or billboard arrangements. Often those services are integrated with other media activity, such as TV shows or print campaigns. Users are invited to vote and typically receive an automated response, which may also include advertising. Ads can also be inserted in messages received by interactive chat participants. These ads can be inserted in the free space in the message, up to the character or size limit of the message.

Additionally, A2P inventory includes messages that are part of a direct mobile marketing, advertising or promotional campaign. For example Doritos/Frito-Lay invited consumers to text unique codes found inside product packaging to the campaign's short code, in order to win prizes. The objective of this campaign was to drive Doritos product sales. This type of mobile message does not typically include additional inserted advertising because the entire purpose of the message is advertising or marketing and therefore is not addressed in these guidelines.

P2P: This inventory consists of personal messages sent between users. The original purpose of messaging was to enable users to communicate amongst themselves. Today, SMS is the most widely used mobile phone service after voice. In some countries, it is used by more than 80 percent of mobile subscribers (e.g., 86 percent in the United Kingdom according to a July 2007 M:Metrics survey).

It is possible to insert ads in the available space in personal messages, up to the message size limit. Advertising insertion in P2P messages is not commonly used today; however, some operators are rewarding subscribers that are willing to receive ads within the messages they receive from their friends with discounts on activities such as sending MMS/SMS. The potential P2P inventory is enormous.

Across many markets, there will be existing national level regulatory and legal frameworks outlining acceptable uses of this channel. In particular, the use of any personal data and/ or any use of content of P2P messages will require careful examination to ensure adherence to national privacy laws. 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.

3.1.2 Complete Messaging Advertising

These standards are designed to address advertising that is inserted in other user-requested content, such as account notification or entertainment messages. However it is possible to also send mobile messages that contain purely advertising or market-

ing content. These guidelines do not address this type of mobile marketing or mobile promotions. Broadcast of mobile marketing messages should follow the MMA *Code of Conduct*, available at <http://www.mmaglobal.com/codeofconduct.pdf>.

3.1.3 Success Drivers

The following key characteristics drive the success of messaging as a source of mobile advertising inventory:

- **Ubiquitous SMS access** – Virtually all mobile phones can receive SMS, and the majority of users use SMS on a regular basis. Today, SMS is the most widely used mobile phone service after voice.
- **Growing MMS access** – MMS adoption levels are significantly lower than SMS, but even in developing markets, more than 70% of mobile phones can receive MMS. The MMS market continues to grow in both developed and developing markets.
- **High attention level** – Users almost never delete mobile messages without opening them and reading at least parts of the content.
- **Simplicity** – Despite the sometimes limited creative space, ads are usually easy to develop, particularly for one-step campaigns where advertisers send either coupons or codes for discounts or samples of specific products or services.
- **Engaging** – Once displayed, messaging ads can engage users directly in various ways, such as interactive message reply/forward, click-to-Mobile Web and click to call.
- **Compatibility** – Messaging usually works between different networks and between different countries. However, MMS still faces some obstacles in this area.
- **Propagation** – The viral effect is especially strong, with response rates being boosted by recipients qualifying and forwarding messages to people with high relevance, as determined by the initial recipients.
- **Tracking** – Ability to measure channel usage, track unique ad exposure and obtain detailed results analysis.
- **Response collection is easier** – It also may be achieved immediately. Brands may have access to real-time response information and may modify the campaign according to the results, long before a campaign terminates.
- **Easy to integrate into 360° communication** – The effectiveness of a campaign may increase if mobile messaging is used seamlessly integrated with other media.
- **Direct and personal way of communication** – Customer has the sense of feeling that the ad addresses only him/her.

3.2 How to Buy Advertising in Messaging

3.2.1 SMS Advertising

SMS advertising is defined as ad units that appear appended to other published content or as a full advertising message. The ad unit can either be static (no action can be taken by the end user) or dynamic (user can act on the message).

Buying advertising in SMS is similar to buying text-based advertising on the Internet. In most cases, SMS ad impressions can be purchased by CPM deliveries. Typically, publishers and service providers either sell their own inventory in A2P SMS messages or work with an SMS advertising network, which places advertising in existing SMS content feeds.

3.2.2 MMS Advertising

MMS advertising is defined as ad units that appear inserted to other content. The ad unit can either be static (no action can be taken by the end user) or dynamic (user can act on the message, e.g. by clicking).

MMS advertising is new, and it creates opportunities for rich media ads, including video and sound. That said, buying advertising in MMS is similar to buying banner advertising on the Internet. In most cases, MMS ad deliveries are purchased by CPM.

3.3 Messaging Response Capabilities

SMS/ MMS response capabilities are grouped into three different categories: message-based, call-based and WAP-landing-page-based.

