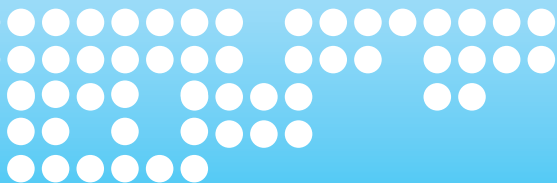




iab ireland

Mobile Advertising

HANDBOOK



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Introduction

TO MOBILE HANDBOOK



As the global trade organisation for online advertising, IAB's role is to prove, promote and protect the digital channel. IAB fulfills this role by commissioning research, setting up digital councils/working groups, holding industry events, providing authoritative marketing materials and representing the online industry through regulatory affairs.

Over 4 billion people have mobile phones globally. * Consumers are using mobile throughout every stage of the purchase process and the brands that are making mobile interaction easier are reaping the rewards.

It is anticipated that there will be a 50% growth in smart phone ownership in the next 12 months in the Irish market. This take off in smart phone ownership means that it could overtake desktop ownership within 12 months. *

Recent research conducted by the Advertisers of Ireland has identified that Irish advertisers are keen to embrace the mobile opportunity but in order to do so they need the tools to understand this exciting platform.

We are delighted to now provide our Mobile Handbook which will equip our industry with the knowledge to plan mobile campaigns with confidence. You can download a pdf copy of this handbook as well as the mobile research that is cited at <http://www.iabireland.ie/mobilehandbook>

We'd like to thank Sky Media Ireland for their support and contribution which made this initiative possible.

Well done also to Ken Nugent, RTÉ, who heads up our mobile council for leading this important initiative.

Finally many thanks to Ciarán Norris, Mindshare for his important input as editor of IAB's Mobile Handbook.

We know consumers are using mobile to interact with your brand; seize the mobile opportunity now to drive your brand growth.

** Red C, De-Coding Digital Trends Ireland 2011*

IAB's Mobile Council

by
Ken Nugent,
RTÉ

The IAB Mobile Advertising Council works to promote and grow mobile advertising in Ireland. We have produced this guide to mobile advertising which we hope is a useful resource for you.

Our handbook gives you an insight into where to start and how mobile fits into the marketing mix. We will also provide you with some planning and buying tips and outline the market opportunities that are available to you right now.

In addition to this, we will share some mobile advertising success stories that have lead the way in the market and give you a glimpse of the future for mobile in Ireland.

A big thanks to all the members of the Council for all their hard work so far this year, particularly to our Editor, Ciaran Norris. I also appreciate the feedback from the AAI and would welcome your own feedback to info@iabireland.ie on this publication and the work of the Council, as we develop into the future.

For the Irish consumer, their mobile phone is a deeply personal device that is always on, always in hand and functions as a central resource for content, purchasing and communication.

It is for these reasons that Ireland's smart phone growth of 50% this year will significantly outpace the global growth level of 18%. *

Aligned with this handset growth, 2011 has seen significant increases in advertising revenues in the mobile market here and while we await the Irish market figures, a very positive indicator is the remarkable mobile advertising revenue growth in the UK which rose by 124% from £37m to £83m in 2010**

For those who have yet to invest in mobile because you don't understand it, or you want to take a wait and see approach or you are stuck in a repetitive planning cycle for fear of change, now is the time to invest. You will find a contact list of IAB members at the back of the directory who can help you maximise the return on your mobile investment.

*red c **IAB UK

Mobile Now

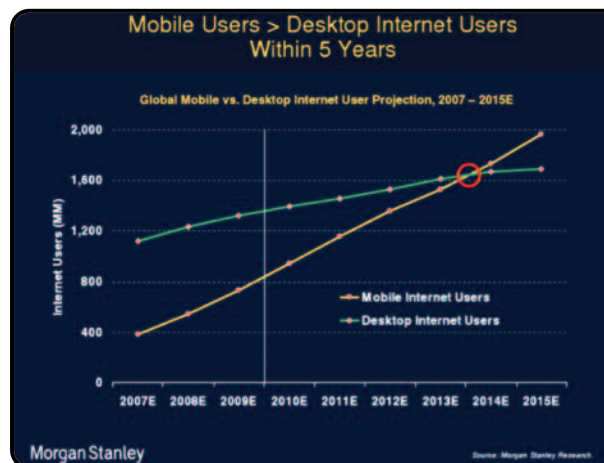
Overview of the Irish Mobile Market The Post-PC Era

by Eamonn Fallon,
Distilled Media &
Julian Hecksher,
Independent Digital

Globally, we are now in what's called the Post-PC era. Sales of Smartphones overtook sales of PC/Laptops in Q4 2010 (100m units versus 92m¹). This trend continues in 2011, with PC/Laptop growth remaining stagnant at 4% while Smartphone penetration will grow 49.2%².

