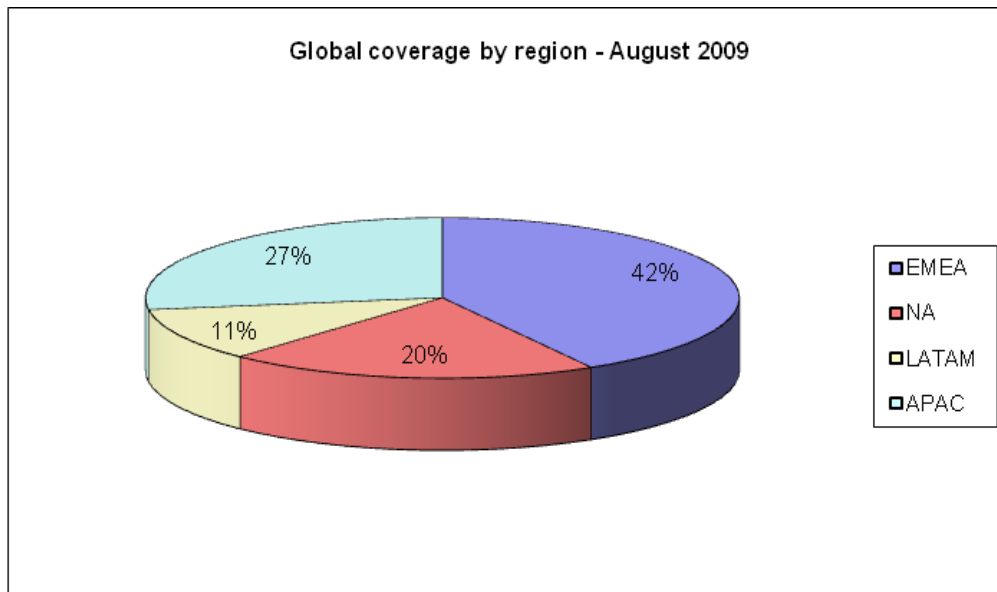


Global PR Coverage

August 2009

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APAC Coverage



Date: 04 August 2009

Reach: Malaysia

Circulation: N/A

http://www.adoimagazine.com/newhome/index.php?view=article&catid=1%3Abreaking-news&id=4203%3Aadtech-singapore-defining-the-marketing-landscape-of-tomorrow&option=com_content&Itemid=2

ad:tech Singapore – Defining the Marketing Landscape of Tomorrow

ad:tech expositions, LLC (www.ad-tech.com), the leading conferences and exhibitions organizer for the global digital marketing community, today announced it will be bringing back its highly successful Singapore conference in June this year.

Traditional marketing models are rapidly giving way to more adaptable and flexible frameworks dominated by digital practices and tools. This is a direct result of the growing importance of the online medium, characterised by the rise of the e-citizen, online communities, social media and networking platforms. As a result, these “new” channels have quickly become mainstream, posing a different set of challenges while offering intriguing new opportunities for marketers.

With the continuing decline of ad spend in many traditional media businesses, budget spend on interactive media continues to gain momentum and at the same time delivers quantifiable results for the brand advertiser.

ad:tech Singapore 2009 will bring together brand advertisers, traditional & interactive agencies, portals, on-line publishers and technology providers, to discuss and define these issues. With the continued growth in technology and use of digital media, ad:tech offers an unrivalled opportunity to discover new practices and technologies, and to learn how many of the great names have utilized the net, built brand recognition and immersed themselves in digital technologies like never before. At the same time, ad:tech Singapore offers attendees a great networking opportunity and a chance to explore the trends shaping today's market.

"ad:tech Singapore offers the ideal environment for marketers to debate the enigma of the digital landscape, and exchange strategies on leveraging the multiple media platforms that digital and online provide and reach to the increasingly sophisticated audience," said Paul Beckley, Vice President, ad:tech Singapore. "Time is of the essence in developing an understanding of how the impact and influence of the digital space on marketing and marketers."

Key exhibitors at this year's ad:tech Singapore include Yahoo! SEA, Singapore Press Holdings, Omniture, Friendster, Nielsen Online and Innity. Media partners include AdLib, AdMap, Media, Brand Republic, Digital Media and WARC. Association partners include ADMA, HKDMA, MIS, MMA, Mobile Monday and SEMPO

For more information, please visit www.ad-tech.com/singapore.

About ad:tech: ad:tech expositions, LLC is the leading organizer of conferences and exhibitions for the interactive marketing community worldwide. ad:tech produces the world's largest interactive marketing events held in New York, San Francisco, Chicago, Miami, London, Paris, Shanghai, Beijing,

Singapore and Sydney. ad:tech is produced by dmg world media; based out of the company's headquarters in Larkspur, California. For listings of exhibitors, speakers, events and upcoming conference offerings, visit www.ad-tech.com.

About dmg world media: An international exhibition and publishing company, dmg world media produces over 250 market-leading trade exhibitions, consumer shows and fairs each year and publishes 45 related magazines, newspapers, directories and market reports. dmg world media employs 900 people and maintains a worldwide presence through more than 40 offices in the United States, Canada, the United Kingdom, France, the United Arab Emirates, China, India, Singapore, Australia and New Zealand. dmg world media is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT), one of the largest and most successful media companies in the United Kingdom. Additional information on dmg world media can be found at www.dmgworldmedia.com.



Date: 06 August 2009

Reach: India

Circulation: N/A

http://www.cxotoday.com/India/News/VeriSign_to_Address_M-commerce_Concerns/551-105221-909.html

VeriSign to Address M-commerce Concerns

By Muntazir Abbas

Mobile penetration in India is growing by leaps and bounds, but m-commerce is lagging as it is generally perceived to be risky. Security gateway provider VeriSign plans to engage with the financial sector to mitigate risks associated with m-commerce.

VeriSign, which has been providing secure SMS deployments for financial services, payments and remittances, is confident of leveraging its expertise to address security vulnerabilities, such as identity theft, phishing, and mobile financial fraud.

According to a Mobile Marketing Association study on mobile attitude & usage in Asia Pacific Markets, 33% of consumers perceive mobile transactions as too risky. The greatest mobile data usage is reported in India, followed by Korea, Singapore and China.

Speaking to CXOtoday, Louie Stonjanovski, director of regional operations (messaging and content), VeriSign, said the company facilitates security gateway between network carrier and financial institutions to ensure SMS as m-commerce medium to be secure and reliable. "We monitor data and malicious codes and engage operators and banks."

"As mobile subscribers are expected to cross the 500-million mark this year, we're more focused. The RBI statistics show that nearly \$24 billion worth of transaction has been done from January to June 2009, said Basavraj Nagaraj, senior manager (product), VeriSign India. We'll engage operators and banks and act as a consultant to educate them," he said.

VeriSign operates in nearly 200 countries and offers security gateways to 700 carrier connections.

Juniper Research predicts that there would be more than 100 million users around the world who use their mobile phones for international money transfers by 2013.

Date: 20 August 2009

Reach: Asia

Circulation: N/A

<http://www.wirelessdesignasia.com/article-11380-inauguralmobileinnovationweekannouncedfortorontofromseptember12162009-Asia.html>

Inaugural 'Mobile Innovation Week' Announced for Toronto From September 12-16, 2009

MOBILEINNOVATIONWEEK announce over 100 mobile industry experts are confirmed presenters and full registration is now underway for MOBILEINNOVATIONWEEK from September 12-16, 2009 in Toronto. Featured speakers include independent thought leaders, technology experts and leading vendors from the mobile industry spanning the globe from Asia to Europe to the United Kingdom to the Americas. Interactive presentations, moderated sessions and workshops will inspire participants to harness the next wave of service creation, new business models and nascent market opportunities to serve over four billion mobile consumers worldwide. MOBILEINNOVATIONWEEK anchor events include:

FITC Mobile Developer Conference September 12-14, 2009

Jam packed with information as well as a massive networking opportunity, FITC Mobile 2009 consists of presentations, demonstrations, and panel discussions, and is one of the only events in the world covering all aspects of mobile content. With some of the most interesting and engaging presenters from around the world, it's two days and nights that will leave you inspired, energized and awed! Feature presentations by Motorola, BlackBerry, Nokia, Samsung, Microsoft, Google, Adobe, iPhone innovators, Palm Pre evangelists and more.

Mobile Media World 09 September 14-15, 2009

Engaging, exciting and empowering: Mobile Media World 09 keynote presenters deliver the 'state of the mobile nation' while featured speakers, moderators and panelists take you behind the scenes to explore the full potential of mass-market mobile commercialization opportunities. No stone will be left unturned during the two-day event covering every aspect of mobile consumer interests, winning business models and emerging new media frontiers. Confirmed speakers are executives from Canoe.ca, Deloitte, Samsung, Rogers Wireless, Sympatico Mobile, Verizon, EnStream, Maritz, Comscore, Motorola, PayPal, Impact Mobile, CBC, Mobile Marketing Association (MMA), The Globe and Mail, MyThum, OBN.ca, Carlson Marketing, BSTREET Communications, Canadian Wireless Telecommunications Association (CWTA), Visa, Yahoo! and more.

Mobile Media World 09 also features 'first time together in one event' mobile industry experts, authors and global innovators Tomi Ahonen, Sara Diamond, Ajit Jaokar, Monty Metzger, Lubna Dujani, Michael O'Farrell and Chetan Sharma.

MobileBiz BootCamp September 16, 2009

From garage start-up to corporate start-up, at the MobileBiz BootCamp you will earn your stripes by learning from the best in the business. An intensive full day of key insights and fast-track tips delivered by experienced mobile industry leaders, vendors and supporting organizations focused on creating exponential value for all delegates to accelerate profitable growth in their mobile business. Featured speakers from Wind Mobile, Summerhill Capital, Polar Mobile, MaRS, Ontario Centres of Excellence and more.