3.3.1 Message Based Responses

The user can reply to the SMS/MMS with a message. The response number appears as part of the text on the message or as the “from” address area, where it can be replied to directly. Where the number is embedded, the mobile phone can usually extract the number from the message. The following types of reply messages can apply:

- Opt-in to receive messages
- Text in to receive more information, such as sample content
- Text in to enter a sweepstake
- Text in to participate in a customer survey
- Text in to vote
- Text in to refer to friend
- Text in to buy
- Text in to locate a nearby location
- Text in to receive the promotion

3.3.2 Call Based Responses

From an SMS/MMS message, the subscriber can click and make a phone call directly. The consumer may interact with a live operator, or the following interactive voice responses (IVR) are possible:

- Call in to vote
- Call in to buy
- Call in to get more information (e.g., about loans, new products)
- Call in to renew a plan
- Call to complete survey
- Call in to chat
- Call in to receive the promotion

3.3.3 Mobile Web Landing Page Responses

From an SMS/MMS message, the subscriber can click on a WAP link and be directed to a WAP site. These responses are identical to the banner ad responses presented in the *Mobile Advertising Guidelines* available at <http://www.mmaglobal.com/mobileadvertising.pdf>.

4.0 Downloadable Applications

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 Introduction to Advertising

Mobile downloadable applications are pieces of software that are resident, either in whole or in part, on the mobile phone. Downloadable applications are most often used for interactive experiences, including playing games (e.g., Tetris, DinerDash) and using applications/lifestyle tools (e.g., Zagats, Moviegoer). Mobile downloadable applications are usually downloaded over a wireless network directly to the mobile phone but can be uploaded via Bluetooth or cables, as well.

Mobile downloadable applications are developed using platforms such as Java 2 Micro Edition (J2ME), Binary Runtime Environment for Wireless (BREW), Symbian, Windows Mobile and Palm; these vary by operator. Mobile downloadable applications are optimized by platform and by mobile phone to ensure an optimal experience for each individual user.

Purpose

- Define standard ad units to be displayed within applications on mobile phones when advertising is not directly integrated into content, an “advergame” or customized advertisement per the advertiser or brand partner.
- Define basic parameters for the customer experience based on current best practices.

- Identify the unique aspects of downloadable applications, such as client-server architecture and intermittent connectivity that make downloadable applications function differently than Mobile Web sites.
- Create counting and reporting guidelines that keep this connectivity in mind.
- Encourage general scalability within standard formats for a lower barrier to entry into the mobile downloadable advertising market.

General Principles

- For ad formats that translate between the Mobile Web and downloadable applications, the primary goal is to remain as consistent as possible with much of the Mobile Web guidelines defined in the *Mobile Advertising Guidelines* available at <http://www.mmaglobal.com/mobileadvertising.pdf>. This consistency will drive adoption and scale through broad reach across mobile phones and minimize creative production expense for agencies/brands.
- Educate the mobile advertising ecosystem about the creative guidelines that enable broadest reach across mobile phones, through standard units. This will allow advertisers that have purchased only Mobile Web ads to re-use those creatives.
- The intent is not to address highly integrated advertising advertising or custom advertising. These will always be tailored solutions created by publishers and advertisers. The industry should encourage these experiments as long as the customer experience isn't compromised.
- Advertising must not degrade the application's user experience. This ensures continued usage of the application, continued purchase of mobile ad space and customer satisfaction.
- Advertising that is disruptive, takes over a user experience or takes a user out of an application must notify the user before this occurs. For example, there should be a notice such as: "You have asked to exit the application. Are you sure you want to do this?"

Current and Emerging Downloadable Application Marketplace

- Currently, many downloadable application advertising campaigns are associated with a particular product rather than a particular ad unit size.
- Because the industry had no preliminary downloadable application guidelines until recently, existing implementations may not be compliant with these recommendations.
- Many downloadable application advertising campaigns are highly integrated and contextual to the application or game.

- Networks for downloadable application advertising are emerging, as are campaigns that include multiple advertisers by product.
- It is possible to have to work within more granular segmentation, either by content type and genre or by mobile phone type or platform. This decision should be based on availability of inventory and goals of each campaign.

Most advertisers work with developers, ad agencies and publishers to select from full page or banner ad units as appropriate by campaign and product is designed to work across multiple mobile phone types (platforms and sizes).

Ad Capabilities and Actions

Potential actions available for an ad:

- Click to additional page inside the application
- Click through to Mobile Web outside the application
- Click to call outside the application
- Click to SMS outside the application
- Click to anything external to the application (e.g., e-mail)
- Combination of the above

5.0 Mobile Video

Mobile video will be an increasingly important media channel for mobile consumers. To help mobile marketers and brands capitalize on this opportunity as it emerges, the MMA Mobile Advertising Committee has initiated work to develop mobile video guidelines. The goal is to publish guidelines during the second half of 2008. The following section contains an overview of the initial scope and definition text for informational purposes only.

Overview

Typically a mobile video is a video delivered over a mobile network to the mobile phone's embedded media player. There are many companies supplying these embedded mobile media players directly to mobile phone manufacturers, which install them before shipping. For example, a mobile version of RealPlayer is shipped in many handset models.