While the PC-based web is not going away, we have a new channel that will at some point in the not-too-distant future overtake the the PC-based web in terms of usage. This has already happened in Japan with the no.1 social networking site Mixi.jp. In 2006 only 14% of page views were generated via mobile devices, today it stands at 85%.

The famous ex Morgan Stanley internet analyst Mary Meeker predicts that this inflection point will happen globally by 2014.



This seismic shift in internet consumer behaviour has major implications for media and brand owners. Those that plan for this change will benefit handsomely while those that don't will miss out on the largest consumer behavioural shift since the web took off in 1995.

¹ IDC Worldwide Quarterly PC Tracker
² IDC Worldwide Quarterly Mobile Phone Tracker

The Irish Context

Mobile penetration in Ireland is amongst the highest in the World with 4.8 million mobile subscriptions for the 3.3m adults who live here. Smartphone penetration continues unabated and now equates to approximately 35% of the mobile market. According to the RedC Digital Trends study³ Irish smartphone ownership will grow to 55% of the market by the end of 2011.

Most Irish media owners are developing apps and mobile-optimised sites to engage Irish smartphone consumers. While some advertisers are developing their own apps many are simply buying media in existing apps/mobile sites in order to fulfill their marketing objectives. While the plethora of advertising options may seem daunting they generally fall into two categories:

- Blind networks such as AdMob and inMobi where ads are bought on a CPA or CPC basis
- Premium placements bought directly from Irish publishers usually sold on a CPM basis

For agencies and advertisers the audience reach is becoming more and more compelling and as a result budgets going into mobile advertising are predicted to increase 800% over the next 4 years in Europe according to Gartner. An estimate of the Irish mobile advertising market will be released in the next IAB/PwC AdSpend study.

Apps Are a Key Driver

A key area driving growth in mobile advertising are the App platforms. iOS and Android are the key platforms with the rest: Ovi, Bada, Windows 7 mobile and Blackberry fighting for market share. According to Mindshare's Upwardly Mobile study, the most popular apps for the Irish market are in the social networking, utilities, games and sports sectors.

Below is a selection of Irish apps that directly sell in-app advertising:

MEDIA OWNER	TOTAL DOWNLOADS	MEDIA OWNER	TOTAL DOWNLOADS
Carzone.ie	150,000	Independent.ie	50,000
Communicorp Apps	260,000	Irish Times	36,000
Distilled Media Apps	320,000	RTÉ News Now, Radio, Sport	1,250,000
Entertainment.ie	110,000	Sky Apps	494,000

Source: Publishers

³RedC Digital Trends 2011 Study available at <http://www.iabireland.ie/mobilehandbook>



by
Ken Nugent,
RTÉ

Where do I start?

5 things you can do to get mobile working for your business

Ok, so you realise that you must fully integrate mobile into your plans, where do you start ?

Here are a few tips to bear in mind before you get going.....

- 1 Build your mobile plans around your objectives - not around your final product**

Look at your blogs, social media, customer service feedback and use your market research to frame your objectives. Don't decide that you are going to build, for example, an app and go full steam ahead to launch in a rush to 'go mobile'. Invest the time to decide what it is that you want to achieve and find a mobile specialist to help you make it happen.
- 2 Work with a mobile specialist**

Engage an agency, mobile specialist or publisher who can bring their expertise to bear. Mobile should not be a tick-box on your marketing plan, treat it as a stand alone media and an enabler for traditional media. If you invest the resources required you will get the return.
- 3 Be seen and be discoverable**

If you have launched an application, be seen and be discoverable. There is no point in launching a shiny new application if no one knows it's there ! Consumers are looking for you, they are pressed for time and app stores are crowded places, you need to put a mobile marketing plan in place to support your investment and stand out from the crowd.
- 4 Optimise for success**