Additional MOBILEINNOVATIONWEEK activities are the ilovemobileweb party - the ultimate mobile industry networking event of the year - and the Mobile ThinkTank where industry experts come together to envision the future of mobile in the global economy. Evening receptions are sponsored by the CWTA, the Mobile Experience Innovation Centre (MEIC) and the Mobile Entertainment Forum (MEF). MOBILEINNOVATIONWEEK is supported by over ten global mobile and digital media trade organizations including: CWTA, MMA, MEF, MEIC, MOCOM2020, Digital Arts & Technology Association (DATA), dotMobi Advisory Group (MAG), MobiFest, Mobile Monday, Wavefront BC, Wireless Industry Partnership (WIP), and produced in cooperation with the Glenn Gould Studio, Ontario College of Art & Design and the City of Toronto.

The mobile industry is a trillion dollar economy booming with new innovations, mass-market consumer adoption and a global spectrum of opportunities. With over 50 sponsors, supporters and media partners from the mobile industry ecosystem in Toronto for five straight days, MOBILEINNOVATIONWEEK is one of the most significant mobile industry event taking place globally.



Date: 20 August 2009

Reach: Asia

Circulation: N/A

<http://www.infoworld.com/d/mobilize/digital-advertising-lower-mobile-phone-costs-consumers-072>

Digital advertising to lower mobile phone costs on consumers

By Tom S. Noda | Computerworld Philippines

Just like traditional marketing practices in print media where newspapers and magazines can afford to sell copies inexpensively, the same manner is expected to happen in the telco industry space once it does digital marketing -- the modern advertising technique via the Internet and mobile phone devices.

"If telcos will get revenue from mobile marketing ads, the more they can lower subscription rates to customers," said Emmanuel Allix, managing director of mobile advertising firm Pudding Media (Asia Pacific), during an interview with Computerworld Philippines.

"Mobile marketing through SMS (short messaging system) will definitely bring mobile costs down and it won't add up to consumer costs because telcos will get revenue from advertisers," he said.

Allix said that with a telco's adoption of digital marketing, it can be compared to a print media who can place a more affordable price in its copy since it gets revenues from advertising. "A magazine for example would surely be more expensive if it doesn't have advertisements on it. And for telcos, if they get revenue from mobile marketing ads, they could lower subscription costs on users."

Allix said mobile marketing is the way to go for companies and telcos in today's global financial crisis, especially in the Philippines which is known to be the "No. 1 SMS Country" in the world having about 63 million mobile phone users that send over two billion SMS messages per day. He said mobile phone users globally are four times larger than PC users or Internet users, which is estimated at one billion.

Allix said for mobile marketing firms like Pudding Media, they enable Telcos to monetize mobile inventory.

"Through simple mobile phone functions like ring tones when someone is calling or when you're receiving text messages, we can insert ads of businesses. And ours is even non-intrusive, permission-based. It is both opt-in and opt-out," he said, adding that cellphone subscribers will have control on what type of ads or business or company services updates they want to receive.

Allix describes the Philippines as a "very attractive and compatible market" for digital advertising.

However, according to Danilo Eguia, secretariat manager of Internet and Mobile Marketing Association of the Philippines (IMMAP), although ad revenues is reported to be about US \$3 billion in the Philippines per year, only 1% of it belongs to digital marketing.

"Mobile marketing definitely has a huge opportunity here in the Philippines. Not only large companies can benefit from it but also SMEs since digital marketing is more direct and cost effective. You can really target your potential customers," Eguia said.

IMMAP on Tuesday conducted its 3rd Internet & Mobile Marketing Summit at the SMX convention center in Manila where it identified the Internet and mobile phone users as the two fastest growing advertising mediums in the Philippines. IMMAP described digital marketing as a "measurable and results-driven marketing."

Date: 26 August 2009
Reach: The Philippines
Circulation: N/A

<http://technology.inquirer.net/infotech/infotech/view/20090826-222146/RP-digital-marketing-council-created>

RP digital marketing council created

By Alexander Villafania
INQUIRER.net

Manila, Philippines – A newly formed digital marketing council aims to establish rules on advertising campaigns in non-traditional platforms such as mobile phones.

The Internet and Mobile Marketing Association of the Philippines (IMMAP) sealed a deal with the global organization Mobile Marketing Association (MMA) that leads to the creation of a local council.

The MMA Philippine Council was announced during the IMMAP conference on Wednesday.

Following the lead of the MMA, the local council's goal is primarily to build awareness on digital marketing among telecommunication providers, value-added service (VAS) providers, local advertisers, and advertising agencies.

The council will also work on establishing metrics for consumer usage tracking and revenue impact of mobile marketing.

Most importantly, the group will also establish best practices standards that should ensure consumer protection from potential abuse such as unwarranted spam, as highlighted during the recent Senate hearing on alleged "disappearing" phone load.

IMMAP president Arthur Policarpio said the council will also focus on trainings, seminars, and workshops among mobile industry players.

He added that they would also be forwarding updates on industry trends and researches to government regulators to keep them informed and have better knowledge of the local industry.

While there have been proposals in Senate and Congressional proposals to regulate certain aspects of the telecommunication industry, including value added services (VAS) where advertising is more visible, Policarpio stressed that the goal of the group is also to make it self-regulatory.

Meanwhile, MMA chief executive Mike Wehrs said the Philippines is the second country in Asia-Pacific country to have a local council after India.

So far, there are nine MMA councils globally, representing 740 companies in various industries.

Wehrs stressed that the MMA is aimed at expanding the opportunities of industry stakeholders in the marketing space, initially by providing relevant information about mobile marketing strategies.



Date: 26 August 2009

Reach: India

Circulation: N/A

<http://news.ciol.com/News/News-Reports/Mobile-marketing-association-ties-up-with-IMMAP/26809124130/0/>

Mobile marketing association ties up with IMMAP

Alliance to drive adoption of guidelines and best practice within mobile marketing ecosystem

Manila, Philippines: The Mobile Marketing Association (MMA), today announced that it has entered in to a partnership with the Internet and Mobile Marketing Association of the Philippines (IMMAP), to launch the MMA Philippines Local Council.

The objective of the partnership between MMA and IMMAP is to foster the mobile advertising and marketing industry in the Philippines through local participation from industry stakeholders to drive the adoption of global standards, best practice and guidelines across the mobile marketing channel in the country, said a press release.

"The Asia Pacific region provides the MMA with great opportunity to add value to our members and companies that make up the mobile marketing ecosystem. We have seen a number of successful mobile marketing campaigns in this region and also identified areas where the regional and global scale of the MMA can help accelerate the growth of the local industry. The MMA's presence in the Philippines strengthens our commitment to the market and highlights the potential for growth," said Mike Wehrs, president and CEO, MMA.

He added that through their partnership with IMMAP, they aim to support the industry on key industry issues such as measurement and metrics, best practices guidelines and codes of conduct.

"IMMAP's partnership with the MMA will allow us to further drive increased adoption of mobile marketing in the country, by bringing together all of the industry's important stakeholders, such as telecom operators, publishers, agencies, media companies, mobile content and service providers, as well as advertisers," said Arthur Policarpio, president of IMMAP.

He added that in the coming months, they would work closely with the MMA to craft a strategic action plan to accelerate growth of the industry at the local level, with particular focus on research and education initiatives, development of metrics and measurement, adoption of best practices and guidelines, as well as active partnerships with key local regulatory bodies.

The partnership agreement was signed during IMMAP's third Internet and Mobile Marketing Summit in Manila this week, which was attended by over 500 industry professionals.

"The Philippines market has a high mobile penetration rate and strong usage coupled with the planned deployment of 3.5G networks by local operators. The MMA believes that revenues allocated to mobile marketing in the Philippines will grow faster than Internet marketing in the next 12 to 24 months," said Rohit Dadwal, managing director – Asia Pacific, MMA.

Date: 26 August 2009

Reach: Asia

Circulation: N/A

<http://www.mis-asia.com/news/articles/digital-advertising-to-lower-mobile-phone-costs-on-consumers>

Digital advertising to lower mobile phone costs on consumers

Mobile marketing is the way to go for companies and telcos in today's global financial crisis -- By Tom S. Noda

Manila - Just like traditional marketing practices in print media where newspapers and magazines can afford to sell copies inexpensively, the same manner is expected to happen in the telco industry space once it does digital marketing -- the modern advertising technique via the Internet and mobile phone devices.

"If telcos will get revenue from mobile marketing ads, the more they can lower subscription rates to customers," said Emmanuel Allix, managing director of mobile advertising firm Pudding Media (Asia Pacific), during an interview with Computerworld Philippines.

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Allix said mobile marketing is the way to go for companies and telcos in today's global financial crisis, especially in the Philippines which is known to be the "No. 1 SMS Country" in the world having about 63 million mobile phone users that send over two billion SMS messages per day. He said mobile phone users globally are four times larger than PC users or Internet users, which is estimated at one billion.

Allix said for mobile marketing firms like Pudding Media, they enable Telcos to monetize mobile inventory.

"Through simple mobile phone functions like ring tones when someone is calling or when you're receiving text messages, we can insert ads of businesses. And ours is even non-intrusive, permission-based. It is both opt-in and opt-out," he said, adding that cellphone subscribers will have control on what type of ads or business or company services updates they want to receive.

Allix describes the Philippines as a "very attractive and compatible market" for digital advertising.

