

The BuzzCity Report

A QUARTERLY BRIEFING ON THE MOBILE INTERNET
VOL 5, ISSUE 2: APRIL 2015



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Welcome



Dear Mobile Colleagues

Welcome to the latest edition of The BuzzCity Report.

Over the last year, smartphones consolidated their position as a major surfing tool; 70% of consumers now use smartphones for the many uses of the Internet. This has made mobile an increasingly important part of the marketing mix across many industry sectors. Across the network, international and boutique agencies spent the first quarter developing mobile campaigns for deployment in the coming months.

Responding to the boom in online sales, online retailers are extending campaigns to take advantage of demand. This has, in turn, supported the growth of mobile transactions in many markets.

In this report, we feature mobile transaction habits and how this has rapidly changed over the last two years. While the study reveals the expected growth of mBanking, we note that increased usage also brings with it ongoing security concerns. In order to meet this, and other challenges, banks will need to develop integrated digital strategies and not just rely on a single medium to deliver their message.

We also report on performance over the first quarter of 2015 during which our network delivered 88 billion paid ads and look at those hotspots that are driving mobile Internet marketing.

A stylized, handwritten signature in black ink, consisting of a large loop followed by a series of smaller, connected strokes.

KF Lai

CEO, BuzzCity

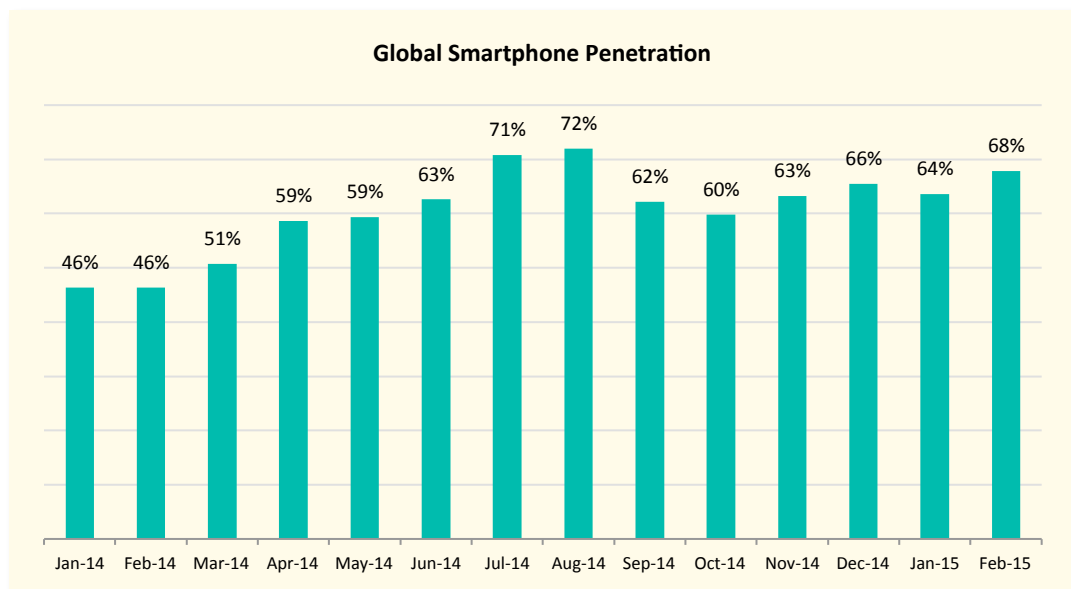
Market update

The following commentary provides headline changes and noteworthy developments in mobile advertising emerging from the global markets that we track each month.

Key indicators: Q1 2015	Ads served	% of total
Number of ads served by BuzzCity's Top 20 markets	73.9 bil	84%
Number of ads served by BuzzCity's Top 50 markets	82.6 bil	94%
Network total	87.6 bil	100%

Mobile advertising

1. In the first quarter of 2015, 87.6 billion ad banners were served across the entire network, a growth of 14% from the last quarter of 2014.



2. Smartphones are now dominant devices in practically all markets; i.e. in 142 countries, at least 50% of mobile users are equipped with smartphones.
3. At the end of March 2015, CPCs averaged 1.4 cents across the network.
4. Notable among key markets in the first quarter of 2015:
 - a. **India:** In the first quarter of the year, Telcos continued with mobile promotions, notably 4G services bundled with handset offers.

More consumers in India are researching products via mobile searches. The subsequent increase in transactions on their mobile sites have prompted e-commerce services to promote their mobile sites along with their shopping applications. We expect to see an increase in mobile promotions in the coming months. This can possibly reach the same level of investments as their online spends.

While e-commerce continues to grow in India's urban centres, partners are showing interest in Tier 2 & 3 cities where mobiles are very much the first screen among consumers.

With the vacation season in the next quarter, handset manufacturers are actively preparing fresh campaigns targeting the youth market. In India, young adults between 20 -29 make up some 52% of our network.

- b. **Indonesia** is another market where mobile is very much the first screen among consumers – surfers spend 180 minutes a day on their mobiles – changing the way people communicate, gather information and how they buy products.

This has posed major challenges for traditional media and the last quarter saw news portals deploy their mobile presence followed by campaigns aimed at driving more traffic to their mobile sites.

We expect heated competition in the coming months as more media players build their audiences on mobile.

By the end of March, bids prices eased to USD 1cent.

- c. **South Africa.** Advertiser activity softened in the first quarter as majority of advertisers prepared for upcoming campaigns and the network delivered 4.1 billion ad banners to 22.4 million South Africans.

While mobile content players remained cautious, FMCG brands were more aggressive pushing campaigns to South African consumers. We note that some are developing a direct-to-consumer strategy as they explore online sales channels.

Also active in the first quarter were Media, Finance and Automobile brands.

As with many other markets, we observe more established online portals maintaining their campaigns to establish their brand among mobile users.

- d. **Nigeria.** Advertiser interest returned to Nigeria and drove demand for traffic up by 48%. This growth is attractive for both local and international content players as the mobile platform again proves to be the most effective for both reach and penetration in Nigeria.

By March 2015 the network served in excess of 3 billion ads each quarter to 14 million Nigerians.

- e. **Brazil** remains one of LATAMs most active markets. In the first quarter we served 1 billion ads to 4.8 million Brazilian surfers as advertiser activity increased 56% from the last quarter. As smartphone usage breaches the 60% mark, we note many advertisers promoting their mobile applications as a means of service delivery.

Marketers will do well to note how service providers in other markets (India, South Africa, and Indonesia) are turning to mobile sites to reduce cross platform friction.

- f. **Mexico.** The network served more than 800 million ads to 2.3 million Mexican surfers in Q1. Brand advertising increased as marketers took advantage of a softening in VAS bidding activity. We expect modest growth in mobile content campaigns but see more brands increasing digital activity on mobile and driving growth beyond the 18% in Q1 2015

*Multi-screen
strategies are
needed for the
mobile first
consumer.*

In the first quarter mobile Banking / Payment campaigns took the lead followed by FMCG and Auto brands. More consumer brands have begun testing their mobile presence on social media with traffic building campaigns.

- g. **Malaysia.** Traffic increased by another 17% as 2.5 billion ad impressions were served to 19.8 million surfers in the Malaysia. E-commerce portals and mainstream entertainment maintained their campaigns for traffic although there was a softening in activity among mobile content players.

Brands from a diverse group of industries are beginning to acknowledge that mobile advertising is the way to go for reach and engagement. Banks, Private Hospitals and Government Linked Companies spent the first quarter developing mobile campaigns for deployment in Q2.

This activity is reflected in the level of activity among international and boutique agencies.

E-commerce services, responding to the boom in online sales are deploying year-long initiatives to take advantage of continued consumer demand.

Notable among active advertisers are Mobile Virtual Network Operators (MVNO's). MVNOs do not own wireless infrastructure but ride on mobile network operators. Brands offering MVNO services often offer bundled services with deals and rebates to be used at their outlets. MVNO's typically target particular audience segments across the network and are running banner and rich media video campaigns to build their subscriber base.