If you have a site, make sure it is optimised for mobile, it will increase engagement by an average of 3.5 times. Be mindful of technical limitations; remember it must be accessible across smart phones, feature phones and tablet devices not to mention operating systems.
- 5 Play to your strengths**

Finally, use the strengths that mobile offers i.e. engagement and targeting to pinpoint your target market, then track the results, understand the usage, review the data in detail and improve.

by
Adam Taylor,
GT Media

Mobile Marketing in the Mix

Integrating mobile into the marketing mix can have huge benefits, and as mobile penetration in Ireland continues to soar past 100%, mobile should be an essential part of any comms plan.

Mobile extends campaigns by giving potential customers something tangible to take away; allows the target market to interact in ways that were previously not possible; adds layers of accountability, letting advertisers know which media choices and placements were most effective, and only requires that consumers are carrying a device many of them already have two of.

Mobiles can, and should, be integrated into almost any form of communications, but there must always be a strong call to action; a reason for consumers to pull out their mobiles and interact with your brand.

Whilst there are countless ways of integrating mobile, here are some of the simplest, as well as some of the most interesting:

- **SMS:** Not every phone is web-enabled, but they all send text messages. Using SMS short-codes can enable you to build text to enter competitions and the like into press and outdoor.
- **QR:** Not yet mainstream, though Ireland ranks 10th in their global usage*: build these into store-fronts, posters or newspapers to quickly link people from the real world to the web.
- **Bluetooth:** Often considered a dying channel, yet all hands-free sets make use of it. Often better for younger audiences, it can be used to deliver content, building on events & experiential.
- **Augmented Reality:** More niche than QR, but also more possibilities; overlaying digital data on the world as viewed through a mobile could turn a poster into a movie screen.
- **Image Recognition:** Apps like Google Goggles & Nokia's Point & Find are building search-engines powered by real-world images – take a photo of a car, soft-drink or a movie billboard, and receive information and content.

How you integrate mobile will boil-down to your objectives, your audience's behaviours, and your budgets. But when it can be as simple as adding an SMS shortcode to your print ads, and can result in immediate benefits, there's no excuse not to.

*2011 Scan Life report

by
Vanessa Vallejo,
Omnicom
Media Group

Opportunities: Direct Response



As a direct response channel, mobile devices are unrivaled in their ability to put timely, relevant and engaging content in front of consumers and in generating excellent response rates. Both interactive and personal, they present a variety of measurable opportunities for driving online leads and sales, and can also bridge the gap when it comes to offline-online attribution. From SMS, to location based services and mobile search, let's look at the mobile opportunities...

Text/SMS

SMS, or text messaging, offers numerous opportunities for creative DR.

- Promotional offers, i.e. respond via SMS
- Mobile offers, redeemed in-store or online using unique codes
- Business communications (bill alerts, sales/offers, flight information, etc.)
- Offline competitions and votes
- News and alerts

As SMS campaigns are cost-effective, measurable and relatively easy to set up, Irish brands have been quick to incorporate SMS into marketing strategy.

Location Based Services (LBS)



Location-based advertising utilises geo-targeting (i.e. GPS) to pinpoint consumers' location and provide them with region specific, relevant ads on their mobile devices. They tend to operate through a push (opt out subscription) and pull (e.g. check-in) basis. Consumers agree to share location in return for relevant information including maps, weather and travel, or discounts on local shops and restaurants.

Opportunities for DR include integrating on & offline, driving response & engagement as well. Examples include Yelp, Foursquare & Groupon (Citydeal).

Search

Mobile search has increased five-fold in just the past two years, a rate of growth that is comparable to the early days of Google's desktop search*. Mobile search differs from desktop search in that it is immediate, local, social, and always-on: 50% of mobile queries have local intent, the consequence of this being that 70% of all mobile searches convert within 1 hour – good news for you and your business!

Targeting mobile devices with paid search advertising is considerably cheaper than targeting desktops due to higher click through rates, fewer competitors, and the on-page dominance afforded by a mobile ad in the number 1 position. Mobile search also allows several options not available on desktop, which make it an even more powerful DR tool.

Click-to-Call Ad Format



NB: The image on the left shows the dominance of mobile paid search ads (contained in the red box). The image on the right shows map results for "Dublin hotels" registered with Google locations.