There are multiple different methods to deliver the actual mobile video files over the mobile network to the embedded media players on a person's mobile phone. Some of these methods and their different characteristics are discussed in the following paragraphs:

Streaming Video: A mobile video is "streamed" to a person's mobile phone and starts playing on the mobile phone when the first bits of the video stream are received. Because the actual video file is usually not stored on the receiving mobile phone, this methodology raises fewer copyright concerns. Due to the nature of the underlying technologies used, the quality of the received video differs, based on

varying network conditions. But the technologies used also allow ad servers to track the actual viewing of a video ad placed at the beginning, middle or end of a mobile video. Common video ad servers would be able to provide advertisers with detailed statistics about how many sections or what percentage of a particular video ad has been viewed by a unique individual. The most popular underlying technology is Real-Time Streaming Protocol (RTSP).

Download Video: A video file is downloaded to the mobile phone completely before the mobile phone starts playing the video. Due to the nature of the underlying technologies used, the quality of the received video files is as good as the quality of the source file on the network servers. Because the complete video file is stored on the mobile phone, there are copyright concerns. Also, some mobile phones have limited memory, which can be quickly filled with video files and thus make it difficult or impossible for those users to participate in other campaigns that use video downloads. Because the video is played when fully received on the mobile phone, an ad server cannot detect whether the video content and ads are watched in part or at all.

Broadcast Video: Video channels are broadcast continuously over a mobile network, and the user's mobile phone can select which channel to watch. Emerging technologies are Digital Video Broadcasting – Handheld (DVB-H) and MediaFLO.

Progressive Video Download: The video file is downloaded to the mobile phone and starts playing the video when a certain percentage of the video file has been received. This technology combines the benefits of streaming video (rapid playback) and download video (high quality). Although most progressive video download technology are still proprietary, standardization bodies are making efforts to include progressive downloads as a new standard.

In case of streaming video, download video and progressive video download, mobile videos usually are distributed via Mobile Web pages. The hyperlinks to the actual video files are published on the Mobile Web pages of the mobile video service.

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 committees in North America, Asia Pacific and Europe, Middle East and Africa, 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 Iletisim 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 Guidelines (<http://www.mmaglobal.com/mobileadvertising.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 Contact Us

For more information, please contact:

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

9.0 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>

10.0 Appendix

10.1 Mobile Web

The following images illustrate how Mobile Web banners can be placed on Mobile Web sites as part of an advertising campaign.

Asia Pacific

Text Link



Graphic Banners



Europe, Middle East and Africa

Standard Text Banner



Image Banners with Text Link



Image Banners in 6:1 Aspect Ratio



Image Banners in 4:1 Aspect Ratio



North America





10.2 Mobile Messaging

The following images illustrate how Mobile Messaging enables a variety of different creative implementations for advertising campaigns.

SMS

Example 1: Branding Campaign

- Content in SMS: Movie Times Search Result (contextual).
- Targeted messages can enhance branding and can be contextually related to the published content where the ad is appended.
- Secondary call to action invites further interaction with the brand.



Example 2: Call to Action “Reply for more info”

- Content in SMS: Stock Quote Alert (contextual).
- Brand message is part of initial call to action.
- Follow-up offers new product information and a call to action to visit the Web site.



Example 3: Call to Action “Vote” followed by coupon and lead generation

- Content in SMS: Social networking message.
- Interactive voting can solicit user information or engage in interactive marketing activities.
- Additional request for a coupon leads to option for location search.
- Provide dynamic coupons or store locations based on consumer’s Zip code entry, or upon opt-in, offer an immediate call-back feature integrated with your call center to create warm outbound call opportunities.



Example 4: Drive to WAP Site

- Content in SMS stock quote update alert (contextual).
- Drives user to mobile enabled WAP site, clickable on select mobile phones.



Example Example 5: Click to Call

- Content in SMS directory search result (contextual).
- Incorporates a business phone number, which is clickable by many mobile phones allowing the user to instantly dial the call.
- Connects users with your business at the very moment they are seeking information about your product or service..



Example 6: Contests/Brand Interaction

- Content in SMS weather forecast alert.
- Provide mobile users an opportunity to test their product knowledge with trivia and other engaging contests.
- Engage user with your brand during idle time.



Example 7: Call to Action “Sign up for mobile alerts”

- Content in SMS sports score alert (contextual).
- Invite users to subscribe to mobile alerts from your brand on sales or promotions.
- Advertisement acts as a gateway to ongoing mobile marketing for interested users.



Example 8: Keyword Usage with additional Promotional Marketing

- Content in SMS celebrity gossip alert.
- Use brand name keywords to promote products in combination with promotions in broadcast, print, or outdoor. For example, “Text DENNYS to 44636 to get a free drink!”
- Adds an interactive component to traditional advertising channels.
- Additional reply option drives traffic to storefront.





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.