Quarterly ranking: Top 50 mobile advertising countries

Rank	Country	Banners Served Q1 2015	Quarterly Growth
1	India	23,863,456,365	13%
2	Indonesia	18,399,157,722	8%
3	South Africa	4,143,560,625	-18%
4	Nigeria	3,363,249,461	50%
5	Canada	3,291,156,030	40%
6	Pakistan	3,072,154,254	23%
7	Bangladesh	2,991,445,594	53%
8	United States	2,570,656,641	20%
9	Malaysia	2,503,249,014	17%
10	United Kingdom	1,912,998,743	-3%
11	Thailand	994,899,012	-20%
12	Brazil	911,636,921	56%
13	Vietnam	891,553,282	26%
14	Kenya	814,356,214	-21%
15	Mexico	812,058,143	18%
16	Sri Lanka	768,569,296	50%
17	Sudan	677,507,895	101%
18	Ghana	633,175,617	22%
19	Tanzania	626,779,340	145%
20	China	618,852,736	-34%
21	Turkey	613,887,732	16%
22	Argentina	572,753,685	21%
23	Russia	531,223,532	0%
24	UAE	528,899,869	19%
25	Venezuela	511,157,715	17%
26	Saudi Arabia	499,606,302	12%
27	Philippines	496,621,484	-4%
28	Germany	400,065,136	36%
29	Egypt	386,735,150	57%
30	France	329,294,709	-1%
31	Ethiopia	298,473,648	139%
32	Oman	275,789,754	10%
33	Morocco	255,616,902	42%
34	Guatemala	243,654,428	91%
35	Mozambique	236,712,354	243%
36	Italy	236,058,427	38%
37	Nepal	229,768,078	31%
38	Spain	206,870,059	-19%
39	Iran	206,199,715	35%
40	Romania	204,525,290	38%
41	Uganda	197,745,662	52%
42	Zimbabwe	189,186,706	12%
43	Cameroon	185,399,270	155%
44	Australia	183,659,858	9%
45	Costa Rica	163,430,961	3%
46	Qatar	138,710,044	19%
47	Kuwait	138,156,846	2%
48	Colombia	137,932,166	-40%
49	Nicaragua	135,734,424	76%
50	Senegal	132,995,758	53%

Featured markets

The pages that follow provide a snapshot of select markets for Mar 2015, with traffic growth and handset info. (To find out about any country not listed in the top 10, visit our campaign planner at planner.buzzcity.com.)

Mobile hotspots

The 'Mobile Hotspot' badge indicates those countries that we predict are likely to generate rapid and exponential growth in coming months, and with it, excellent value for advertisers.



All of these countries display a crucial mix of factors that we look for when we predict rapid growth (these could include falling cost of Internet access, heavy promotion of web services, cheaper handsets with better usability, and the rollout of new technologies – all leading to rapid consumer adoption).

Over the next year, we predict that there will be a lot more competition for advertising in these countries, and it would benefit advertisers greatly to take advantage now, before we start to see the inevitable increases in required bid rates that are likely to follow.

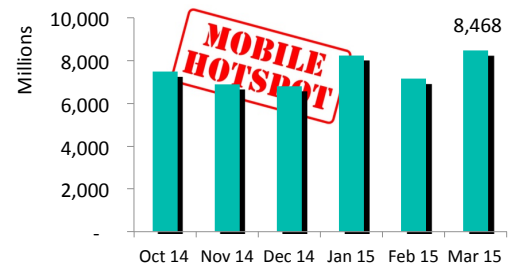
India

Reach

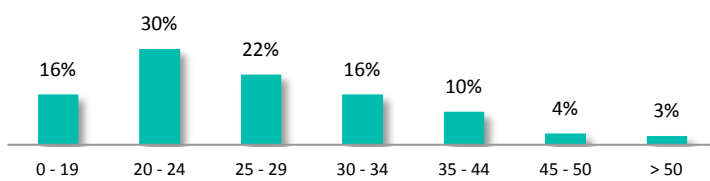
More than 8.5 billion ads per month served to an audience of more than 123 million mobile surfers.

Mobile content and apps boom as more consumers surf on mobile with cheaper smartphones.

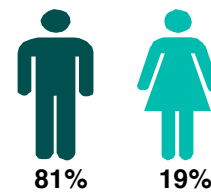
Average CPC stabilised at USD 1.3 cents by end of March 2015.



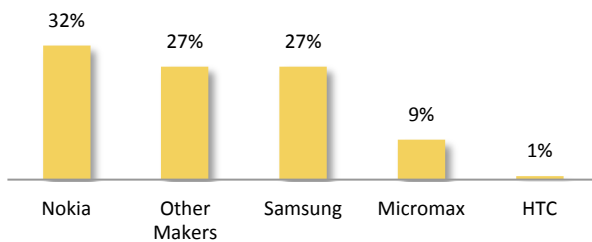
Age



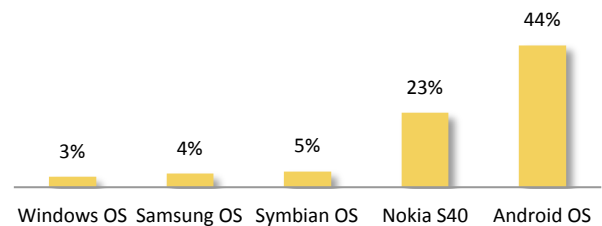
Gender



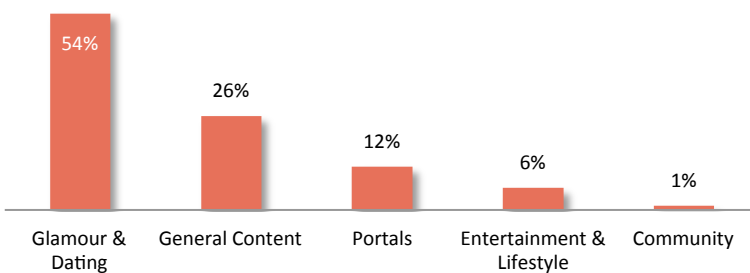
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone 55%
- Featurephone 41%
- Desktop 3%
- Tablet 1%



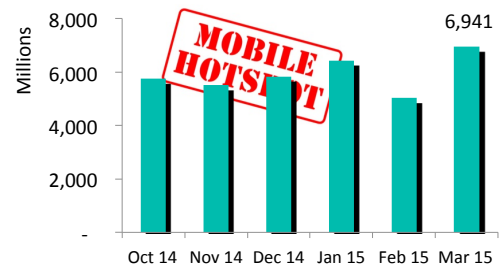
Indonesia

Reach

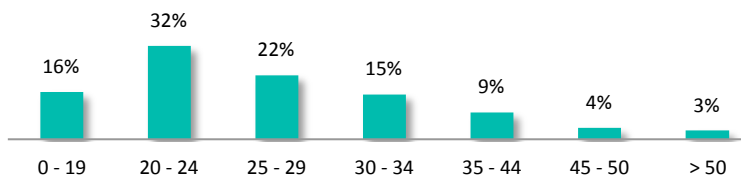
More than 6.9 billion ads per month served to an audience of more than 72 million mobile surfers.

Expect more competition in the coming months as media players build their audiences on mobile.

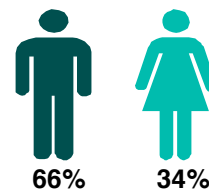
Average CPC stabilised at USD 1 cent by end March 2015.



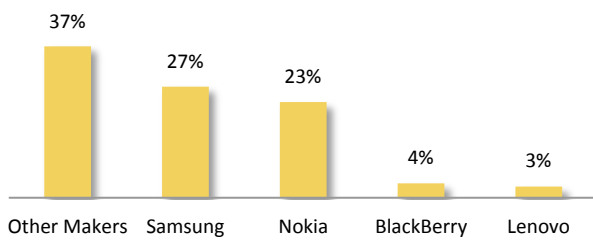
Age



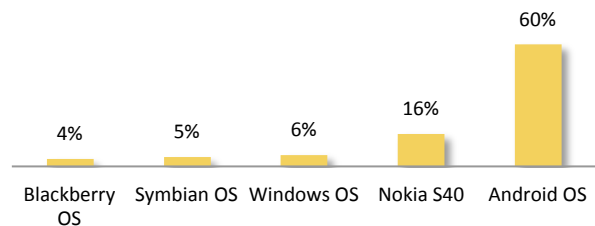
Gender



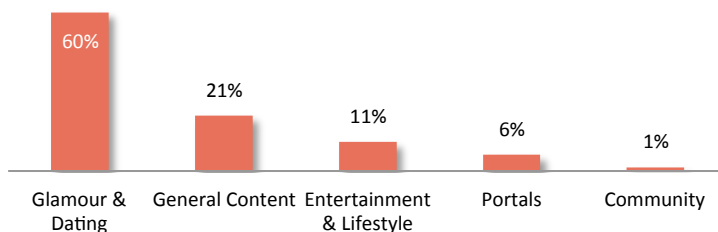
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone 70%
- Featurephone 23%
- Desktop 6%
- Tablet 1%

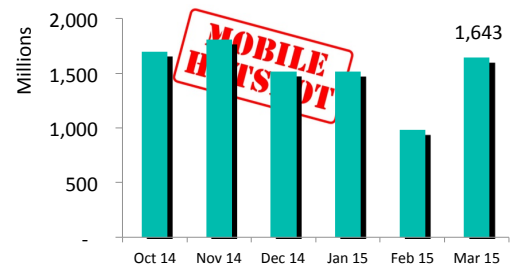


South Africa

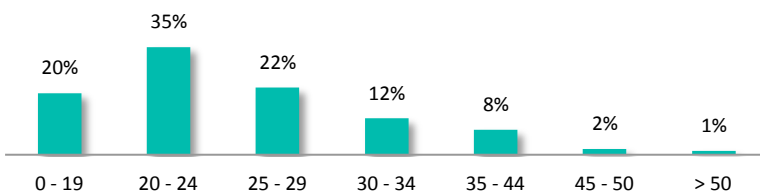
Reach

More than 1.6 billion ads per month served to an audience of more than 25.9 million mobile surfers.