- **Click-to-Call ad formats:** this can help increase conversion rates, particularly when consumers may want to ask questions, or are simply more comfortable giving payment details over the phone.
- **Click-to-download ad formats:** allows for device specific targeting can be leveraged to drive application downloads via search, e.g. "Electric Picnic iPhone App".

As marketers look to improve understanding of offline vs. online advertising, mobile innovations such as click-to-call ad numbers, mobile offers (i.e. vouchers) and hyperlocal search present measurable, cost-effective ways to drive action.

*Paul Feng, Product Manager for Mobile Ads at Google

Opportunities: Engagement

by Ciarán Norris, Mindshare

In the early days, mobile marketing essentially meant sending text messages: things have moved along since then (though SMS is still important) and marketers can now use mobile in as many ways as they can use the web, print or TV. In this section we'll examine how mobile devices can be used to drive real consumer engagement.

Mobile devices are generally the only things that people carry around with them all the time so marketers can create engagement both on, and off the phone. This means the possibilities are almost endless, but there are two things you should consider.

- **On-device engagement:** do you have a mobile optimised site? If not, you'll need to scope out creating a mobile landing page or an in-app solution.
- **Off-device engagement:** this type of solution generally requires 3rd party software/apps, so it's essential you think about how you'll encourage downloads of these

So, how can we engage with mobile?

On-device

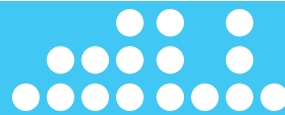
At its most basic, mobile display replicates its web-based predecessor: small ads on a page of content. But as the channel evolves, there's a whole lot more you can do.

Expand The Experience: Apple's iAd introduced the idea of 'in-app advertising', where clicking a banner starts an immersive experience, similar to flash banners on the web. iAd doesn't come cheap, but there are plenty of similar local offerings too.

Function & Format: Most smartphones allow interaction through touch, voice and movement (shaking). Building these into your advertising can create a real connection with consumers, as well as the sort of branding and recall that other channels simply can't beat.

Location, Location, Location: With smartphones expected to make up the majority of new phones sold in Ireland in the very near future, building location into your engagement is a no-brainer. Utilising tools such as Google Maps, it's easy to provide details of how to get somewhere; whether that's a shop, a garage, or the VIP tent at the event you're sponsoring.

AV Not TV: Modern mobiles resemble miniature TVs. And with free Wi-Fi becoming commonplace, the days of mobile video are here. Why not customise your latest TV spot, or YouTube video, for the mobile experience? If you don't, you're essentially wasting creative opportunities.



by Lisa O'Dwyer,
Digital Reach

Off-device

Mobiles are so ubiquitous that integrating them into the wider comms mix should be a standard. And just to make it even easier, here's how to do so.

Adding Data To Reality: Augmented reality allows you to layer digital data over real world information (pictures, video, etc...) Which means you can turn a cereal box into a theatre, a newspaper ad into a virtual product demo or a crisp packet into a video game.

All Bar None: QR codes have yet to gain the mainstream cut through they have in Asia but still have a lot to offer. By providing 'quick-links' from the real world to the mobile web, they make it easy to turn flat press or outdoor advertising into something truly engaging (as long as people have the relevant reader). They can turn posters into interactive supermarkets, or any image into a very engaging billboard.

Sounds Great: The best TV ads are often as memorable for their soundtracks as their images. Mobile devices marry audio input with web output, providing a perfect way for building on the very human urge to find out the name of the song that's playing. Heineken Ireland's partnership with song recognition company Shazam was the first of its kind outside of the US, and is likely to be the first of many. Expect Shazam's logo to become as commonplace on ads as Facebook's, Twitter's or Google's.

Opportunities: Content

One of the best ways to engage with customers on the go is through mobile applications. But what is a mobile app and why do you, as a brand or business need one?

Put simply, apps are pieces of software, run on mobile devices, which perform tasks for the user, usually by connecting them to internet services through intuitive interface. Apps can do everything from telling you when the bus is due, providing an addictive game, acting as a spirit level, telling you how to cook a tasty dinner or just about anything you can think of. As the saying goes, there's probably an app for that.

