

Mobile Advertising in the UK

Carl Uminski

March 2011



the mobile advertising agency

A full service mobile marketing agency

**STRATEGIC
CONSULTANCY**

**BRAND
TRANSITION**

MOBILE WEB SITES

APPLICATIONS

CREATIVE



the mobile advertising agency

**ADVERTISING
CAMPAIGN
PLANNING &
BUYING**

YIELD MANAGEMENT

**MEASUREMENT
OPTIMISATION
DELIVER ROI**

The Founding Team



Nick Hynes – CEO

- Chairman, Reward Ltd (*current*)
- Chairman, Review Centre (*current*)
- Non-executive Director, TradeDoubler
- Founder & CEO, The Search Works
- Founder & CEO, Overture Europe
- Founding team, Airmiles



Carl Uminski - COO

- CTO, Trutap Mobile Social Network
- Head of Mobile Search, Yahoo Worldwide
- Co-Founder & CTO, Overture Europe
- Systems Manager, British Airways (BAA)



Simon Edelstyn – Director

- MD Europe, Outbrain Inc
- MD, Contraco Consulting
- MD, EQO International
- Distribution Director, Google Europe
- GM, BTLooksmart



Dave Evans – Director

- CTO, SurfKitchen Mobile Portals
- VP Product Platforms, O2
- CTO BTLooksmart



A selection of our 40+ global clients



Audi
Vorsprung durch Technik



CONDÉ NAST
DIGITAL



Thorntons



neo@ames®



Nimbuzz!
LOW mobile freedom

tru

photob★x

somo

UK handsets represent a huge brand opportunity

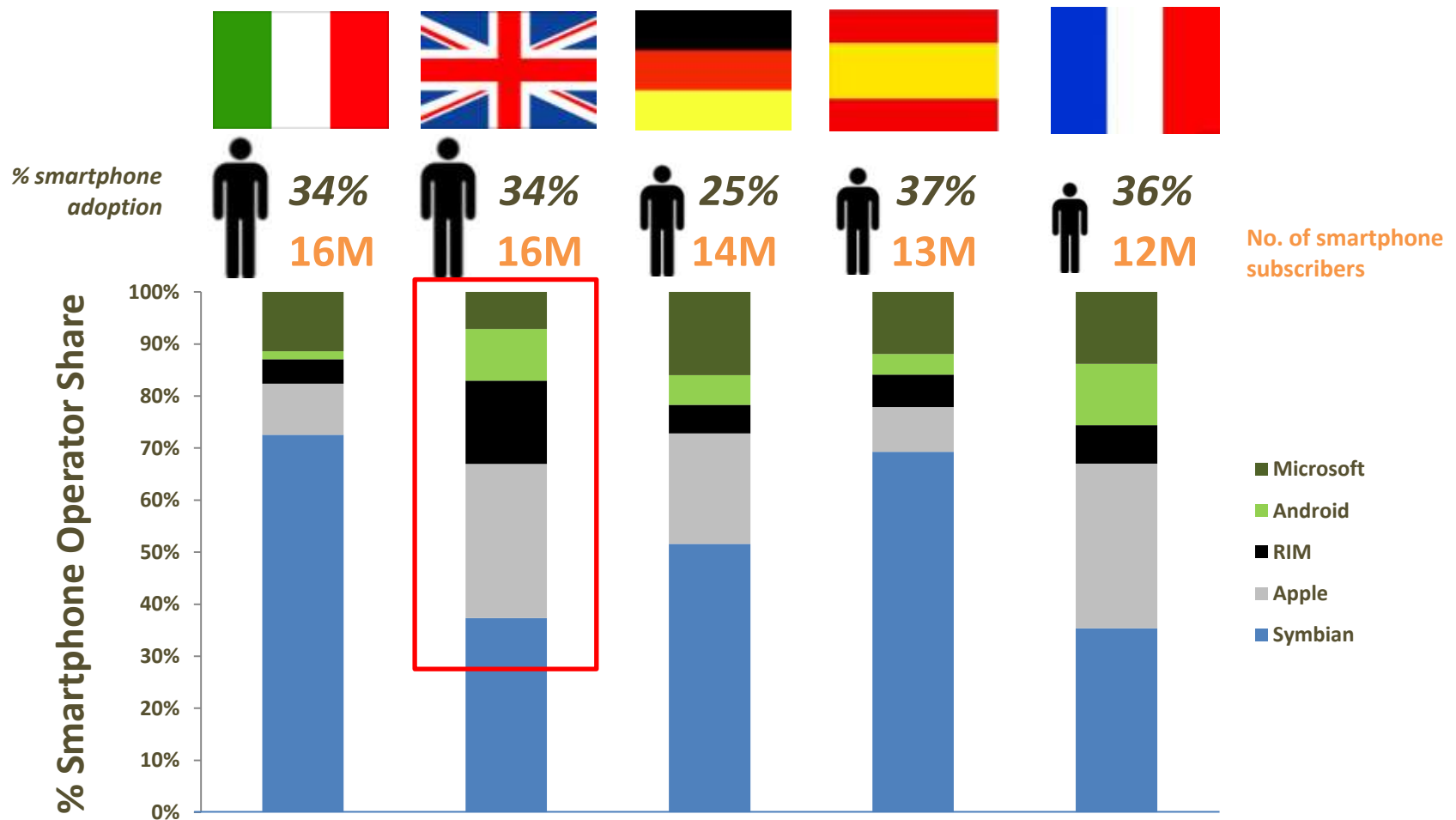


- Affordable data
- Mass wi-fi coverage
- Advanced applications
- Powerful micro-computer
- High spec. camera
- GPS location aware
- Accelerometer
- A wallet



34% + of all mobiles are REAL smartphones today

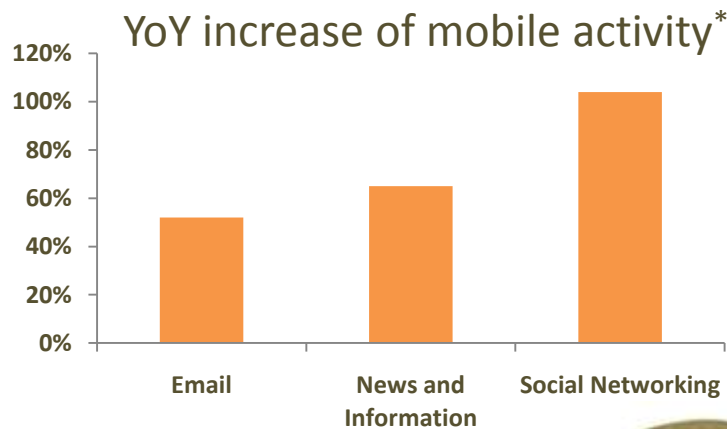
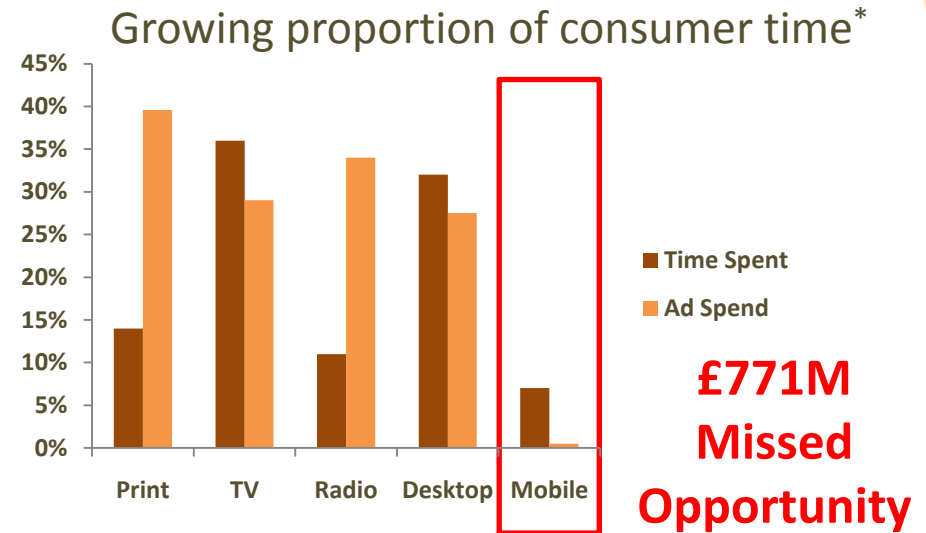
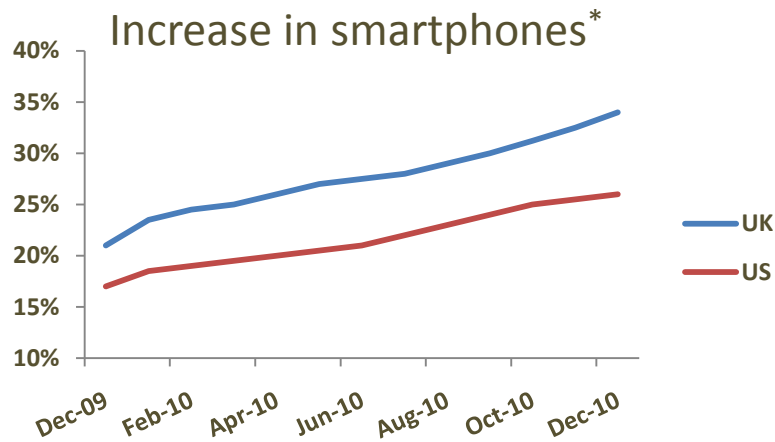
UK smartphone market within a European context