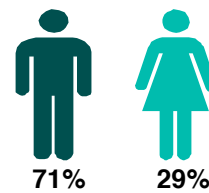
Average CPC stabilised at USD 4.6 cents by end March 2015.



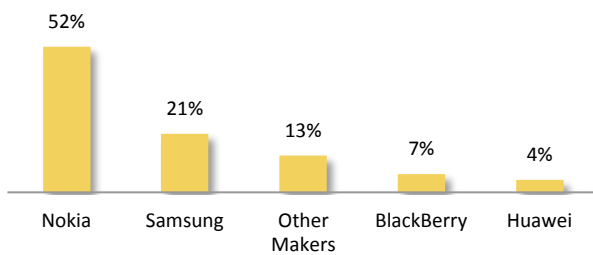
Age



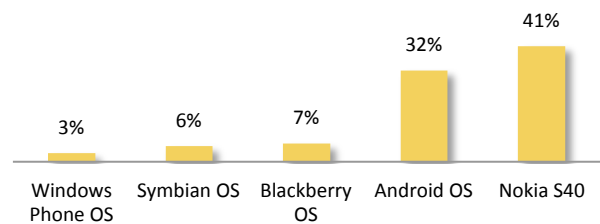
Gender



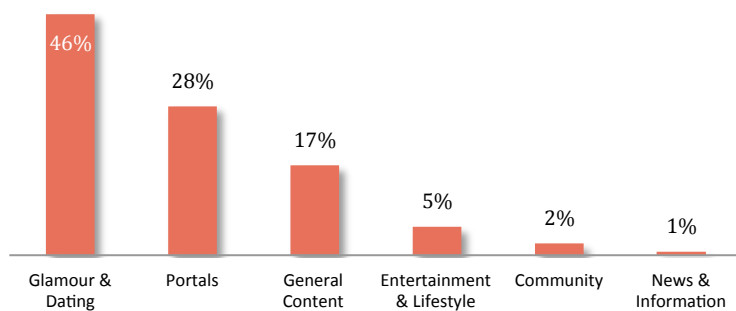
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone **48%**
- Featurephone **48%**
- Desktop **3%**
- Tablet **1%**

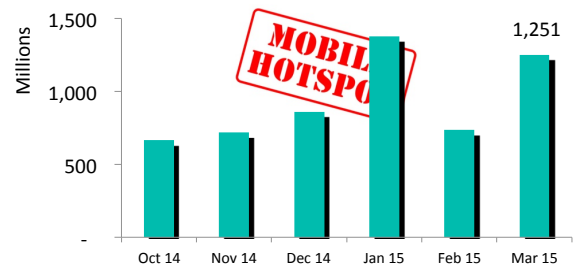


Nigeria

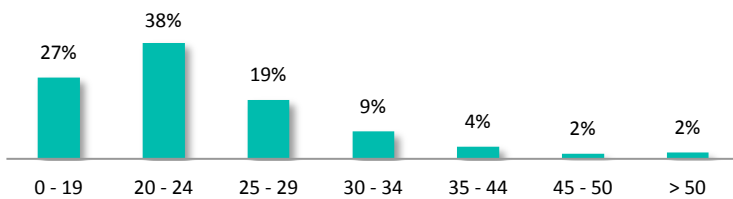
Reach

More than 1.2 billion ads per month served to an audience of more than 17.6 million mobile surfers.

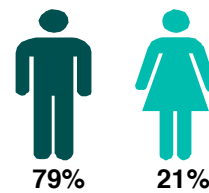
Average CPC stabilised at USD 1 cent by end March 2015.



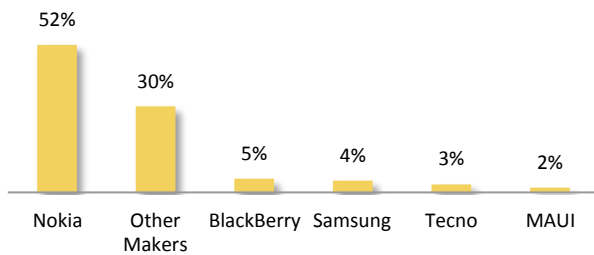
Age



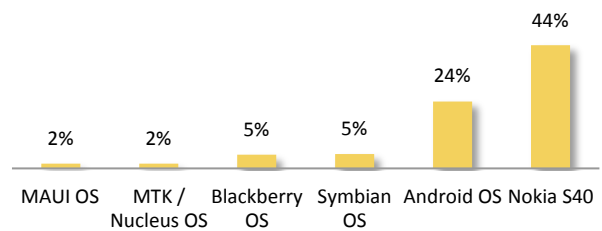
Gender



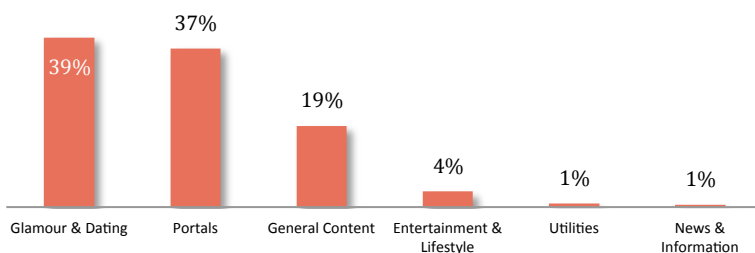
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone **63%**
- Featurephone **36%**
- Desktop **1%**
- Tablet **0.7%**

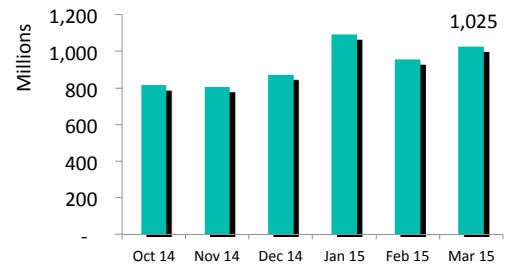


Pakistan

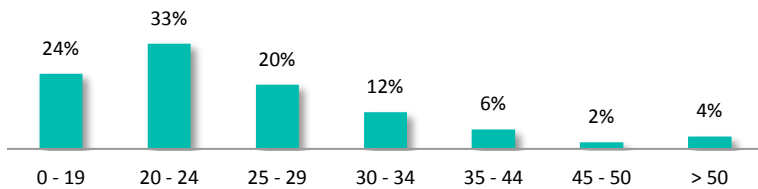
Reach

More than 1 billion ads per month served to more than 18 million mobile surfers.

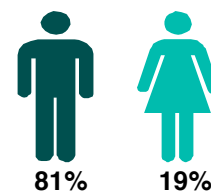
Average CPC stabilised at USD 4 cents by end March 2015.