The growth of app stores has meant that it's really easy for customers to find and use those services, though it also makes it harder for individual apps to stand out from the crowd. It's also easy for them to engage with them again and again because of the icons which live on the phone's home screen, providing a shortcut to the app.

Why do you need a mobile application? The answer is that you don't necessarily, but when you decide to engage with customers through the mobile, applications do have a number of advantages:

- Discovery:** the app stores (primarily Apple and Android) mean customers have a store-front to find and easily download them. There are thousands of apps available though so promotion of your app is key.
- Customer experience:** apps are written to perform specific tasks and are built for mobile, so optimising the way that services and messages are delivered
- Real estate:** because customers download applications to their phone and the icons 'live' on the home screen.

However, adopting an app strategy can be confusing, time consuming and expensive depending upon the approach you take. There are generally two types of mobile application

- Native Applications** – built specifically for a mobile platform e.g. iPhone applications for iPhone and iPad, Android applications for Android phones and tablets etc.
- Web Applications** – built to deliver an app-like experience mainly via the web browser. These applications will work across the majority of smartphones that have a browser and operating system that supports HTML5.



WIN AN IPAD2

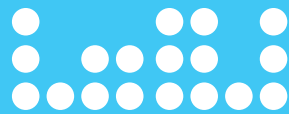
courtesy of
sky MEDIA

Q. According to the recent Red C Study, Decoding Digital Trends Ireland 2011, what % of time spent online in Ireland is already done via smartphone devices?

To enter, go to: www.iabireland.ie/competition
A winner will be chosen at random from all entrants with the correct answer.

See www.iabireland.ie/mobilehandbook to view the RedC Study in full and to view terms and conditions. Deadline for entries is: Friday 4th November, 2011 and the winner's name will be published to iabireland.ie/competition by Friday 11th November, 2011.





So which is right for you? Unfortunately there is no one size fits all answer to this question. Ultimately app strategies need to start with the customer rather than the technology so in evaluating what the best app strategy for your brand, product or service is it's useful to start with the following questions:

- **Who are my customers and what devices are they carrying?**
- **Why would these customers want to engage with my brand or service via mobile?**
Apps can't just be a mobile version of your site or they add no value. An app needs to do something for a consumer, to solve a problem or make their lives easier in some ways.
- **What are the commercial objectives of my app strategy?** *These may include building brand awareness, driving sales and/or footfall into retail outlets, providing information or delivering leads to the sales team.*
- **How will customers find my application?** *Do I need to have my application in the app stores to maximise reach. The approval process will need to be factored in.*
- **What are the implications of a one platform strategy?** *Companies have been hammered for doing iPhone only and disengaging with the rest of their customers so it's important to understand the implications.*
- **Does your app need to work offline?** *If your customer won't always have an internet connection you may need to use local storage on your application so they can use the app offline.*
- **Not least of all, what is my budget?** *Native applications are inherently a more expensive option; with web-apps, because you build once for many devices, it can be a cost effective way of reaching a wide range of smartphone users and to update and refresh content and data.*



When it comes to apps, creating customer engagement and interaction that maximises the ROI drives the app decision making process. Find a development partner that understands your brand and your business and who will work with you to execute to the highest quality against your commercial objectives. And then you can start getting creative.

Mobilising Media

Irish marketers have successfully learned how to plan and integrate online into their overall media strategies. Mobile has benefited from this learning to a certain extent, but still needs careful planning to ensure its unique opportunities are fully exploited

Objective: There are a multitude of things mobile can do, so be clear on what you want to achieve. It could be:

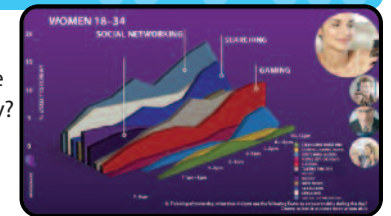
- Drive calls
- Engage customers
- Increase site traffic
- Drive app downloads or video views

Different goals will influence the strategy. If the objective is app discovery, in-app advertising is the obvious solution. Trying to drive calls? Mobile search, with click-to-call ads, will be perfect.

Measurement: Set measurable success metrics at planning stage, not post campaign. The same online KPI metrics such as CPC, CPA, etc...all apply to mobile.

- Forecast ROI based on average response rates and media rates (both usually higher for premium apps and mobile sites).
- Use unique telephone numbers to measure leads driven directly by mobile search/display.
- App downloads: measure frequency and usage length to determine true audience engagement.