The UK has Europe's largest volume of high end smartphone users

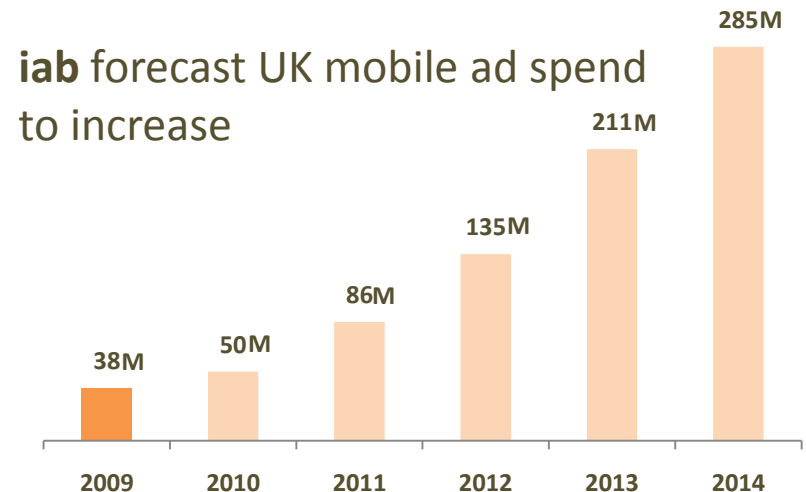
+ Source: ComScore MobiLense Dec 2010, July 2010

High end smartphones drive the revenue opportunity



51% bought
using their mobiles +

**Av. Order Value
£14.50+**



Source: IAB/PwC Mobile Ad Spend Study April 2010

HTML5 and Applications are driving brands to smartphones

HTML



FREE

PAID

- The majority of apps are paid
- 40% free apps
- Downloading of paid apps is in decline
- Ad funded applications growing

Application stores



+350,000 apps

(Est. 7M UK iPhone & iPod)

(Est. 1M UK iPads)