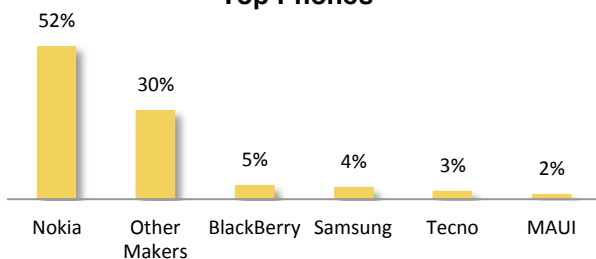
Age



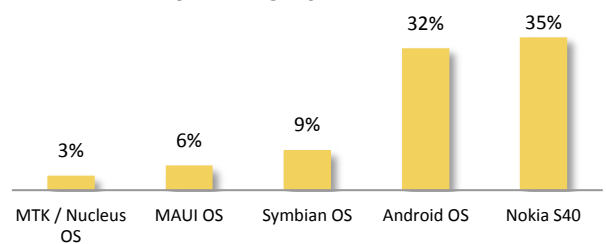
Gender



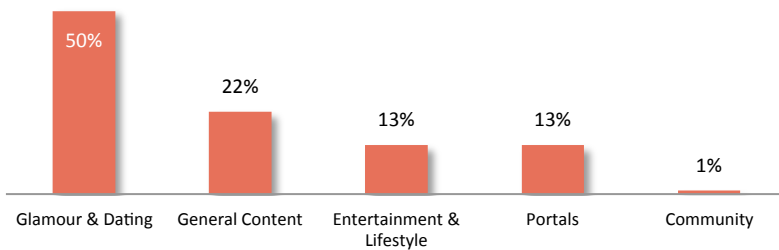
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone
- Featurephone
- Desktop
- Tablet

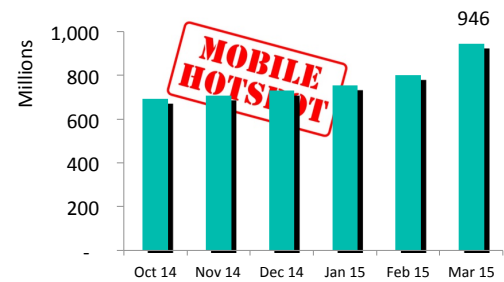


Malaysia

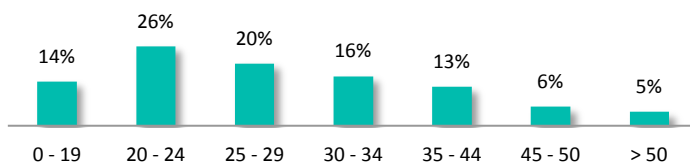
Reach

More than 940 million ads per month served to an audience of more than 22 million mobile surfers.

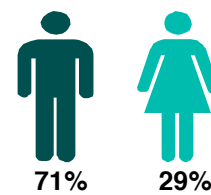
Average CPC stabilised at USD 1.7 cents by end March 2015.



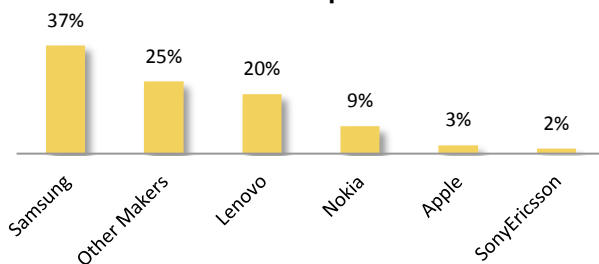
Age



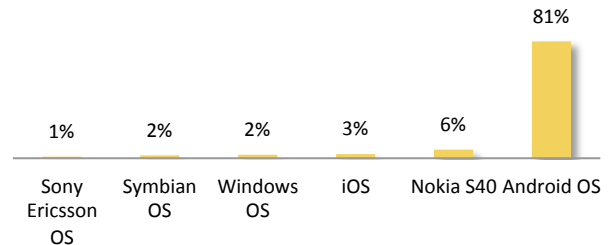
Gender



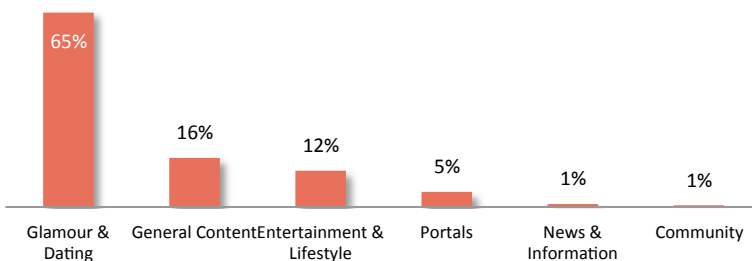
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone 84%
- Featurephone 8%
- Desktop 3%
- Tablet 5%

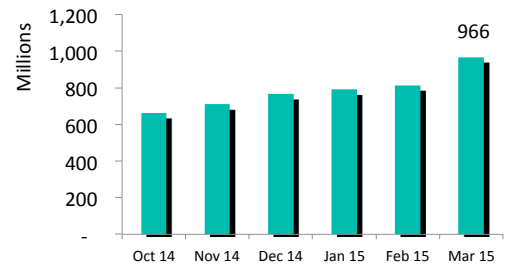


United States

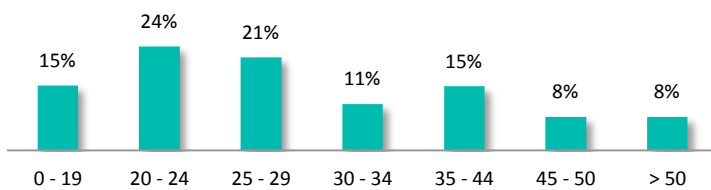
Reach

More than 965 million ads per month served to an audience of more than 22.9 million mobile surfers.

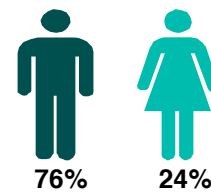
Average CPC stabilised at USD 7 cents by end March 2015.



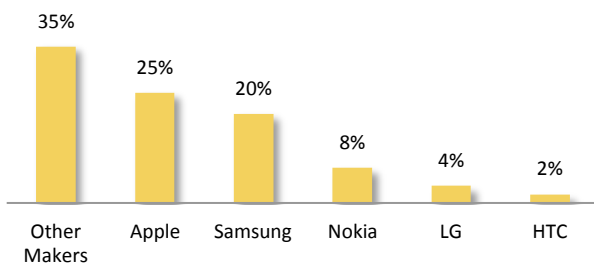
Age



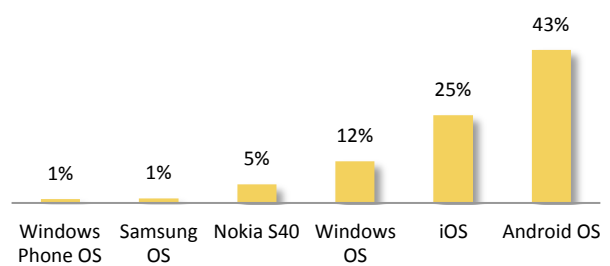
Gender



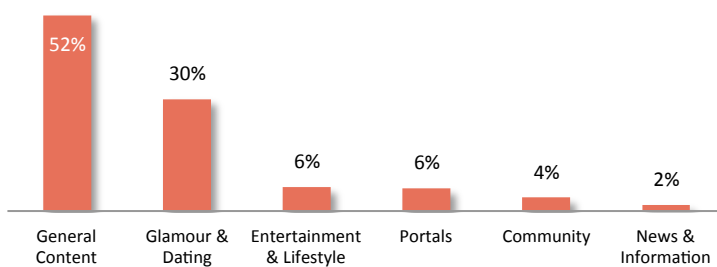
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone 66%
- Featurephone 17%
- Desktop 12%
- Tablet 5%

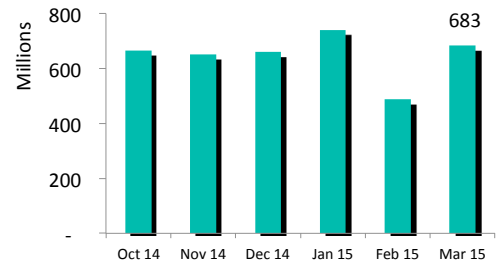


United Kingdom

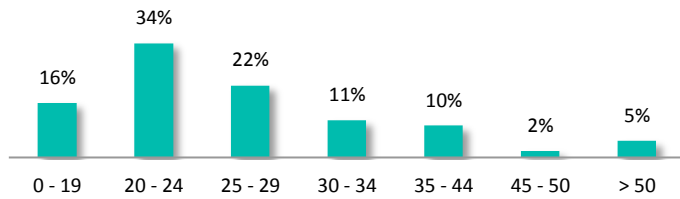
Reach

More than 682 million ads per month served to an audience of more than 6.8 million mobile surfers.

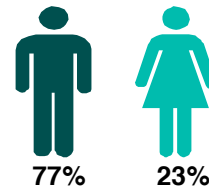
Average CPC stabilised at USD 1.4 cents by end March 2015.