Audience: What is the target audience's relationship with mobiles? As an always-on media channel, is the target accessing their phones at a specific time of day? E.g. targeting Females 18-34 within gaming apps in the evening would deliver maximum reach based on their usage patterns.



Targeting: Maximise niche audience reach more effectively by employing targeting - device, operator, day-part, content etc...; frequency cap ads avoid over exposure. Use proximity targeting to run formats such as geo-fenced time based messaging.

Creative: Cutting and pasting press ads won't do. Campaign objectives, context and the personal environment of mobile should influence the messaging, even if it's just an SMS.

Though usually the sole ad on a page, calls to action still need to be clear, concise and compelling. Test multiple creative versions.

Integration: Increase consumer interactive touch points via QR codes or SMS call to actions within offline media. Increase mobile budgets during heavy weight ATL media activity or sponsorships to leverage dual screen viewing.



Success Stories

Irish and International



Mindshare Mazda AR Case Study

Mazda wanted to bring to life their brand message of 'Defy Convention', celebrating their Japanese heritage, engineering & innovative approach to building cars, driving awareness and views of a series of brand films and educating the audience on Mazda's heritage.



A partnership between Mazda, Mindshare and Metro Herald saw a first for Ireland: a truly interactive print ad, powered by augmented reality (AR). To build awareness of AR, teaser ads were run for 8 days, allowing users to play with the format (including an interactive virtual 3D model of a Mazda). On the day of launch, Mazda was the only advertiser in the paper, with AR providing direct access from Metro Herald to a bespoke AR microsite, where readers could watch the videos and enter a special competition.

This resulted in a lot of things, including media value equivalent to nearly €20,000, 12,000 competition entries, over 4,500 daily hits on the AR site, 2,000 new fans thanks to Facebook integration. It also resulted in over half the MH readers with smartphones recalling the campaign, whilst coverage in technology & marketing blogs and magazines highlighted Mazda's determination to 'Defy Convention'.

Tesco/Homeplus Case Study

Tesco's South Korean division, Home Plus, wanted to find a way to grow its market share without having to invest in new store openings.

Having researched the market they realised that South Koreans are incredibly busy, and cannot stand having to go to the supermarket. So Homeplus brought the supermarkets to them, with a clever use of integrated mobile & outdoor.

Posters in high footfall areas (train stations) displayed exact replicas of the shelves in a typical store, but instead of having to put physical objects into a basket or trolley, the commuters could just scan a QR code next to the items they wanted, for them to be added to a digital shopping basket and delivered to their homes before they themselves had even made it home.

The campaign saw over 10,000 shoppers visit the virtual mall, registered members increase by 76% and online sales increase by 130% so that Homeplus is now the biggest digital retailer in the South Korean market.



GT Media Honda Case Study

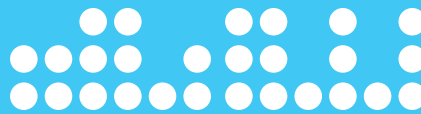


As part of their launch of the new Civic Type R and Type S series cars, Honda wanted to engage with a young, male audience and make a brand statement of innovation with their prospective future customers.

In order to reach the hard to target young male audience and create a real impact, Honda worked with GT Interactive to integrate mobile into an outdoor campaign. A 20' x 20' interactive poster was erected which allowed passers-by to send an SMS to 'start' the interactive poster. Sending the SMS enabled them to start the engine of the oversized car, emitting smoke from the exhaust, triggering the engine to roar and lighting up the tail lights, creating real consumer engagement. Bluetooth was also used to alert those in the vicinity about the poster.

Messages were then sent thanking them for their interaction and providing a link to the Honda mobile enabled site. This site provided full details of the Honda Civic Type-R and Type-S as well as the facility to request a brochure, locate a dealer and download an engine sound ringtone for their phone.