+200,000 apps

(Est. 1.5M UK Devices)



**BlackBerry
App World™**



50,000 apps

Applications and mobile internet browsers have equal usage*

The average user installs 7 new apps per month, up 40% y/y**

Global mobile app revenue due to hit \$35B by 2014***

Source: * Comscore Feb 2011 / ** Flurry statistics / *** IDC

Positioning on mobile matters = success



Challenge of Mobile SEO

- Mobile content often duplicated from web
- Touch screens UI image focused
- Limited content
- Mobile link building in it's infancy
- Most tools (including Google's) not optimised for mobile sites

Every element of your SEO strategy needs to be re-thought for mobile
App stores are of key importance

Advertising on mobile is highly fragmented

blind networks



search



the mobile advertising agency

...which makes buying
a specialist task

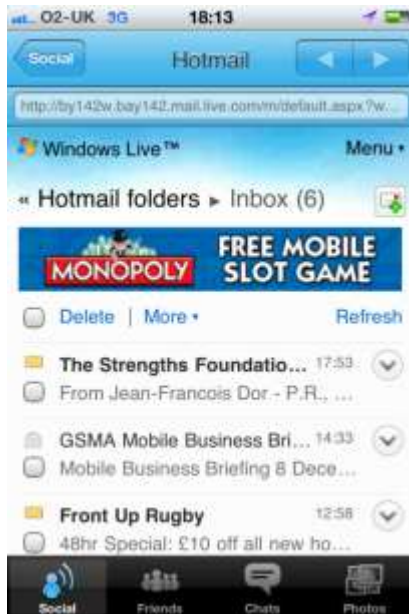
Stores & social



premium publishers & operators



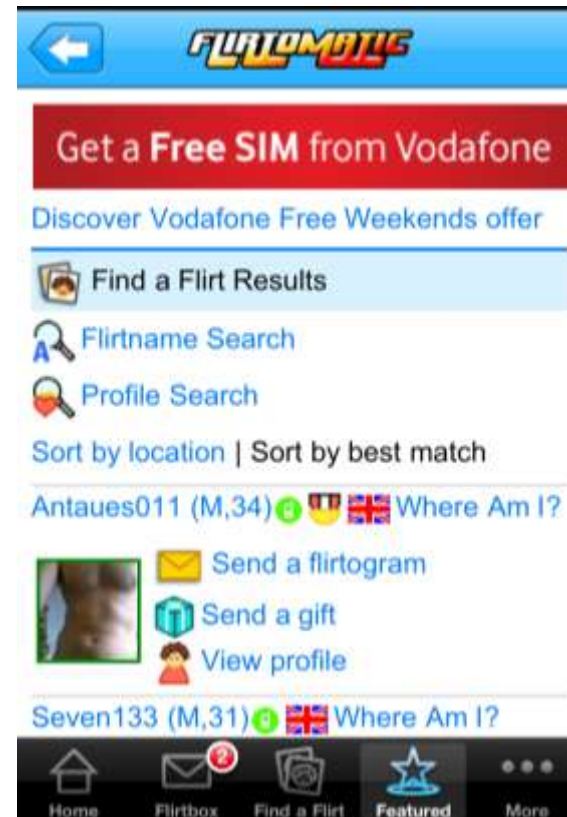
Multiple advertising options have multiple format



Gaming and virtual goods have enjoyed huge success



125 years of Angry Birds
played daily



£10 per month ARPU from
virtual goods

Luxury global brands pioneer in UK m-Commerce...



The near future



Top tips for mobile advertising

1

**Understand your
customers need**

2

**Create an asset that solves your
customers need**

3

**Advertise in contexts that are
relevant to your consumers**

4

**Take advantage of the
personal nature of mobile**

5

**Track direct actions and research
indirect effects of activity**



ありがとう



the mobile advertising agency

Carl Uminski

carl@somoagency.com

+ 44 7740 758494