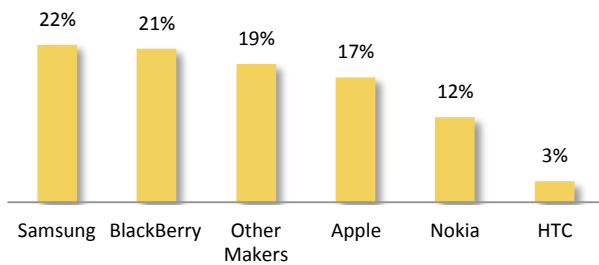
Age



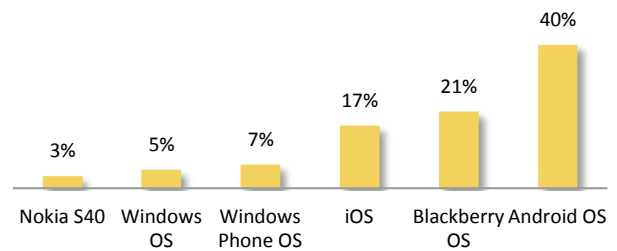
Gender



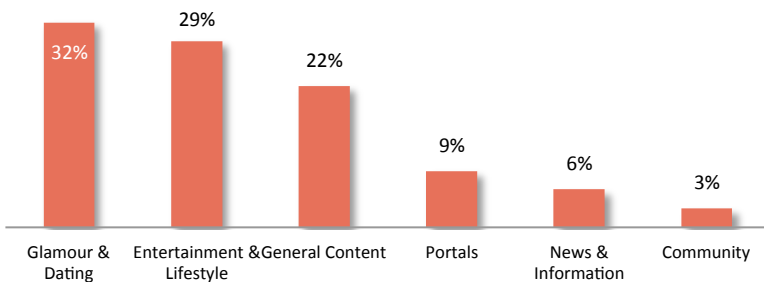
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone 95%
- Featurephone 2%
- Desktop 1%
- Tablet 2%

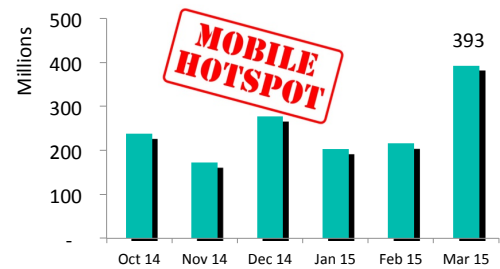


Mexico

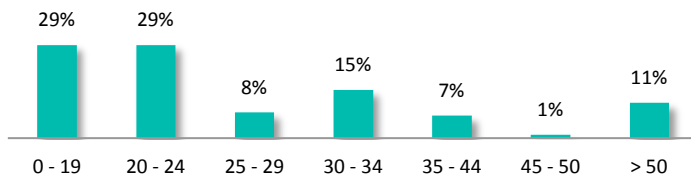
Reach

More than 390 million ads per month served to an audience of more than 2.18 million mobile surfers.

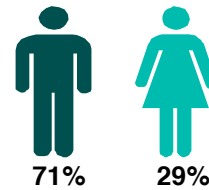
Average CPC stabilised at USD 2 cents by end March 2015.



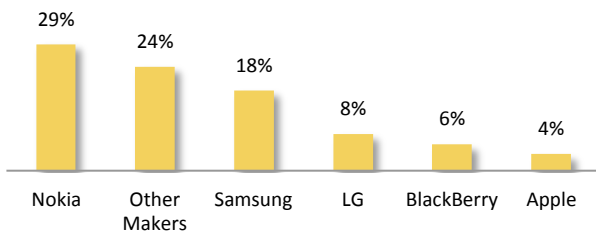
Age



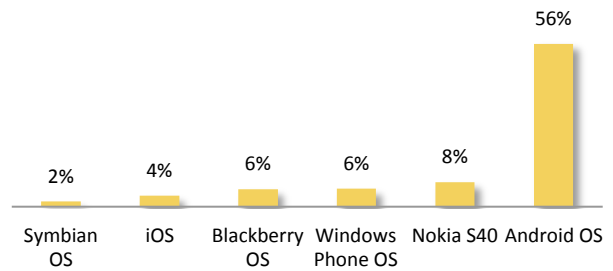
Gender



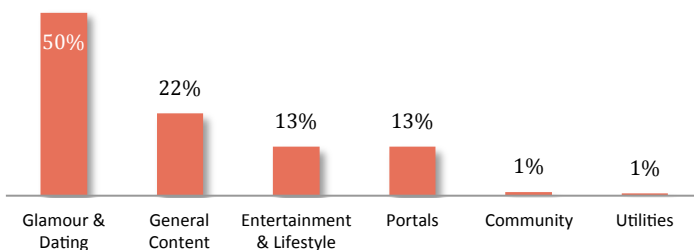
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone 68%
- Featurephone 24%
- Desktop 7%
- Tablet 1%

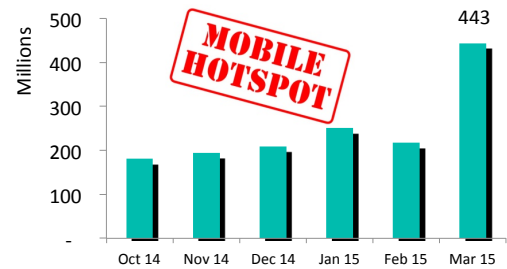


Brazil

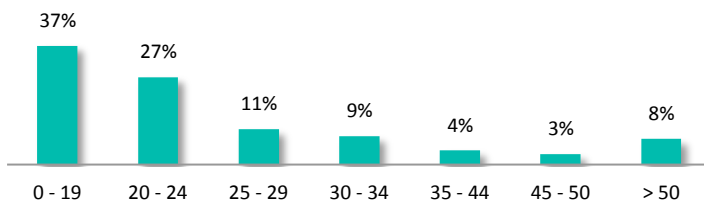
Reach

More than 443 million ads per month served to an audience of more than 4.8 million mobile surfers.

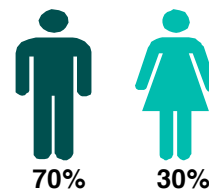
Average CPC stabilised at USD 1.3 cents by end March 2015.



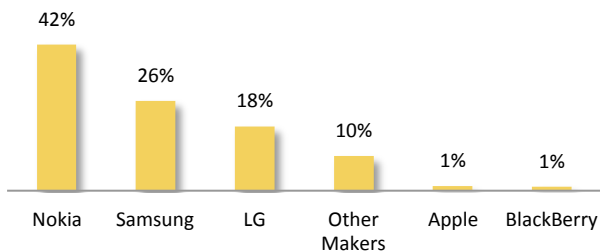
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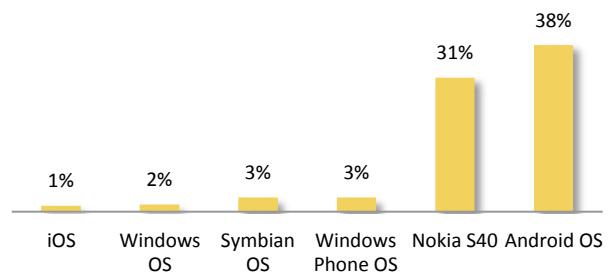
Gender



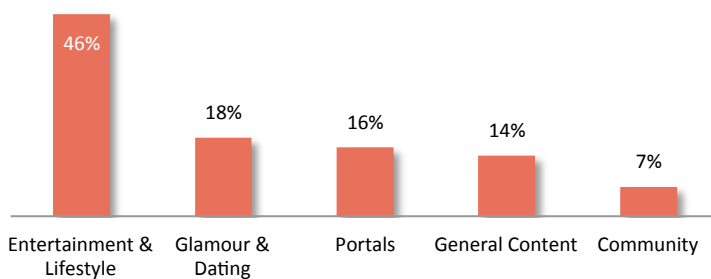
Top Phones



Operating System



Top Destinations



Multi-Channel Surfing

Consumers surf with more than one device, although mobiles are the device of choice :-

- Smartphone 59%
- Featurephone 38%
- Desktop 2%
- Tablet 1%



Feature: Mobile Payments & Banking

Introduction

We continue our study of consumers and their use of mobiles, particularly used as part of their regular transactions. The survey was conducted between 2nd February and 3rd March 2015, amongst 3,300 respondents from 23 of BuzzCity's benchmark countries.

Methodology

The survey consisted of multiple-choice questions to cater to the media channel of choice, the mobile Internet. In many cases, respondents were asked questions offering multiple selections of multiple choices.

The survey was covered countries across The Americas, Asia, Africa and Western Europe. Particular focus was placed on benchmark markets for comparisons against previous studies in 2013.