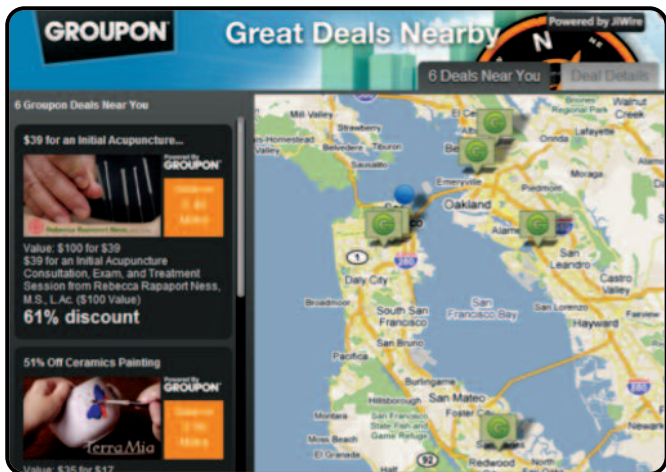
The campaign which was live for 4 weeks caused a large surge of interest with over 2,000 poster interactions / visits to the .mobi enabled web application.



Location Based Services - Groupon partnership with JiWire

Groupon, the “deal of the day” website that features discounted vouchers were looking to expand their reach in the United States. Hugely popular since launching in 2008, the website was limited by the fact that they could only feature 2-3 city-wide deals per day, and so had limited reach online.

In January 2011, Groupon partnered with Wi-Fi mobile ad network JiWire to launch their first hyperlocal ad campaign. JiWire is an American mobile ad network that serves ads across free public Wi-Fi networks frequently found at international airports, hotels, cafes and other venues. The JiWire network reaches more than 29 million US consumers in 4,000 cities, and is able to serve very targeted ads because they know exactly where users are accessing their network.



Using JiWire’s location based advertising technology, Groupon were able to show region-specific deals, based on exact user location and time of day. The partnership enabled Groupon to expand their offering from 1-2 daily deals (on desktops), to an unlimited number of deals, vastly increasing impressions through more relevant neighborhood-specific targeting.

The Future of Mobile Advertising

Mobile advertising is finally here and we are starting to see some shape on how brands will be engaging a mobile user on the move. Two of the main areas we should see growth in is the rich media and video advertising areas.

Engaging rich media mobile ads

The mobile phone as a media channel has a number of different functionalities to your laptop and your TV. Mobile devices have unique features like touching its screen, moving it around, accessing its camera, and most importantly using it anywhere. This gives brands and advertisers new opportunities to engage a user with relevant content and allow them to respond faster than any other media channel. If you have seen micro sites / interactive formats on the web within ad positions, you are now about to see the same thing on mobile but with enhanced features that use the phone functionality.

Apple’s iAds are perhaps the most famous global interactive form letting you have an app experience within the ad format allowing you to access things like video content, entering contests, play games and using augmented reality and mapping. From a local perspective iAd has little or no reach in the Irish market opening the doors for other companies like UK based 4th Screen media to offer similar tools to app makers and ad agencies. We expect to see more of these interactive “apps as ads” as brands and agencies discover all the things they can do with mobile ads in late 2011 / 2012. Already brands such as McDonalds and Three Mobile have been using the basic versions of these formats on RTÉ’s iPhone and Android applications for restaurant and store finder within an expandable format and colleges and movie clients for calendar and Facebook event syncing with the iPhone and Android calendars to set reminders for the events. The latest formats will all be supported with HTML 5, which will be the leader in this area so developers need to get up to speed.

Location Mapping



Mobile Video Advertising:

With massive popularity and fast sell out rates on the Internet Video advertising is now a major focus for Brands and TV buyers. In Ireland mobile video is soon to play a major role in the mobile and Tablet space following the trend of internet. This is also helped by flat rate data tariffs as mobile users can now watch video over 3g without the worry of high data charges from the mobile operators.

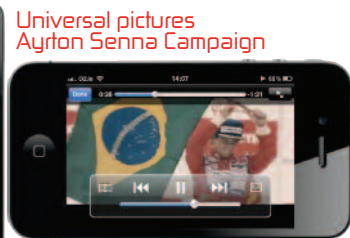
In Ireland companies such as RTÉ, BBC, TV3, Sky and Channel 4 are already or in development of their online video players for devices such as iPhone, Android and tablets, which will boost the user base and impression growth over the next 18 months. Already brands such as Allianz and universal pictures have run campaigns across RTÉ'S multi-platform video channel on iPhone and iPad with strong results.