However, according to Danilo Eguia, secretariat manager of Internet and Mobile Marketing Association of the Philippines (IMMAP), although ad revenues is reported to be about US \$3 billion in the Philippines per year, only 1 per cent of it belongs to digital marketing.

"Mobile marketing definitely has a huge opportunity here in the Philippines. Not only large companies can benefit from it but also SMEs since digital marketing is more direct and cost effective. You can really target your potential customers," Eguia said.

IMMAP on Tuesday conducted its 3rd Internet & Mobile Marketing Summit at the SMX convention center in Manila where it identified the Internet and mobile phone users as the two fastest growing advertising mediums in the Philippines. IMMAP described digital marketing as a "measurable and results-driven marketing."



Date: 26 August 2009

Reach: India

Circulation: N/A

<http://www.indiantelevision.com/mam/headlines/y2k9/aug/augmam86.php>

MMA, IMMAP launch council to foster mobile advertising

Mumbai: The Mobile Marketing Association (MMA) and the Internet and Mobile Marketing Association of the Philippines (IMMAP) have announced a partnership to launch the MMA Philippines Local Council.

The objective of the partnership between MMA and IMMAP is to foster the mobile advertising and marketing industry in the Philippines through local participation from industry stakeholders to drive the adoption of global standards, best practices and guidelines across the mobile marketing channel in the country.

MMA president and CEO Mike Wehrs says, "Today, the local ad industry is worth \$3 billion; we believe mobile marketing can contribute between two and three percent of the pie in a few years. Through our partnership with IMMAP, we aim to support the industry on key industry issues such as measurement and metrics, best practices guidelines and codes of conduct."

IMMAP president Arthur Policarpio adds, "IMMAP's partnership with the MMA will allow us to further drive increased adoption of mobile marketing in the country, by bringing together all of the industry's important stakeholders, such as telecom operators, publishers, agencies, media companies, mobile content and service providers, as well as advertisers.

As part of the agreement, IMMAP will work closely with the MMA to craft a strategic action plan to accelerate growth of the industry at the local level with particular focus on research and education initiatives, development of metrics and measurement, adoption of best practices and guidelines, as well as an active partnership with key local regulatory bodies.

Date: 26 August 2009
Reach: The Philippines
Circulation: N/A

<http://digitalmanila.blogspot.com/2009/08/philippine-local-council-launched.html>

MMA Philippine Local Council Launched



Mobile Marketing Association (MMA) and Internet and Mobile Marketing Association of the Philippines (IMMAP) partners to launch MMA Philippine Local Council today, August 26 at the SMX, Mall of Asia, Pasay.

From about 1M mobile subscribers in 1996 to 70M in 2008, mobile marketing offers tremendous opportunity for growth even including more advanced Bluetooth marketing. This is getting more relevant as PC and mobile usage statistics blurs.



With 26 council members as of the moment, the formation of the Philippine Local Council is a milestone for the industry and aims to foster the mobile advertising and marketing industry in the country through local participation from industry stakeholders to drive adoption of global standards, practices, and guidelines.



Date: 26 August 2009
Reach: The Philippines
Circulation: N/A

<http://www.gmanews.tv/story/170762/growing-mobile-subscribers-to-boost-sms-based-marketing>

Growing mobile subscribers to boost SMS-based marketing

Cheryl M. Arcibal, GMANews.TV

Mobile marketing in the Philippines is set to capture a decent amount of advertising as Filipinos remain attached to their cellular phones, industry executives said on Wednesday.

The 86-member Internet and Mobile Marketing Association of the Philippines (IMMAP) is targeting to corner between two percent and three percent or \$60 million to \$90 million of the \$3-billion industry.

IMMAP president Arthur Policarpio said the fastest growing media channel in the Philippines is SMS-based as mobile subscribers rose exponentially to 70 million as of July 2009 from less than one million subscribers in 1996.

The Philippines was one of the first countries to use SMS remittance and SMS credit transfer services. It also remains the SMS capital of the world with over one billion text messages sent each day and revenues from text messaging on par with those from voice services.

"The Philippine market has a high mobile penetration rate and strong usage coupled with the planned deployment of 3.5G networks by local operators. The MMA (Mobile Marketing Association) believes that revenues allocated to mobile marketing in the Philippines will grow faster than Internet marketing in the next 12 to 24 months," said Rohit Dadwal, MMA managing director for Asia Pacific.

The MMA is the world's largest trade organization for mobile marketing with close to 750 member companies.

In fact, mobile Internet users in the country are also growing.

Yahoo! Mobile showed there are about 1.2-million monthly unique users, who rack up about 128 million monthly page views.

The opportunity in mobile marketing extends beyond SMS, IMMAP said.

The group is looking at "bluetooth marketing, multimedia mobile marketing, mobile applications and mobile internet."

"Mobile is essential, rather than experimental," MMA president and chief executive officer Mike Wehrs said.

However, barriers for increased adoption of mobile marketing include abuse of consumer privacy and rights, lack of industry-specific research, lack of knowledge on mobile marketing on the part of advertisers and the lack of industry-wide metrics and measurement.

IMMAP has partnered with MMA to allow the local group to further drive increased adoption of mobile marketing in the Philippines by bringing together all of the industry's important stakeholders, such as

telecom operators, publishers, agencies, media companies, mobile content and service providers, as well as advertisers.

"We will work closely with the MMA to craft a strategic action plan to accelerate growth of the industry at the local level with particular focus on research and education initiatives, development of metrics and measurement, adoption of best practices and guidelines, as well as an active partnership with key local regulatory bodies," Policarpio said.

Bringing together 24 founding member companies, the MMA Philippines Local Council is the second to be launched in the Asia Pacific region in the last four months after India.

Meanwhile, Charmaine Canillas, chairperson of the local association of advertisers, said the AdBoard welcomes the formation of the MMA Philippines Local Council.



Date: 26 August 2009

Reach: India

Circulation: N/A

http://www.afaqs.com/perl/news/company_briefs/index.html?id=42165

MMA launches Philippines Local Council in Partnership with IMMAP

Media News, Manila

The Mobile Marketing Association (MMA) and the Internet and Mobile Marketing Association of the Philippines (IMMAP) today announced a partnership to launch the MMA Philippines Local Council. The objective of the partnership between MMA and IMMAP is to foster the mobile advertising and marketing industry in the Philippines through local participation from industry stakeholders to drive the adoption of global standards, best practice and guidelines across the mobile marketing channel in the country.

"The Asia Pacific region provides the MMA with great opportunity to add value to our members and companies that make up the mobile marketing ecosystem. We have seen a number of successful mobile marketing campaigns in this region and also identified areas where the Regional and Global scale of the MMA can help accelerate the growth of the local industry. The MMA's presence in the Philippines strengthens our commitment to the market and highlights the potential for growth. Today, the local advertising industry is worth US\$3 billion; we believe mobile marketing can contribute between two and three percent of the pie in a few years," said Mike Wehrs, President and CEO, MMA. "Through our partnership with IMMAP, we aim to support the industry on key industry issues such as measurement and metrics, best practices guidelines and codes of conduct."

"IMMAP's partnership with the MMA will allow us to further drive increased adoption of mobile marketing in the country, by bringing together all of the industry's important stakeholders, such as telecom operators, publishers, agencies, media companies, mobile content and service providers, as well as advertisers. In the coming months, we will work closely with the MMA to craft a strategic action plan to accelerate growth of the industry at the local level, with particular focus on research and education initiatives, development of metrics and measurement, adoption of best practices and guidelines, as well as an active partnership with key local regulatory bodies," said Arthur Policarpio, President of IMMAP.

The MMA Philippines Local Council brings together 24 founding member companies, and is the second to be launched in the Asia Pacific region in the last four months, after India. The founding member companies are: AdMob, Affle, BlueBlade Technologies, BuzzCity, DenstuIndio, Egg (Entertainment Gateway Group), Information Gateway, Mediacom, Microsoft, Mobile Arts, Nielsen, Ogilvy, Procter and Gamble, Proximity Phils., Pudding Media, Smart Communications, Snapworks, Tribal DDB, Unilever, Wolfpac, Xurpas, Yahoo! Philippines, Yehey, and Zed Worldwide. The partnership agreement was signed during IMMAP's 3rd Internet and Mobile Marketing Summit in Manila this week, which was attended by over 500 industry professionals.

The mobile industry is seeing great success in the Philippines. As of July 2009, the number of mobile phone SIM cards in the Philippines was estimated at close to 70 million. It was one of the first countries to publicize SMS remittance and SMS credit transfer services, which operators across the world have since tried to emulate. The Philippines also remains the SMS capital of the world with over one billion SMS messages sent each day and revenues from text messaging on par with those from voice services.

"The Philippines market has a high mobile penetration rate and strong usage coupled with the planned deployment of 3.5G networks by local operators. The MMA believes that revenues allocated to mobile

marketing in the Philippines will grow faster than Internet marketing in the next 12 to 24 months,” said Rohit Dadwal, Managing Director – Asia Pacific, MMA.

“As a dominant market leader in the country, Smart is showing its full support to the MMA by spearheading efforts amongst mobile operators in mobile marketing, not only in the Philippines, but in the Asia Pacific region, as well. The creation of the local council will most certainly give the mobile marketing industry a boost. It will serve as a platform for us to share our best, well-tested practices with our colleagues and learn new and groundbreaking techniques from other MMA members all over the world,” added Jojit P Alcazar, Head – Mobile Advertising at Smart Communications, and Director for International Relations at IMMAP.

The Chairperson of the local association of advertisers, Charmaine Canillas, believes the alliance is a positive step toward market education saying, “AdBoard welcomes the formation of the MMA Philippines Local Council to share global best practice and guidelines on mobile marketing to best serve both advertisers and consumer interest and protection.”

The MMA is the world's largest trade organization for mobile marketing with close to 750 member companies while IMMAP is the Philippines' premiere association for internet and mobile marketing, with 86 member companies.



Date: 27 August 2009
Reach: The Philippines
Circulation: N/A

<http://www.bworldonline.com/BW082709/content.php?id=055>

Mobile marketing [Article preview]

The mobile marketing industry is targeting \$60-\$90 million in revenues in the next three to five years as it goes global and while mobile phone penetration increases. "Mobile is attractive because it is everywhere... it has the highest penetration rate among other technologies," Mike Wehrs, president and chief of Mobile Marketing Association, told reporters in a press briefing yesterday. Arthur R. Policarpio, president of the Internet and Mobile Marketing Association of the Philippines, said mobile marketing presents different message channels that advertisers can make use of such as multimedia mobile, mobile applications and mobile Internet. Yahoo! Mobile, for instance, has 128 million monthly page views and around 1.2 million monthly unique users.



Date: 27 August 2009
Reach: The Philippines
Circulation: N/A

<http://www.abs-cbnnews.com/technology/08/26/09/rp-mobile-marketers-eye-60m-ad-pie>

RP mobile marketers eye \$60M ad pie

Manila - Local mobile marketers are targeting a larger piece of the local advertising pie as consumers continue to give more attention to digital media, the president of the Internet and Mobile Marketing Association of the Philippines (IMMAP) said Tuesday.

IMMAP president Arthur Policarpio said the trade group's vision is to capture 2%-3% of total ad spend in the Philippines, amounting to \$60 million-\$90 million, in the next three to five years. The IMMAP is currently composed of 86 member companies, including 37 mobile companies, as well as advertisers, agencies and publishers.

He said that while some companies have spent money on Internet and SMS advertising, a large portion of their budgets still goes to traditional print, TV, radio and outdoor media platforms.

One platform that remains largely untapped by local advertisers is mobile marketing. From less than a million subscribers in 1996, the Philippines now boasts of over 70 million mobile subscribers this year.

Policarpio said one challenge faced by marketers is lack of understanding of mobile's potential and potency as a marketing tool. "The mobile phone is the only device that you have on you almost 24/7. It's a marketing platform just waiting to be tapped," he said at a digital marketing summit at SM Mall of Asia.

He said that beyond SMS, marketers could also look at other mobile marketing initiatives such as bluetooth advertising, mobile Internet advertising and mobile applications.

He noted that Yahoo! Mobile's site receives 1.2 million unique users per month and 128 million page views as of August 2009. He said separate data supplied by Admob showed that local mobile sites logged in 380 million page views a month.

Admob statistics also show a rise in sales of smartphones in the Philippines such as the Nokia N70 and Nokia 3110c, which is fueling the increase in mobile Web browsing.

Policarpio acknowledged though that there are some barriers into increased adoption of mobile marketing including the abuse of consumer privacy and rights, lack of industry-specific research, lack of knowledge on the part of the advertisers and lack of industry-wide metrics and measurement.

"This is the vision of IMMAP - to become the recognized thought leader and center of mobile marketing innovation in the Asia-Pacific region and to leverage global best practices, standards and consumer guidelines," he said.

The IMMAP recently partnered with the Mobile Marketing Association and established the MMA Philippines Local Council. The objective of the partnership between MMA and IMMAP is to foster the mobile advertising and marketing industry in the Philippines.

A shift to digital media

MMA president and CEO Mike Wehrs said advertising companies in many parts of the world have exhibited a shift in brand thinking by seeing mobile as an essential and not just an experimental platform for marketers.

He said that with over 4.8 billion mobile subscribers worldwide, the platform has outpaced the growth of Internet and fixed-line users.

He said he expects spending on mobile messaging to rise to \$2.9 billion in 2010. For this year alone, he said advertisers are reallocating \$65 billion of their ad budgets from traditional media channels to digital channels including online, mobile, viral and search engine optimization (SEO).

He also noted trends in some countries such as mobile banking, alerts, mobile vouchers and coupons, as well as customer service application, which can be done via mobile phone.

"[Mobile marketing] delivers on the promise of one-to-one marketing. There's a higher level of engagement and interaction controlled by the consumer. Empowering the consumer makes the ad more effective," he said. -- By David Dizon, abs-cbnNEWS.com

Date: 27 August 2009

Reach: Asia

Circulation: N/A

<http://www.marketing-interactive.com/news/14799>

Rach to depart OgilvyOne

By: Adaline Lau, Hong Kong

Hong Kong - Sean Rach managing director of OgilvyOne and Neo@Ogilvy Hong Kong is departing the agency after nine years with his position to be succeeded by general manager Kitty Wong.

Royce Yuen, president for Ogilvy Hong Kong, said Rach's contribution to the group has been remarkable. "He has helped to build a company that is best of its class in terms of market reputation and creative awards. OgilvyOne is the undisputed leader under his leadership," Yuen said.

Client marketers have ranked OgilvyOne as the top digital agency in Marketing's annual Agency of the Year survey since 2007.

Wong will be promoted as managing director of OgilvyOne Hong Kong following Rach's departure.

"Kitty has been with us for a decade and has been a close partner to Sean. She will provide the continuity that we need, there is no one more suitable than Kitty to take over the leadership of OgilvyOne in Hong Kong," Yuen added.

Marketing understands the agency is busy alerting its staff and clients ahead of an expected media announcement.

Clients that the agency will be keen to put at ease will include Vodafone which recently stabled its entire creative business with OgilvyOne.

Rach has been with Ogilvy for the past nine years, he has masterminded the launch of Neo@Ogilvy in 2007 and was made chairman of the Mobile Marketing Association in July 2009.



Date: 27 August 2009

Reach: India

Circulation: N/A

<http://www.telecomtiger.com/fullstory.aspx?storyid=6998§ion=S176>

Mobile Marketing Association announces Philippines' Local Council with IMMAP

TT Bureau

The Mobile Marketing Association (MMA) has joined forces with the Internet and Mobile Marketing Association of the Philippines (IMMAP) to form the MMA Philippines Local Council.

The Local Council, comprising of 24 founding members, aims to promote the mobile advertising and marketing industry in the Philippines through local participation from industry stakeholders to compel the adoption of global standards, best practice and guidelines across the mobile marketing channel in the country.

Speaking on the occasion, Mike Wehrs, President and CEO, MMA, said, "The Asia Pacific region provides the MMA with great opportunity to add value to our members and companies that make up the mobile marketing ecosystem. We have seen a number of successful mobile marketing campaigns in this region and also identified areas where the Regional and Global scale of the MMA can help accelerate the growth of the local industry. The MMA's presence in the Philippines strengthens our commitment to the market and highlights the potential for growth."

"IMMAP's partnership with the MMA will allow us to further drive increased adoption of mobile marketing in the country, by bringing together all of the industry's important stakeholders, such as telecom operators, publishers, agencies, media companies, mobile content and service providers, as well as advertisers," added Arthur Policarpio, President of IMMAP.

Date: 28 August 2009
Reach: The Philippines
Circulation: N/A

<http://technology.inquirer.net/infotech/infotech/view/20090828-222376/Mobile-phones-a-bright-spot-for-advertising>

Mobile phones a bright spot for advertising

By Alexander Villafania
INQUIRER.net

Pasay City, Philippines – Despite getting only a tiny portion of the total advertising budget, marketing experts see a promising platform in mobile phones as these devices become even more indispensable for consumers because of the Internet.

Mobile marketing is nearly synonymous to SMS (or text messaging) short messaging system as majority of the country's 70 million subscribers use basic handsets.

Revenues from mobile marketing remain small at only around 1 percent of the estimated \$3 billion budget for advertising per year in the Philippines. As such, there is still a lot hurdles for mobile marketing to prosper.

Still, these hurdles are more of opportunities for the industry, which is seen to grow much faster in the coming years as telecommunications companies continue to invest on high speed wireless infrastructure as well as influx of cheaper Internet-ready phones.

At the Internet and Mobile Marketing Summit, executives from the Internet and Mobile Marketing Association of the Philippines (IMMAP) and the international group Mobile Marketing Association (IMMAP) predict the local mobile marketing industry is poised to get a fair chunk of the total annual advertising budget.

But, as both groups stressed, it would take the right planning and execution to conduct advertising campaigns on mobile phones.

In fact, the MMA and IMMAP have recently inked a deal to create a Philippine MMA Council mandated to help out companies in the mobile marketing business.

MMA President and CEO Mike Wehrs noted that the opportunities are huge as there is slow but gradual uptake of mobile phones with Internet connection.

The majority of mobile marketing in the Philippines would still be on SMS but Wehrs suggested that companies should be prepared early on for the increase in mobile marketing.

On a global scale, Wehrs said the total advertising budget for 2009 is estimated to reach \$453.2 billion. Only 9 percent of this will go to mobile advertising while traditional platforms such as broadcast, print, and radio would continue to enjoy the lion's share.

And yet about \$65 billion of advertising budgets for this year is estimated to be channeled from the traditional platforms to digital means. While online would lead in the digital space, it will be closely followed by mobile.

Currently, there are 4.1 billion mobile phone users globally. In contrast, there are only 1.6 billion Internet users worldwide, according to the latest statistics of Internet World Stats.

“Such is the potential of mobile marketing and that’s what we’re trying to bring here. Consumer approach should be accurate, timely, and measurable,” Wehrs said.