Country	February Traffic
Argentina	171,553,045
Bangladesh	924,910,072
Brazil	217,453,931
Colombia	35,897,368
France	80,884,384
Ghana	174,139,765
Guatemala	97,969,957
India	7,147,635,908
Indonesia	5,029,196,729
Kenya	212,092,722
Malaysia	802,184,894
Mexico	215,751,735
Nigeria	735,496,633
Pakistan	955,597,293
Philippines	149,614,797
Portugal	4,199,284
South Africa	984,769,701
Spain	88,252,796
Sri Lanka	249,312,449
Thailand	298,300,752
United Kingdom	488,638,097
United States	813,546,100
Vietnam	256,518,958

Overview

Growth in the e-commerce industry and the increased sales of smartphones has clearly supported the expansion of mobile banking services.

Mobile banking (mBanking) refers to online banking that occurs via mobile phone rather than via a PC. By 2015 mobile banking is conducted via custom applications, mobile sites or through text messages.

Mobile banking allows consumers to review transactions, transfer funds, pay bills and check account balances. In many cases, mBanking also offers enhanced security features with SMS authentication and more recently, mobile cheque deposits. In some cases, mobile phones have replaced ATM cards and are expected to replace credit cards in the near future.

Over the last few years key transaction patterns have emerged. Among banking tools, Balance Enquiries (30%), Cash Withdrawals (28%), and Bank Transfers (26%) have become features that matter to users. Among third party transactions, airtime top-ups remain the largest use of mobile banking (32%) followed by Salaries (18%), and Regular Bill Payments (17%).¹

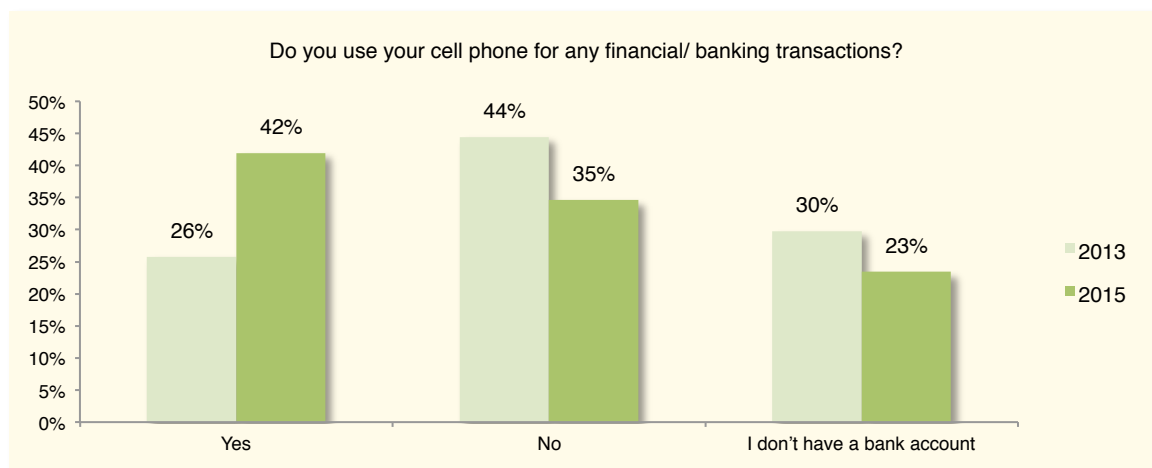
This survey attempts to see how far mobile transactions have progressed, even as institutions actively promote their services across numerous consumer touch points.

The big question: How have user perceptions and habits changed towards mobile transactions?

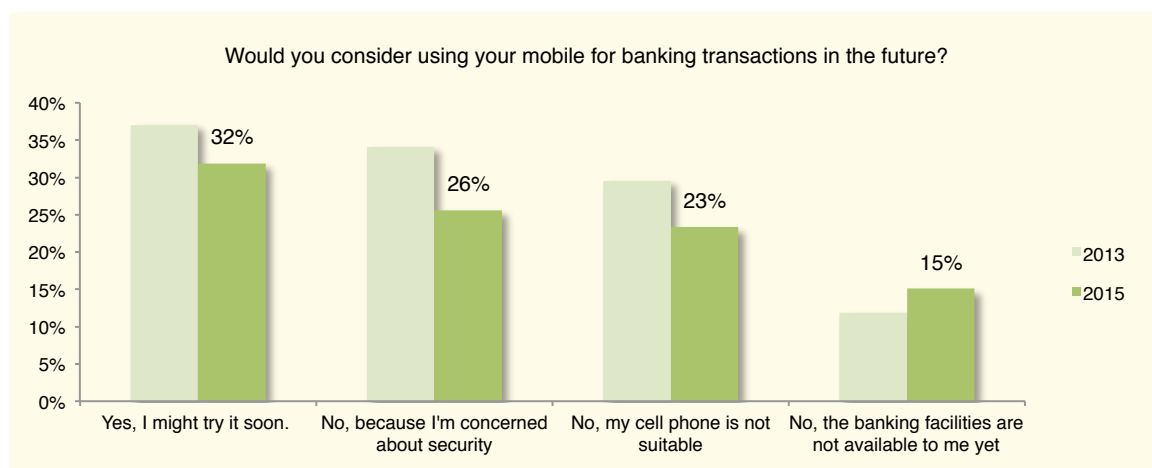
¹ The BuzzCity Report Vol 3 Issue 4, October 2013

Audience Highlights

1. There is a boom in mobile transactions: almost half of mobile surfers now use their phones for financial transactions.
 - a. 42% claim to use their mobiles for banking or payments – a growth of more than 60% from 2013.
 - b. Despite this growth, a third (35%) of mobile surfers are yet to use their mobiles for these services.
 - c. The number unbanked users, those who do not have bank accounts, have also dropped. Nearly a quarter (23%) of mobile surfers remain unbanked, a drop of 21% from 2013.



2. Those not yet transacting via mobiles are planning to do so (32%).
 - a. If uptake remains at the current rate, we can expect practically all mobile users to transact with their mobiles in the next year.

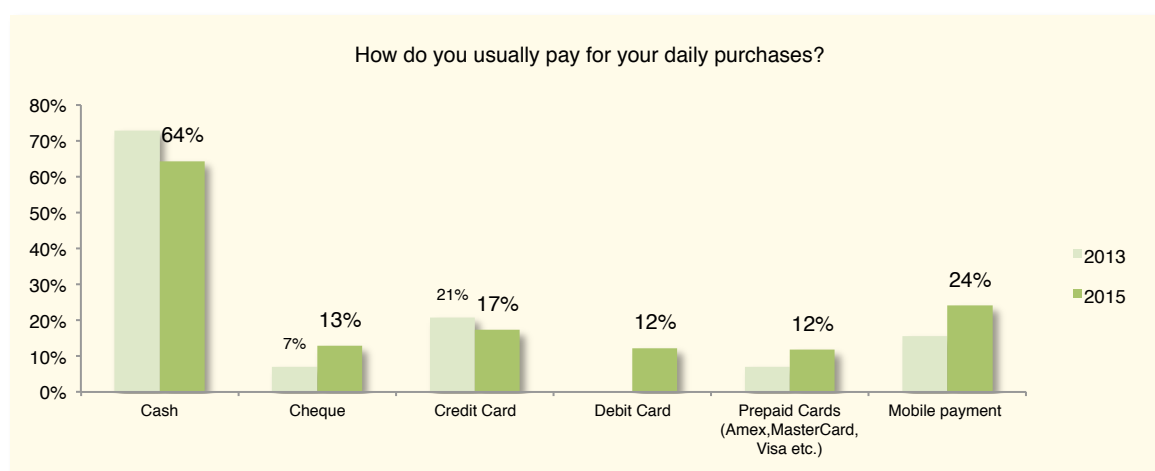


- b. Customer education and lack of awareness continue to deter some, particularly in the areas of
 - i. Security – 26% express concerns about security
 - ii. Technical capability – 23% claim their mobiles are not suitable; all mobile phones are in fact capable of some form mobile banking but clearly, users are not aware of this in relation to their bank accounts, and

- iii. Awareness – 15% believe the banking facilities are not available to them. At least 90% of banks provide some form of mobile banking service (via either SMS, USSB, Mobile site or Application).²

3. Cash remains the preferred payment mechanism. Notable is the increase in usage of:

- a. Credit and Debit cards. (In this survey, we separate the two selections for comparisons in future surveys). Their combined usage, 29%, is an increase of 38% from 2013.
- b. Prepaid Cards – these saw an increase of 67% as more than one in ten (12%) of mobile users now use prepaid cards for their daily purchases. These are used across the board among those with and without bank accounts. Cross-tabulation of data shows that among those who use prepaid cards, only 22% are those without bank accounts.
- c. Mobile Payments – this has increased more than 50% in the last two years and a quarter (24%) of mobile surfers now use mobile payment systems.