Globally, a report produced by Rhythm NewMedia, a major player in mobile video, states that mobile in-stream units are seeing an 87 percent completion rate on average, compared to a 69-81 percent average for online, the report found. "Mobile video is skyrocketing," said Lisa Abramson, director of marketing at Rhythm NewMedia, Mountain View, CA. "The flood gates have really opened in terms of our media partners bringing videos into their mobile mix". As a result, we are seeing a ton of growth in the completion rates for mobile video ads," she said. People are watching at their local Starbucks and even right at home. According to the company, premium full episode viewing is up 200 percent in the second quarter compared to the first quarter of 2011. iPads make up only 20 percent of the mobile video consuming user base, but iPad owners consume 40 percent of videos. With the increase in mobile video consumption numbers, advertisers are seeing tremendous opportunities with a number of different ad units.

Alliance Motor & Travel Insurance Campaign



iPad Video Pre-roll



Mobile Video Pre-roll



iPad Video Pre-roll
Motor Insurance



iPad Video Pre-roll
Travel Insurance

It's now up to brands and media owners to embrace mobile and understand how to engage a mobile users on the largest mass reach media channel available. Its only going to get bigger and bigger!

Glossary

Ad A banner or text link displayed within a site or app for the purpose of promoting a commercial brand, product or service

Ad slot An area within a mobile site or app that has been made available for display advertising.

Application (App) A piece of software that is downloaded to run on a smart phone, typically from an app store or mobile internet site

Augmented Reality (AR) Augmented reality refers to the technology that offers a real-time view of the user's immediate surroundings, altered or enhanced by computer generated information. It works by using the smart phone camera and AR software; this allows the user to examine their environment with information superimposed on the real-world objects around them.

Banner A banner is a hypertext link with a graphic element. In accordance with the IAB standards sizes: all sizes are in pixel x pixel dimensions.

Bluetooth Bluetooth is a low-power radio technology that allows mobile handsets, computers and other network devices to wirelessly link over short distances.

Click (or Tap) The act of clicking on an ad that has been served to a mobile screen.

Click-Through-Rate (CTR) The response rate of an online advertisement, typically expressed as a percentage.

Click-to-Call A service that enables the end user to initiate a voice call to a specified number by clicking on an ad banner or text link

Cost per Click (CPC) The price paid by an advertiser for a single click.

CPM (Cost Per Thousand) The price paid by an advertiser for a site displaying their ad 1,000 times.

Impression One impression is generated every time an end user views an ad.

Landing page The first page an end user sees when they click on an ad.

Location-Based Service (LBS) Location-based services are applications or services for smart phone handsets that share information about where the mobile device is located. Location-based services can be query-based or they can be push-based; often used for 'check-ins' (sharing a user's location with a social network) and to deliver coupons or other marketing information to customers who are in a specific geographical area.



MMS Multimedia Messaging Service is an extension to the SMS text messaging service that enables images, audio and video files to be transmitted via text message to a mobile handset.

Mobile Operating Systems

An operating system for mobile devices. This is the software platform on top of which other programs, called application programs, can run on mobile devices such as mobile phones, smartphones, PDAs, and handheld computers. Mobile Operating Systems are the operating systems that are present in Smartphones - Nokia Symbian OS, RIM Blackberry OS, Apple iPhone IOS, Windows Mobile Phone OS (Partnering with Nokia), Google Android and Palm WebOS.

Mobile website (Site) Any internet site tailored for mobile and displayed optimally for a mobile device.

QR Code A Quick Response Code is a two-dimensional matrix barcode that is readable by smartphones with cameras. In order to read the information contained on a QR code the user takes a photo of the code using the phone's camera; the software on the phone then decodes this, transforming the data held in the QR-Code into a meaningful action: such as link to a website, dialling a number or downloading data.

Screen size Screen size, defines the width and height of a mobile device's visible screen in units of pixels. Appropriately sized ad banners are created for a given device based on its screen size.

SMS Short Message Service is a text messaging service component of phone. This is the ability to send and receive short alphanumeric messages to and from mobile handsets. SMS has a maximum length of 160 characters.

Targeting Various criteria used to define the intended audience for a campaign. Targeting criteria include location, device, mobile operator, time of day, and demographics.

Tracking The ability to assess the performance of a site, app or ad campaign. The ability to provide tracking provides more detailed analytical reporting.

Unique user An individual end user of a site or app.



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