Steadily increasing

On the local scale, IMMAP President Arthur Policarpio said mobile marketing is still small but has been steadily increasing. Citing a report from Admob.com, Policarpio said there are 385 million mobile advertising impressions per month.

Surprisingly, these are nearly all from Web-enabled handsets.

Policarpio also cited another report from an online services company, which claimed that it had 1.2 million monthly unique users with 128 million monthly page views.

“These figures already show what the potential is for mobile marketing on web-enabled phones can be. Better still, we can target specific markets and measure the impact of advertising campaigns,” he said.

Policarpio said that under the banner of the new Philippine MMA Council, the local industry is expected to capture just about two to three percent of the Philippine ad spending budget in the next three to five years.

This would mean \$60 million to \$90 million a year.

Of course, Policarpio stressed that one of the challenges is to ensure consumer rights are protected.

As mobile phones become of a necessity than a lifestyle device – and since these are always on – there could be instances of abuse through spam or unwanted mobile services, which was the very issue that nearly fell to government regulation.

“What the mobile marketing industry need is a guideline of best practices and the right tools to make create the right marketing campaign, targeting the right people. These would be among the goals of the local MMA council,” Policarpio said.



Date: 28 August 2009
Reach: The Philippines
Circulation: N/A

<http://www.manilatimes.net/national/2009/aug/28/yehey/business/20090828bus12.html>

Advertising through cell phones to rise

Despite the popularity of mobile phone use, ads through this medium will capture a modest share of total advertising expenditures in the short term as more advertisers go online to target a larger audience, according to an industry official.

In a briefing, Arthur Policarpio, president of Internet and Mobile Marketing Association of the Philippines (IMMAP) said mobile advertising is likely to get a 2-percent to 3-percent share of ad spending in the next three to five years or between \$60 million and \$90 million a year.

At present, the local advertising industry generates \$3 billion.

Policarpio, however, said the country's high mobile phone penetration rate would boost the mobile advertising industry.

As of June, the Philippines' cellular phone subscriber base stood at more than 70 million. There were 1.2 million monthly unique users of mobile Internet and 128 million monthly Internet page views.

The IMMAP official said barriers for increased adoption of mobile advertising are abuse of consumer privacy and rights, lack of industry-specific research, lack of knowledge on mobile marketing on the part of advertisers, and lack of industry-wide metrics and measurement.

Rohit Dadwal, managing director of Mobile Marketing Association (MMA) in Asia Pacific, however, said that the share of mobile marketing may rise.

He said revenues allocated to mobile marketing in the Philippines will grow faster than Internet marketing in the next 12 to 24 months given the rising mobile penetration rate.

Mike Wehrs, president and CEO of MMA expects advertisers to shift away from traditional advertising channels to digital channels.

He said that the top priorities and popular tactics for marketers this year are online and mobile.

"The use of mobile is an integrated content delivery and direct response vehicle to reach consumers," Wehrs said.

He added that trends such as mobile banking, alerts, mobile vouchers, ad coupons and customer service application are developing as key areas to watch.

Globally, total advertising spent this year amounted to \$453.2 billion, the MMA official said.

Spending on mobile messaging is expected to rise to \$2.9 billion in 2010. -- Darwin G. Amojelar



Date: 28 August 2009

Reach: Asia

Circulation: N/A

http://www.brandrepublic.asia/article/Digital/2009_08/Proximity-PhilippinesBBDO-Guerrero-dominate-Boomerang-Awards/36818

Proximity Philippines/BBDO Guerrero dominate Boomerang Awards

By Kenny Lim

Manila – Proximity Philippines/BBDO Guerrero took home four of the nine awards at the Internet and Mobile Marketing Association’s Boomerang Digital Awards.

The wins included the Gold Boomerang for both the mobile and cyber categories for Nescafé Iced Coffee and Quaker Oats, respectively. The ceremony was held during the Association’s Philippines conference.

Leah Besa-Jimenez, general manager at Proximity Philippines/BBDO Guerrero, said: “These awards are important to us as they are the only ones in the Philippines that acknowledge the role of the internet and mobile platforms in building the business of brands, services and companies.”

Paul Roebuck, CEO of BBDO Guerrero/Proximity Philippines, added: “It’s enormously gratifying to be the most awarded digital agency in the country for a second year in a row. It’s testament to the commitment of the team to lead the way in demonstrating the power and efficacy of digital communication in the marketplace.”

[IMMAP](#) is a marketing association for internet and mobile organisations and seeks to spearhead the use of the internet and mobile to as marketing media in the industry in the Philippines.

IMMAP has also partnered the Mobile Marketing Association (MMA) to form the MMA Philippines local council.

The local council, comprising of 24 founding members, aims to promote the mobile advertising and marketing industry in the country.

Media

Date: 28 August 2009

Reach: Asia

Circulation: N/A

http://www.media.asia/Newsarticle/2009_08/Proximity-PhilippinesBBDO-Guerrero-dominate-Boomerang-Awards/36818

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Date: 30 August 2009
Reach: The Philippines
Circulation: N/A

http://www.pcworld.com/article/171015/cheaper_cell_service_for_the_price_of_eyeballs.html

Cheaper Cell Service -- For the Price of Eyeballs

Tom S. Noda, Computerworld Philippines

Just like traditional marketing practices in print media where newspapers and magazines can afford to sell copies inexpensively, the same manner is expected to happen in the telco industry space once it does digital marketing -- the modern advertising technique via the Internet and mobile phone devices.

"If telcos will get revenue from mobile marketing ads, the more they can lower subscription rates to customers," said Emmanuel Allix, managing director of mobile advertising firm Pudding Media (Asia Pacific), during an interview with Computerworld Philippines.

"Mobile marketing through SMS (short messaging system) will definitely bring mobile costs down and it won't add up to consumer costs because telcos will get revenue from advertisers," he said.

Allix said that with a telco's adoption of digital marketing, it can be compared to a print media who can place a more affordable price in its copy since it gets revenues from advertising. "A magazine for example would surely be more expensive if it doesn't have advertisements on it. And for telcos, if they get revenue from mobile marketing ads, they could lower subscription costs on users."

Allix said mobile marketing is the way to go for companies and telcos in today's global financial crisis, especially in the Philippines which is known to be the "No. 1 SMS Country" in the world having about 63 million mobile phone users that send over two billion SMS messages per day. He said mobile phone users globally are four times larger than PC users or Internet users, which is estimated at one billion.

Allix said for mobile marketing firms like Pudding Media, they enable Telcos to monetize mobile inventory.

"Through simple mobile phone functions like ring tones when someone is calling or when you're receiving text messages, we can insert ads of businesses. And ours is even non-intrusive, permission-based. It is both opt-in and opt-out," he said, adding that cellphone subscribers will have control on what type of ads or business or company services updates they want to receive.

Allix describes the Philippines as a "very attractive and compatible market" for digital advertising.

However, according to Danilo Eguia, secretariat manager of Internet and Mobile Marketing Association of the Philippines (IMMAP), although ad revenues is reported to be about US \$3 billion in the Philippines per year, only 1 per cent of it belongs to digital marketing.

"Mobile marketing definitely has a huge opportunity here in the Philippines. Not only large companies can benefit from it but also SMEs since digital marketing is more direct and cost effective. You can really target your potential customers," Eguia said.

IMMAP on Tuesday conducted its 3rd Internet & Mobile Marketing Summit at the SMX convention center in Manila where it identified the Internet and mobile phone users as the two fastest growing advertising mediums in the Philippines. IMMAP described digital marketing as a "measurable and results-driven marketing."



Date: 31 August 2009
Reach: The Philippines
Circulation: N/A

<http://www.newmedia.com.ph/coffee-with-mike-wehrs-mobile-marketing-association-president/#more-552>

Coffee with Mike Wehrs, Mobile Marketing Association President



I got an invitation from Singapore to have a coffee session with Mobile Marketing Association President Mike Wehrs during his brief stay here in the Philippines. He was the keynote speaker and guest of honor in the recent Internet and Mobile Marketing Summit which was hosted by the IMMAP. I was very interested in this meeting because I've always believed that we've yet to fully tap the potential of mobile marketing. I wanted to get insights from this guy on how we can improve the industry here in the Philippines. Some notes and insights on our discussion after the break.

IMMAP Partnership

Basically the Mobile Marketing Association (MMA) is the world's leading trade organization for mobile marketing. Their aim is to help the mobile marketing industry in different countries by sharing with them best practices, learnings, and other important resources that they've gathered from all of their members. One of their thrusts is to develop local chapters. Since the Philippines has a huge mobile base, they went here shortly after establishing their first local chapter in India.

Instead of developing their own chapter here, they partnered with the Internet and Mobile Marketing Association of the Philippines (IMMAP). This partnership basically makes the IMMAP their marketing and distribution arm in the country. MMA will share with them their resources and programs and IMMAP can push it to the key players here in the Philippines.

Another key function for the MMA is that they can help the industry discuss regulations with the government. There are a lot of campaigns we can't do here because we're not allowed to execute.

What do I get out of joining MMA/IMMAP?

According to my conversation with Mike, joining the MMA opens up a treasure chest of learnings that you can apply to your business or brand. You get access to various mobile marketing campaigns done all over the world which you can take on and implement locally. You also become part of a community that can definitely open up opportunities and networks for you.

How to join?

I'll edit this article again when I find the link but basically you apply for membership through the IMMAP. You'll pay an annual fee to keep your membership and this gives you access to newsletters and various other online resources. You'll also get lower rates for seminars and training sessions that will be conducted here.



Date: 31 August 2009

Reach: Asia

Circulation: N/A

http://news.scoopasia.com/index.php/news/mobile_media_world_09_the_state_of_the_mobile_nation_presented_in_toronto_s/

Mobile Media World 09: The State of the Mobile Nation Presented in Toronto September 14-15, 2009

Global Industry Experts give exclusive insights on Driving New Mobile Interactive Business

Tap into the mass-market mobile business from behind the scenes. On September 14-15 2009 - live from the Glenn Gould Studio/CBC Broadcast Centre in Toronto, Ontario - Mobile Media World 09 excites a world of mobile opportunity. From Mobile Web & Apps to the high-growth Mobile Mass Media marketplace serving over 4 billion consumers world wide, learn key insights directly from the experts on what will help drive the mobile interactive industry to new heights for the balance of 2009 and beyond. Registration is underway at <http://mobilemediaworld.com> with limited seating available.

"Going mobile is the number one digital media platform in the world. No other communication medium in history has ever connected so many people and businesses so fast to create a trillion dollar global economy," states Michael J. O'Farrell, Founder of MOBILEINNOVATIONWEEK and Co-Chair Mobile Media World 09. "Speed to market for companies looking to capitalize on going mobile is the focus for Mobile Media World 09. Join us to find out how to capture your share of the pie."

Mobile Media World 09 includes the first ever Mobile Marketing Day in Canada co-produced with the Mobile Marketing Association (<http://mmaglobal.com>) on September 15, 2009. Sessions will be focused on discovering the opportunities for brands, agencies and vendors to capture a valuable go-to-market edge and definitely not to be missed for anyone looking to target mass market, high net worth mobile consumers.

"The mobile marketing channel has made great strides in the last 12-18 months, offering a personal, targeted and highly effective way of engaging with consumers," said Mike Wehrs, President and CEO of the Mobile Marketing Association (MMA). "We look forward to discussing ways to effectively and responsibly leverage the mobile channel, as well as key issues around consumer privacy and best practices."

"Nearly all convergence discussions in 2009 involve mobile innovation," adds Gary Schwartz, CEO of Impact Mobile and Co-Chair Mobile Media World 09. "In a year where the digital channel has replaced radio as the number two media activity with print trailing at fourth, mobile innovation is fast becoming a focus of many industries including banking, entertainment, ticketing, and media buying."

Mobile Media World 09 features keynotes from the world's best mobile innovators, two days of intimate and interactive symposiums, over 30 mobile industry experts, brands and visionary speakers. This insight will help business leaders to stimulate growth in respective industries.

A truly untethered conference, Mobile Media World 09 is available from anywhere around the world online through a live, interactive streaming webcast produced in partnership with bnetTV.com. Additionally, all on site attendees will receive a fully produced DVD of all keynotes, speakers, interviews and presentations as an interactive guide to leverage ongoing post the event. Details at <http://mobilemediaworld.com>.

Topics explored at Mobile Media World 09 include: Mobile Internet, Mobile Web & Apps, Mobile Mass

Media, Mobile Entertainment, Mobile Marketing, Mobile Advertising, Mobile Payments, Mobile Learning, Mobile Design & User Experience, Mobile Giving, The Future of Mobile Media and more.

Visionary and executive insights come from global leaders including: Canoe.ca, Samsung, Rogers Wireless, Molson Coors, Sympatico Mobile, Enstream, OBN.ca, Bell Mobility, The Globe and Mail, Deloitte, AOL, comScore, Carlson Marketing, Yahoo!, PayPal, Verizon, Motorola, CBC, Maritz, BSTREET Communications, MyThum, Visa, PricewaterhouseCoopers, CWTA, MEIC, MAG, MOCOM2020 and more. Full list of keynote speakers and industry experts at <http://mobilemediaworld.com>.

Mobile Media World 09 is one of the key anchor events of MOBILEINNOVATIONWEEK in Toronto September 12-16, 2009 - for more details visit <http://mobileinnovationweek.com>. Follow all the news and updates on Twitter at <http://twitter.com/mobileinstitute>.



Date: 31 August 2009

Reach: India

Circulation: N/A

<http://www.indiaonline.com/news/innernews.asp?storyId=112922&Inn=1&cat=5>

MMA to honour world leaders in mobile marketing

India Infoline News Service / Mumbai

The MMA is now calling for nominations for the 2009 Mobile Marketing Association Global Awards and submissions will be accepted till Monday, September 7, 2009.

The Mobile Marketing Association (MMA) will again honour world leaders in mobile marketing who have demonstrated outstanding success in the use of the mobile channel as a part of their marketing campaigns. The MMA is now calling for nominations for the 2009 Mobile Marketing Association Global Awards and submissions will be accepted till Monday, September 7, 2009.

Companies that have rolled out campaigns in the Asia Pacific region, including agencies, brands, and service providers, are invited to send in submissions. Finalists and award winners will be recognized at the Mobile Marketing Association Global Awards Ceremony on November 17, 2009 in Los Angeles, California.

For nomination forms and a complete listing of categories, guidelines, criteria and information about past award recipients, visit <http://www.mmaglobal.com/awards>. Projects must be executed between July 30, 2008 and September 7, 2009 to be qualified for nominations.

Commenting on the prestigious award, Rohit Dadwal, Managing Director, Mobile Marketing Association Asia Pacific, said, "The MMA Global Awards recognise exceptional campaigns, companies and people who have made mobile a successful marketing and advertising channel on an international level. The Awards provide an excellent platform for companies in this region to showcase their hard work and commitment to the mobile marketing industry and we encourage them to showcase successful campaigns and have the chance to gain the global recognition they truly deserve."

Mobile Marketing Association will present awards across the following categories:

Best Mobile Campaign by Channel & Region (31 awards)

- Six channels include: Display, Messaging, Emerging Technologies, Multi-Mobile Channel, Social Media, Cross-Media Integration
- Five regions include: North America, Central & Latin America, Europe, Africa & Middle East, Asia Pacific, Global (a campaign that has been executed in two or more of the regions)
- Best Mobile Campaign Overall (selected from the above submissions)
- Industry Awards (6 awards)
- Mobile Marketing Association Award for Overall Excellence
- Innovation: Creativity
- Innovation: Reach
- Mobile Marketing Academic of the Year - Individual
- Mobile Marketing Academic of the Year - Institution
- Social Impact

EMEA Coverage



Date: August 2009
Reach: UK
Circulation: 10,000

2009/10 Calenda

August

August 13th Edinburgh Interactive Festival

Edinburgh, UK
edinburghinteractivefestival.com

Part of the Edinburgh Festival, the EIF will embrace game development and publishing, including mobile platforms.

September

September 9th-10th Mobile Marketing Forum: Europe

Berlin, Germany
www.mobilemarketingforum.com

The MMA brings its juggernaut to Europe, touting a strong belief that revenues from mobile advertising will be worth \$12.09 billion in 2013.

September 10th-11th Mobile Content 2009

Seoul, Korea
www.mobilecontent.co.kr

Government-backed conference and awards event with a glittering array of big-name speakers.

September 11th-15th IBC

Amsterdam, Netherlands
www.ibc.org

The annual shindig for the broadcast TV business. There'll be blinking lights everywhere, but also a growing mobile zone.

October

October 1st ME Awards 2009

London, UK
www.mobile-ent.biz/me-awards

It's back to the Royal Garden Hotel for the single biggest party in the content calendar. You're going, surely?

October 5th-7th The Handheld Learning Conference

London, UK
www.handheldlearning2009.com
Describing itself as the world's leading event for learning using mobile, the Handheld Learning Conference is sponsored by Nintendo and Apple and attended by more than 1,500 international delegates. The main speaker is Malcolm McLaren, would you believe.

October 5th-9th MIPCOM

Cannes, France
www.mipcom.com

Back to Cannes for the annual event for 'key decision-makers in the digital and audiovisual content industry'.

October 6th-9th CTIA Wireless IT & Entertainment

San Diego, USA
www.wirelessit.com

CTIA Wireless's content-focused fall (that's autumn for any Limey readers) event arrives in San Diego for the first time. After Las Vegas, the sheer blandness of San Diego will be deliciously welcome.

October 13th-15th

Mobility World Congress Shangri-la, Hong Kong www.MobilityWorldCongress.com

The theme of this year's congress is 'Optimising the Mobile Broadband Business Model', and will examine the impact on operator business models of HSPA+ and LTE.

October 27th-28th Symbian Exchange & Exposition

Earl's Court, London
<http://www.ses2009.org>

The Symbian Show has had a makeover. It's gone all open source and trendy (see box).

November

November 18th-19th 2009 Mobile Asia Congress

Hong Kong
www.mobileasiacongress.com

The GSMA confirmed the Hong Kong Convention and Exhibition Centre as the venue for its sixth Asian showpiece exhibition and congress.

January 2010

January 24th-27th MIDEM

Cannes, France
www.midem.com

The year's biggest music industry trade event, MIDEM, will return as ever to the Croisette in Cannes next January. But this time, for the first time, it will incorporate the MidemNet digital and mobile programme into the main conference programme. Next year's MidemNet will take place

on January 23rd to 24th, with MIDEM scheduled for January 24th to 27th.

February 2010

February 15th-18th Mobile World Congress

Barcelona, Spain
www.mobileworldcongress.com

The juggernaut returns to Spain. 2009's show was smaller, but still drew 49,000.

Date: August 2009
Reach: UK
Circulation: 10,000

He moves in Marvellous way

Patrick Hagenaar leaves the Ministry of Sound for a new calling in mobile marketing at the Aegis-owned agency



PATRICK HAGENAAR is taking his decks, his vinyl and his considerable mobile expertise from Ministry of Sound to Marvellous Mobile after four and a half years. Marvellous is one of the original mobile marketing agencies, and was bought two years ago by Aegis.

The Mobile Entertainment Forum voted in a new global board on the eve of its MeMog conference in London last month. **ANDREW BUD** returns for the second year as global chair, and is joined by Nokia's **BILLY WRIGHT**, who has been elected as vice chair. **PETE WOOD**, of Sony Pictures Home Entertainment, is a new board member.

The Mobile Marketing Association also revealed its new global board. It will be chaired by Hanzo's **FEDERICO PISANI MASSAMORMILE**, with iLoop's **MICHAEL BECKER** as global vice-chair, **MIKE WEHRS** as MMA president and CEO, and AdMob's **RUSSELL BUCKLEY** becoming global chair emeritus.

Airwide Solutions has hired **TOM WUNDERLICH** as vice president of business development. Wunderlich will draw upon more than 20 years' experience, most recently with Red Hat in his new role at the messaging and mobile internet specialist.

Fox Mobile Group has recruited **MARKUS THORSTVEDT** as CTO and **JOE BILMAN** as SVP of global products at Fox Mobile Distribution, a unit of FMG. Bilman is involved in the development of FMG's new video-focused consumer brand, which will debut soon.

MARC THEERMANN is new VP of business development at German mobile advertising firm Smaato. He'll be based in Boston to be closer to Smaato's key US partners. Theermann was formerly chief strategy officer at Get Connected. Smaato has also hired **OLIVER REISS** as its new VP of finance.

Ex Fox exec **LUCY HOOD** has re-emerged as executive director of the Institute for Communication Technology Management at USC Marshall School of Business.

GERARD GRECH has a big gig at Nokia. He's the Finnish handset company's new head of content, media and games. Previously, Gerard was director of strategy and business development at Orange's Content Division in Paris. He also likes to work the decks at MEF parties.

iPhone game developer ngmoco has recently pulled off a big name transfer. Its new chief

publishing officer is **SIMON JEFFERY**, former Sega of America president and COO. He will run the company's Plus+ Publishing division, to give third-party game developers access to ngmoco's distribution network.



Theermann will be based in Boston for Smaato



Lucy Hood now exec director at USC Marshall



Date: August 2009
Reach: UK
Circulation: 10,000

■ **TOP 50 WOMEN**

Putting the *she* in ME

Twelve months ago Mobile Entertainment put the spotlight on the high-flying female execs in our sector. We're happy to do so again. So here are 2009's top women in mobile content...

LAURA MARRIOTT

Director, Neomedia

Marriott departed the presidency of the **MMA** to join the board of barcode specialist Neomedia in January. She was highly successful at the MMA; expect more of the same.

Date: August 2009
 Reach: UK
 Circulation: N/A

No URL available



It's no secret that the media landscape is changing at a rapid rate. Today's consumer doesn't solely rely on the broadcast and publishing industries to keep them informed and entertained. Consumers demand instant access to news and information and that media is growing increasingly user generated and social in nature. Indeed, studies show that we actually spend more time on YouTube and social networking destinations than consuming traditional forms of media.

Importantly, media is becoming increasingly personal and interactive - with social networking sites and media outlets offering contextual or personalised offers, recommendations and services - based on consumer intelligence and the analysis of user habits. Furthermore, the media is more interactive than ever with brands engaging with consumers, and consumers participating in an open dialogue with both companies and their peers. The move away from 'old' media towards instant, personal and user generated content has prompted the need for a sea-change in the go-to-market strategies of the entertainment, marketing, advertising and technology industries. Across the many industries affected by this change, it's apparent that mobile has an important part to play - as consumers demand instant information and services. For that reason, mobile advertising is set to become more prevalent than ever before.

It's clear that the mobile device is having an important effect on the way in which we interact with media: steadily becoming the 'hub device' for media consumption - and therefore representing an enormous opportunity for marketers worldwide. According to a recent study by Solutions Research Group, more than half of consumers view mobile as the most innovative and personal media channel available - and 68 per cent of consumers access the Internet more regularly from a mobile device than a PC.

At the MMA, we see the potential for mobile advertising to grow exponentially in this environment because of its ability to deliver messages 'in context' - not just tied to location (although this is important) but also using intelligence of the new ways that media is consumed.



by
Paul Berney

"It's clear that the mobile device is having an important effect on the way in which we interact with media; steadily becoming the 'hub device' for media consumption."

However the very personal and innovative nature of the device, enabling brands to connect with the consumer whenever or wherever they are, presents a challenge to advertisers. That challenge is to provide relevance and context for every single interaction in order to truly engage the consumer. Whether that is according to the type of media that is being consumed or where and how that is being done, brands and marketers must use all the tools available to them to ensure that the opportunity to engage the consumer in a dialogue of one to one interaction is achieved, capitalising on mobile's unique properties as the most personal and innovative of channels.

In terms of how to achieve success, and the ways to engage with mobile users, a recent study by Orange (Exposure 2) found that consumers are attracted by interactive

marketing formats, such as sponsorship, coupons or picture messaging mechanics. Adding context to this mix can make the proposition even more attractive. Context can mean location, relevance or personalisation. Mobile users consume media in different ways than other media in shorter time frames, while on the move for instance. Marketers need to make adverts and offers more personalised than ever, to reflect the way that consumers interact with social networks and all forms of new media.

From witnessing real success stories first hand, I firmly believe that, in order to succeed, marketers and advertisers alike need to recognise the unique opportunity and advantage that mobile has over other media and make their marketing messages personal, targeted and relevant to the consumer. Quite simply, it's all about the consumer. Get this right and everything else will follow. ☺



Date: 3rd August 2009

Reach: UK

Circulation: N/A

10+ Brands to Speak in Berlin

Posted by Russell Buckley on 08.03.09 | 1 Comment

One of the features of many, many mobile marketing conferences in the last few years is "talking to ourselves" syndrome. This can be defined as a whole bunch of speakers (mainly vendors, it has to be said) preaching to each other what we already knew - namely that mobile marketing is going to be great.

Notable by their absence is real brands telling us about real campaigns that they've been running, which is really what it's all about. And agency folk have sometimes been a little thin on the ground too.

The Mobile Marketing Association's Mobile Marketing Forum (bit of a mouthful) in Berlin this Autumn has changed all that. No less than 10 brands are confirmed speakers so far and this includes the likes of Nike, Lufthansa, BMW Nestle and Coke.

So if you're into mobile marketing and you only go to one event in the next 6 months, this should be it.

I'm not sure I'm actually allowed to do this, but if you won't tell, neither will I. I have a code that gives you **15% of the ticket price (15%MMF09) when you book here.**

Berlin is a very groovy place too, so I hope to see you there.

Full disclosure: I'm Global Chairman Emeritus of the MMA.

Date: 11th August 2009

Reach: UK

Circulation: 16,000

<http://www.mobilemarketingmagazine.co.uk/2009/08/mobile-advertising-your-thoughts-please.html>

Mobile Advertising: Your Thoughts Please

The [Mobile Marketing Association \(MMA\)](#) has opened a public review period for the latest version of its Global Mobile Advertising Guidelines. The MMA says the guidelines are designed to provide an industry-standard framework that encourages the worldwide growth of mobile advertising, while protecting the consumer experience.

The review period for the new guidelines, version 4.0, runs through 31 August, and is open to the public, MMA members and MMA partner organizations. The new guidelines will be published in September.

A draft of version 4.0 is available for download and feedback in the public review forum [here](#).

The new guidelines include several major updates and additions, including:

- The MMA's new Universal Mobile Advertising Package (UMAP), which provides industry-standard ad units.
- The Mobile Application section has been expanded from North America only to worldwide.
- An expanded MMS section, including new ad units and guidelines.
- An expanded Mobile Video & TV section with new ad units and guidelines.
- An expanded Mobile Applications section with new ad units and guidelines

"The MMA's Global Mobile Advertising Guidelines are designed to provide the timely, actionable guidance and insights necessary to continue mobile advertising's phenomenal growth," says MMA President and CEO, Mike Wehrs. "By making each new version of the Global Mobile Advertising Guidelines available for public review, the MMA ensures that this resource meets the needs of the entire mobile advertising ecosystem."



Date: 11th August 2009

Reach: UK

Circulation: 120,000

http://www.utalkmarketing.com/Pages/Article.aspx?ArticleID=11889&Title=How_to_use_mobile_marketing_to_reach_London_2012_fans

How to use mobile marketing to reach London 2012 fans

According to media research firm Nielsen Mobile, 31% of mobile video users and 17 percent of mobile web users in the UK were expected to turn to their mobile phones for Olympic clips and updates during the 2008 games.

Predictions like this demonstrate mobile phones are increasingly becoming more than just a means of communication; they provide an entertainment and information platform and a gateway to the web.

Consumers want to interact with their favourite brands based on affinity, but also on entertainment, fun, personalization and increasingly, around productivity.



For consumers, the 2008 Olympics were a great way to interact with mobile content in potentially new ways using services such as mobile video and text content delivery; accessing the Olympic content that they wanted when it was convenient for them.

For marketers meanwhile, it was a golden opportunity to make contact with consumers who may not previously have been open to communication via their mobile, creating a dialogue of engagement based on relevance and value.

Relevance is a key component for a successful marketing campaign over mobile, contributing to a positive consumer experience and adhering to MMA recommendations on ways in which to build trust in this new medium.

As we've seen from the number of mobile campaigns launched by brands like Coca-Cola, Yahoo! and NBC Universal (and that's just MMA members) at recent sporting events such as the Beijing Olympics, using topical events can be a great way of achieving this relevant and capitalising on consumer interest.

Indeed, whether attending an event or keeping track of activity from afar, mobile marketing and events are a great match. A group of people with a common purpose or interest fit perfectly with mobile's key strengths of built in knowledge about the consumer, enabling its targeting and personalisation capabilities.

And the combination of events with mobile marketing is great for the development of the industry too, exposing larger numbers of consumers to mobile marketing who will then be more likely to participate in the future - but only if they have the right experience!

Related Links

- ▶ [CIM looks at London 2012 marketing restrictions](#)
- ▶ [How to cash in on London :](#)

Date: 13th August 2009
Reach: UK
Circulation: 5,876

<http://www.mobiadnews.com/?p=3806>

MMA Solicits Public Comment On New Guidelines



The **Mobile Marketing Association** (MMA) has opened a public review period for the next version of their Global Mobile Advertising Guidelines.

The review period is open to the public, and will run through 31 August, 2009. (the proposed guidelines are downloadable here).

The guidelines are intended to foster the growth of mobile advertising while at the same time protecting the consumer experience. The intended publication date for these guidelines is September 2009, and this will be version 4 of the document.

The new guidelines include several major updates and additions:

- ▶ The MMA's new Universal Mobile Advertising Package (UMAP), which provides industry-standard ad units.
- ▶
- ▶ The Mobile Application section has been expanded from North America only to worldwide.
- ▶ An expanded MMS section, including new ad units and guidelines.
- ▶ An expanded Mobile Video & TV section with new ad units and guidelines.
- ▶ An expanded Mobile Applications section with new ad units and guidelines

Date: 13th August 2009

Reach: UK

Circulation: 16,000

<http://www.mobilemarketingmagazine.co.uk/2009/08/mma-calls-for-award-entries.html>

MMA Calls for Award Entries

The [Mobile Marketing Association \(MMA\)](#) is calling for entries for its 2009 MMA Global Awards. The deadline for entries is 7 September. There are 31 awards up for grabs, consisting of six categories, for each of five regions, plus a 'Best Mobile Campaign Overall' award, selected from the submissions for the regional awards.

The categories and regions are as follows:

Channels:

- Display
- Messaging
- Emerging Technologies
- Multi-mobile Channel
- Social Media
- Cross-Media Integration

Regions:

- North America
- Central & Latin America
- Europe, Africa & Middle East
- Asia Pacific
- Global

In addition, there are six "Industry Awards", namely:

- Mobile Marketing Association Award for Overall Excellence
- Innovation: Creativity
- Innovation: Reach
- Mobile Marketing Academic of the Year - Individual
- Mobile Marketing Academic of the Year - Institution
- Social Impact

The award-winners will be revealed, and the awards presented, at the MMA Global Awards Ceremony following the Mobile Marketing Festival on November 17, 2009 in Los Angeles, California.

There's more information about how to submit your entry [here](#).

Date: 14th August 2009
Reach: UK
Circulation: 300,000

<http://www.brandrepublic.com/Discipline/Digital/News/927202/Revolutions-top-ten-tweeters-3/>

Revolution's top ten tweeters #3

by Andrew McCormick, revolutionmagazine.com 14-Aug-09, 11:26

LONDON - It's Friday and, as the week winds down, the amount of time spent on Twitter cranks up. To help make your Twitter experience better, Revolution has picked our top ten tweeters that we reckon are worth following.

[@MarkCridge](#)

Head boy, chief executive and founder of Glue London. Tweeting from Shoreditch central.

[@TomBed](#)

AKQA chief executive and the agency's main man in the US.

[@amandacdavie](#)

Digital marketing consultant, Search aficionado and rock star wannabe settling for karaoke queen.

[@HolaSejal](#)

Comms and digital lover. This is my little space. Tell me something...go on I'm waiting.

[@adlandsuit](#)

I'm a senior suit at a London top 10 advertising agency. Have you been away? Your hair is looking fantastic.

[@SmartRich](#)

Richard Gregory, chief operating officer at Latitude, knows more about search than most people would want to.

[@searchbeest](#)

Experienced search marketer and European client services director at Efficient Frontier.

[@webponce](#)

Technical creative at W+K, creative technical at webponce.com, and curator at Disposable Memory Project (.org).

[@NigelG](#)

Nigel Gwilliam is the IPA's head of digital. He also likes dogs.

[@ScottSeaborn](#)

Ogilvy's head of mobile technologies. Co-chairman of the Mobile Marketing Association UK. Idealist.

NB: Follow Friday is the brainchild of [@micah](#), blogger and vice president of business development for Lijit Networks.

Date: 17th August 2009
Reach: UK
Circulation: N/A

[http://www.directnews.co.uk/news/online-marketing/mobile-marketing/mobile-content-more-popular--\\$1319402.htm](http://www.directnews.co.uk/news/online-marketing/mobile-marketing/mobile-content-more-popular--$1319402.htm)

Mobile content 'more popular'

Monday, 17 Aug 2009 11:03

Significant numbers of people are using [mobile phones](#) to access [online news](#) and other content, it has emerged.

According to the Forrester Research blog, recent results from two major web portals highlight the popularity of accessing information via this method.

Weather.com apparently boasts 12.5 million unique visitors to its [mobile phone](#) site each month, while People.com generates a total of 18 million monthly mobile page views.

These figures suggest that [mobile marketing](#) could help companies reach a large target audience.


And with [mobile phone](#) technology continually improving, Neil Strother of Forrester Research indicated that an increasing number of people will access [online news](#) and information through their mobiles as time goes by.

He also listed Yahoo! (34 million monthly unique visits) and ESPN (6.7 million) as other examples of sites regularly accessed on [mobile phones](#).

According to a study conducted by the Internet Advertising Bureau and the [Mobile Marketing](#) Association last month, close to three-quarters of UK mobile users suggested that they welcome [mobile marketing](#) that offers them something in return.



The iPhone 'has increased accessibility of online news'

 [SMS this article](#)
[Subscribe to newsletter](#)

Date: 19th August 2009
Reach: UK
Circulation: 80,000

<http://www.mad.co.uk/Main/News/Articlex/05e2cae86634429ba3043257682472cc/Mobile-app-ads-cause-concern-for-advertisers.html>

Mobile app ads cause concern for advertisers

Source: nma.co.uk | Published: 19 August 2009 10:00



The Central Office of Information (COI), the UK's biggest advertiser, has called for industry bodies to offer guidelines on advertising in mobile apps as the format becomes increasingly popular.

It comes after advertisers expressed concern that ads in iPhone apps which link to sites not optimised for mobile could damage brands' reputations.

Last month Google launched AdSense for Mobile Apps to capitalise on the growing sector and began serving ads into iPhone and Android apps for brands such as BlackBerry, Compare the Market and O2. But some ads direct users to online websites that don't render on phones, rather than to mobile-enabled sites.

It's estimated that up to 30% of ads within mobile apps link to Flash sites which can't be displayed on an iPhone; just 5% link to a mobile-enabled site.

Advertisers told new media age that unoptimised sites risk causing serious damage to brands by offering a poor user experience if they fail to display or function correctly.

Franco Beschizza, head of mobile for the COI, said advertisers must keep a close eye on where they're spending and have clear goals for mobile ad activity.

"The danger is consumers will get a bad experience if a site isn't optimised for mobile. If you're buying keywords for mobile, you must make sure the experience is really good," he said.

He called for industry bodies to set guidelines for advertising in apps as the area has grown so quickly.

Prinz Pinakatt, European manager of interactive marketing for Coca-Cola, said while the iPhone could handle full websites it wasn't an ideal experience. "Optimisation for mobile is clearly the way to go. For other phones, I'd be worried about the user experience and cost to consumers. Browsing on the iPhone is good but the best case would be to optimise sites for it," he said.

The issue has escalated because since the launch of AdSense for Mobile Apps all ads booked via Google automatically run within apps unless the advertiser opts out. Google recommends advertisers need not make changes to campaigns, despite the fact they'll appear on mobiles.

MarketingWeek

Date: 19th August 2009

Reach: UK

Circulation: 40,000

<http://www.marketingweek.co.uk/mobile-app-ads-cause-concern-for-advertisers/3003579.article>

Mobile app ads cause concern for advertisers

Wed, 19 Aug 2009 | By Alex Farber



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Date: 20th August 2009

Reach: UK

Circulation: 5,816

<http://www.nma.co.uk/news/cover-story-mobile-app-ads-cause-concern-for-advertisers/3003570.article>

Cover story: Mobile app ads cause concern for advertisers

20 August 2009 | By [Alex Farber](#)

 Print |  Email |  Share |  Comments (8) |  Save

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Date: 21st August 2009

Reach: UK

Circulation: 11,115

http://www.commsbusiness.co.uk/Latest_News.cfm?Newsmonth=August&YearViewed=2009

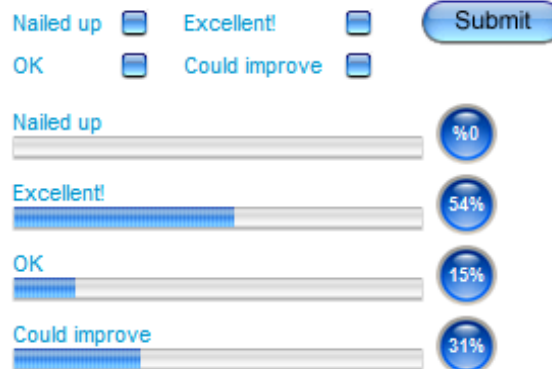
Brands enter mobile marketing

21/08/09

Featuring 10 of the world's biggest brands including the BBC, Coca-Cola, BMW, