



## MMA MARKET INTELLIGENCE AND RESEARCH

### A COMPETITIVE ADVANTAGE IN MARKET INSIGHT

The MMA is a member-driven global association dedicated to growing the mobile marketing industry worldwide. Member companies include many of the world's leading agencies, brands, carriers and other players in the global mobile marketing ecosystem.

One of the ways MMA helps grow the industry is by conducting timely, authoritative research and analyses that provide MMA members and their clients a competitive advantage in understanding the market.



### WHY BECOME AN MMA MEMBER? LEVERAGE EXCLUSIVE MARKET DATA & INDUSTRY ANALYSIS

MMA's research Initiatives are driven by member participation. By joining MMA's Research and Metrics Committee, you can help ensure MMA's research for 2010 – Measuring Mobile Marketing Effectiveness, Consumer Engagement and Market Size and Development – maximizes growth insights for industry segments most relevant to your business.

Crucially, MMA provides its research via **member-only reports** and other exclusive educational offerings, including:

- **Monthly US Consumer Briefings**
- **Brand & Agency Briefings**
- **Market Development Reports**



**\$48,000 VALUE - FREE TO MMA MEMBERS!**

### MEMBER-ONLY RESEARCH AT A GLANCE

#### Monthly US Consumer Briefings

Each month, MMA surveys a representative sample of over 1000 US mobile consumers about their latest mobile marketing behaviors and opinions in key MMA markets. Each Consumer Briefing contains a 2 page executive summary, the list of survey questions, and 30 to 50 tables of detailed results. MMA segments these tables by standard audience demographics, such as age, gender, and income, as well as by wireless carrier or handset manufacturer, to make these briefings uniquely powerful tools for creating up-to-the minute mobile campaigns.

#### Brand & Agency Briefings

MMA's Brand and Agency Briefings survey hundreds of leading brands and agencies to discover how they are using mobile channels and practices for everything from building brand awareness to driving sales or retaining loyal customers. Survey results are analyzed using straight-forward charts and graphs. Most powerful of all, the reports compare "above average", "average", and "below average" respondents to help readers benchmark their own mobile marketing effectiveness.

#### Market Development Reports

How big is the addressable market for mobile marketing services or advertising solutions? Where is the market heading? Whether you are a start-up technology enabler or a giant wireless carrier, your business development and marketing teams will find answers in MMA's on-going reports tracking clients' spending and decision-making about mobile marketing.



**SAMPLE RESEARCH FINDINGS:**

**October 2009 MMA Consumer Briefing: Mobile Apps Usage**

**MOBILE APPS DOWNLOADS AND USAGES WERE DRIVEN BY SMART PHONE OWNERS**

Overall, 40% of all respondents have downloaded at least one mobile app. Almost three out of four (73%) of smart phone owners have downloaded at least one. In contrast, the majority of regular phone owners (84%) in the study have never downloaded any mobile apps.

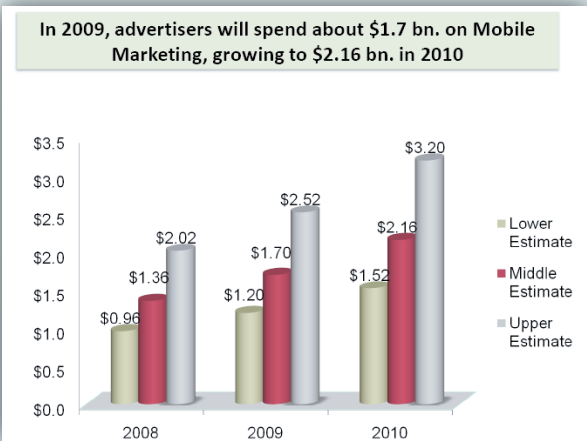
Looking at those respondents who had downloaded one or more mobile apps:

- About half (**46%**) are younger consumers (18 to 34 years), and another one quarter are 35-44 years
- More males than females (**54% vs. 46%**, respectively)
- Slightly more than one third (**34%**) are AT&T subscribers, likely due to the popularity of iPhone apps.
- **23%** owned Blackberry phones, followed by Motorola (**19%**), LG (**19%**), Samsung (**19%**) and Apple (**18%**)
- On average, 68% of the apps downloaded were free and only **32%** were paid for. However, for regular phone owners, almost half of the apps downloaded (**47%**) were paid apps

**MMA 2009 Advertiser & Agency Comparative Performance Mobile Marketing Report**

This report compares the mobile marketing practices of “successful”, “average” and “unsuccessful” users of mobile marketing. Its objective is to identify practices found to a significantly greater extent among successful mobile marketers than among less successful mobile marketing practitioners.

MMA’s survey sampled a representative cross section of advertisers and agencies. A higher proportion of Agencies reporting using mobile than did Brands.



**Respondents dedicate an average 1.8% of their marketing budgets to mobile marketing.**

*“Approximately what percent of your total marketing budget is allocated to the following marketing channels?”*

**Mean budget allocation**

	Total	Agency	Brand
Television	18%	31%	10%
Online/digital/interactive/email	18%	16%	20%
Magazine	13%	17%	11%
Direct mail/catalog	11%	6%	15%
Events/trade shows	9%	5%	11%
Newspaper	8%	7%	10%
Radio	7%	9%	6%
Retail display/point of purchase	6%	2%	8%
Outdoor	4%	4%	4%
Other	4%	2%	5%
<b>Mobile</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



**For all research-related inquiries, please contact [research@mmaglobal.com](mailto:research@mmaglobal.com). Visit [www.mmaglobal.com](http://www.mmaglobal.com) to learn more about member benefits and many ways to engage with the MMA.**