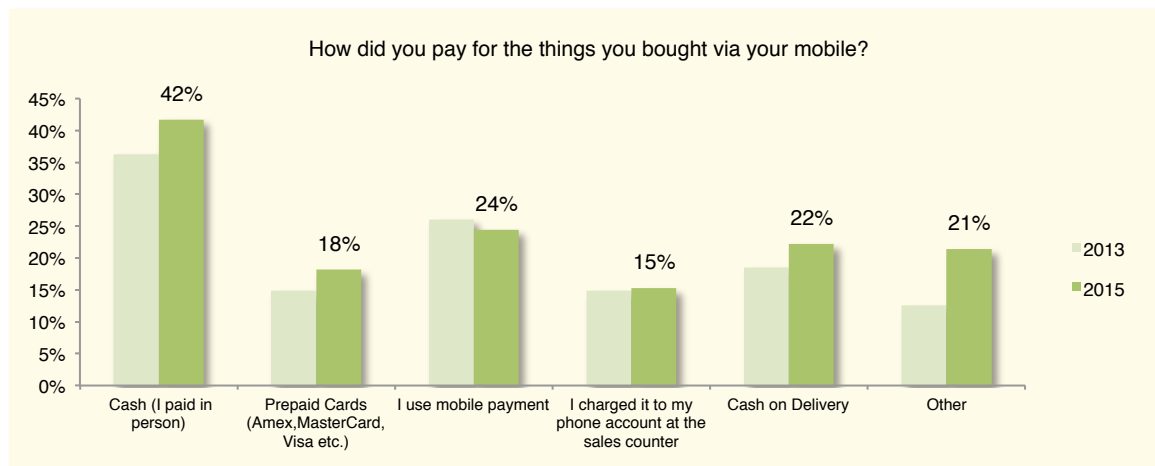
- d. We note that use of mobile payments have overtaken the use of credit cards globally with the following markets topping the list.

Top Countries for Mobile Payments	Mobile Payments	Credit Card	Debit Card	Prepaid Cards
Bangladesh	55%	28%	23%	24%
Pakistan	52%	29%	29%	31%
Sri Lanka	44%	25%	25%	21%

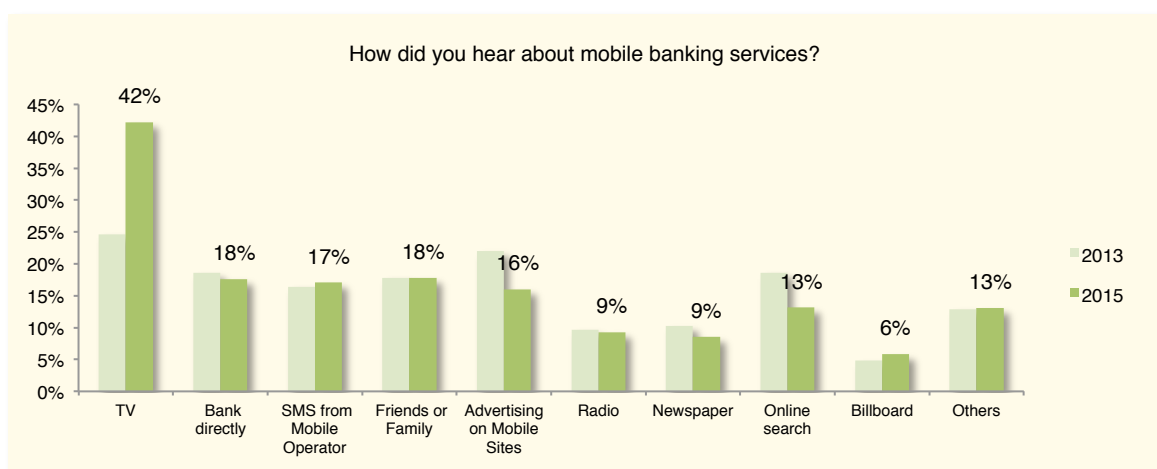
- i. Notable in these markets is the prevalence of alternate means of electronic payments among at least a quarter of the consumers.
- e. Cheques – Our findings show an apparent increase in the percentage of cheque users, from 7% to 13%. We feel this is largely due to the increase in working-age users as opposed to the increase in cheque usage. Notably, by 2015, early adopters no longer dominate and the largest single age group is young adults between 20 and 25 years old.
- i. Cheque usage merits more study as many banks in numerous countries now provide 'mobile cheque deposit' services. A combination of factors (e.g. smaller organisations are yet to accept mobile payments) and a maturing of the mobile Internet may yet see usage prolonged despite the imposition of higher cheque processing fees in some countries.

² The BuzzCity Report Vol 4 Issue 2, April 2014

- ii. A supplementary survey shows that 24% of account holders among our audience no longer use cheques.
 - iii. France (50%), United Kingdom (50%), Ghana (33%), South Africa (33%) and India (31%) have the most number of people who no longer use cheques.
4. Cash based transactions remain even when consumers make purchases online with their mobiles.
- a. Many (42%) prefer to pay in person and 22% prefer to pay on delivery.
 - b. A quarter of users (24%) use mobile payments, and
 - c. 18% pay via their prepaid cards.



5. Our ongoing studies have revealed how fragmented the consumer's experience of media is. This is repeated in the findings of this current survey and again poses challenges in educating the consumer.
- i. TV (42%) remains the most influential media, reflecting the emphasis banks placed on TV in promoting mobile banking services in the last two years.
 - ii. Digital channels collectively reach more mobile surfers. These range from SMS (17%), online searches (13%) and mobile advertising (16%). The reach of SMS may be higher than reported, as a lot of direct communications from Banks (18%) may include SMS and the influence of family & friends (18%) could be from online social networking services.



Conclusions

1. Mobile transactions take centre stage

- Nearly half (42%) of mobile surfers now use their phones for financial transactions – a growth of more than 60% from 2013.
- Despite this growth, a third (35%) of mobile surfers are yet to use their mobiles for online transactions, but, if the current rate of growth continues, mobile banking will have spread to all account holders by 2017. This may even happen sooner as 32% are already planning to give it a try!
- The number unbanked users have also dropped (from 30% in 2013) to 23% at the start of 2015.
- But education and awareness remain major on-going tasks as security (and trust) and technical capabilities remain key assets that still need to be delivered to a quarter (26%) of consumers.

2. Mobile Payments overtakes Credit Cards

- Mobile Payments first overtook the use of cheques in 2013 and has now overtaken the use of Credit Cards.
 - South Asian countries feature prominently among the Top10 with Bangladesh, Pakistan and Sri Lanka topping the list.
- One in four (24%) mobile surfers now use mobile payments – a growth of more than 50% from 2013 – compared to 17% credit card users and 12% debit card users.

3. Reloadable Prepaid Cards

- The use of prepaid cards continues the rise and 12% now use these for daily purchases.
- Notable is their usage among all categories of users; those with or without bank accounts or among those who are mBanking or not.
- Prepaid cards offer some of the same theft and loss protections as a credit card we expect their usage to increase as more consumers take advantage of their benefits particularly when shopping online.

4. Fragmented Promotion

- It is no surprise that the consumer's media consumption is fragmented, but the emphasis on one channel of education, TV (42%) reflects the skewed approach many institutions take in planning their promotions.

Recommendations

The rising popularity of mobile-based transactions also means banks will continue rolling out mobile-based financial products as key business differentiators. This will then mean creating awareness (including branding in some cases) to attract and retain customers.

Banks are also evolving their mobile offerings as the functionality of mobiles increase but many customers are only beginning to embrace mBanking. Attracting customers will also mean messaging to suit different levels of adoption.

Increased usage of mBanking also brings with it continuous security concerns. In order to meet this, and other challenges, banks will need to develop integrated, 'through-the-line' marketing strategies that engage customers between the many online and offline touch points.

Getting back to basics: awareness

15% of mobile users believe mBanking facilities are not available to them yet.

1. Education and Awareness among the mobile surfing consumers continue to be major lingering themes dominating the banking industry.
2. Increased usage of mBanking will bring with it continuous security concerns, (both real and perceived) and can only be mitigated with continued consumer and engagement but banks will need to have an integrated digital strategy to reach the mobile consumer.

Catering to the consumer

3. In response to increased consumer usage, and to create product differentiation, financial institutions are likely to keep developing more mobile banking options (e.g. loan applications). At the same time financial institutions will evolve their mobile banking offerings (e.g. fingerprint scanning), as the functionality of smartphones and tablets increase.
4. Continued education will also mean updating those already mBanking of new products and features available on mobile even as new users are brought 'up to speed'.

The mobile experience: responsive design

A quarter (23%) of mobile surfers believe their phone is not suitable.

5. An important decision for financial marketers is whether to offer a native app or mobile site — or both — for consumers to conduct their mobile banking. There are perceived security and capability advantages to the native app, but responsively designed, secure mobile sites can provide much of the same functionality with reduced investments in budget and version control.
6. We believe responsively designed sites should be the default choice for financial institutions when redesigning their sites to allow more mobile banking products to cater to more consumers. Banks must aim to offer robust functionalities to consumers on all devices through one browser-based mobile site.

Pulling in the consumer: mobile marketing

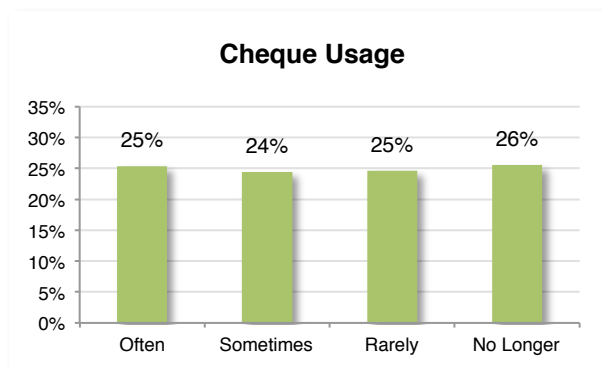
7. With users spending the majority of their time consuming digital media on their smartphones and tablets banks must invest heavily in mobile marketing as part of their integrated marketing initiatives.
8. Banks too must be mindful how content is consumed on mobile, tailoring the format and functionality for different devices. This means optimizing images for mobile (designing responsive sites) and re-purposing TV commercials for mobile.
9. Financial institutions will be wise to create branded video content, such as how-to tutorials for online and mobile banking as many consumers will have a lot to catch up with as more mobile banking products are released.
10. Mobile centric through-the-line strategies will be critical in engaging customers between online and offline touch points. Financial institutions will need to appropriately budget to advertise content across channels.

Cheque Usage

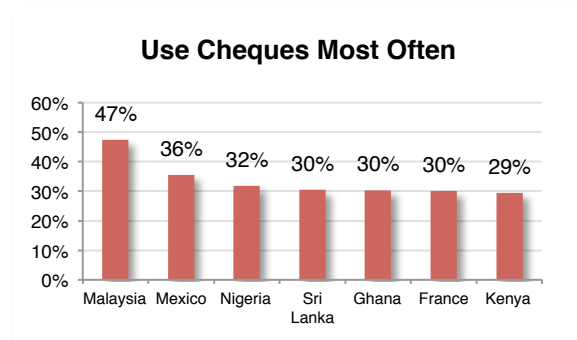
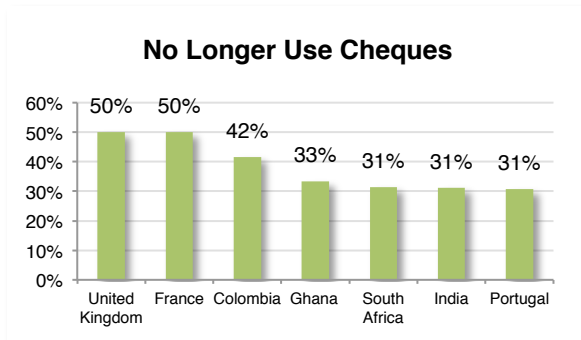
Supplementary Survey

5. A supplementary survey was run among 650 mobile surfers to see how often account holders used cheques.
6. Across the world, some three quarters (74%) of account holders still use cheques.

I carry my cheque book with me and use it often.	25%
I write cheques occasionally, about a few times a month.	24%
Maybe a few times a year.	25%
It's been years since I wrote a cheque	26%



While cheque usage remains in all countries, some have reduced their reliance on cheques more than others.



Media Insights: Click Fraud

As m-commerce continues to gain momentum and more brands are turning to mobile advertising, the dominant CPC (cost per click) advertising model can be subject to fraudulent clicks – in some cases, when site owners generate clicks on ads that appear on their own site to boost their earnings. Click fraud seriously diminishes the efficiency of a campaign and can adversely affect the user experience – with some promotional messages becoming unreliable and sometimes misleading.

What is a fraudulent click?

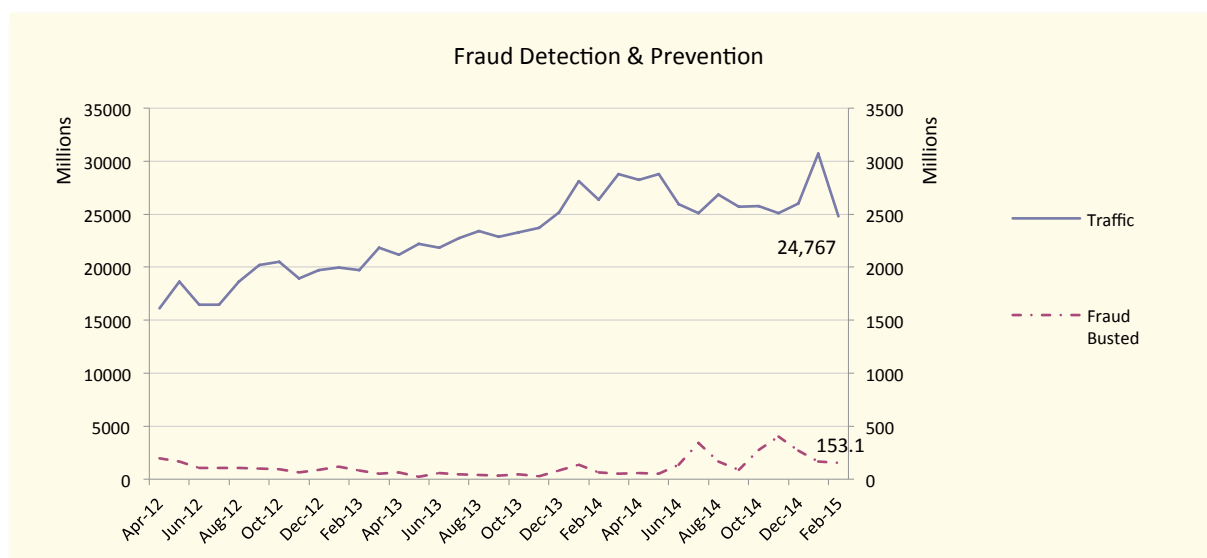
Click fraud is a type of fraud that occurs in per-per-click (PPC) online advertising when a person or software imitates a legitimate user clicking on an ad.

Why click fraud occurs

There are two primary motivations behind click fraud:

- Malicious Publishers hoping inflate revenue despite not having sufficient real traffic. These have been known to make use of 'click farms' - where people are hired to manually click ads – or sophisticated software that mimics the behaviour of a surfer.
- Malicious Advertisers trying to undermine competitors by depleting their budgets while false clicks. These are known to use click farms or software that hijacks the click and directs it to another site.

Why this matters



Click fraud effectively enables fraudsters to make a small sum of money from each fraudulent click, which can add up to quite a large sum of money when done enough times.

Detecting fraud not only helps to prevent this kind of illegal activity, but it is also about improving our accountability to Advertisers. By ensuring performance integrity of mobile advertising campaigns across our

network we make it easier for advertisers to get their message across to consumers. Publishers in turn are assured of recurring revenue from successful advertisers.

Our algorithms that operate in real time proactively catch the vast majority of all fraudulent clicks. These algorithms monitor many parameters and are constantly being updated in order to react to a wide variety of traffic patterns and indications of click fraud. On average, invalid clicks account for less than 2% of all clicks on the BuzzCity ad network.

How fraud detection works at BuzzCity.

- a) Publishers are routinely placed under **Observation** during which our algorithms analyze various parameters and map out their traffic patterns. At this stage, obvious fraudsters are removed.
- b) New Publishers or those with sudden changes in traffic patterns are subjected to tighter scrutiny when placed under Observation. Again, obvious fraudsters are removed.
- c) At all times traffic is automatically monitored and compared against peer sites while campaigns are running. Our algorithms zoom in on abnormal or invalid traffic patterns and such traffic is actively filtered (This is where the 2% lies and is based on known patterns of invalid activity).
 - If a Publisher is unable to re-establish control over the abnormal or invalid traffic, the Publisher will be asked to leave the network.
 - Publisher cooperation is also encouraged as we regularly work with Publishers so measures can be put in place to help (the Publisher) reduce accidental clicks.
- d) At all times, Advertisers are advised to actively monitor their campaigns³. Campaign enquiries by Advertisers are thoroughly investigated and, if warranted, affected Publishers are placed under tighter scrutiny and evidence of fraud captured.

³ BuzzCity Blog – Preventing Click Fraud

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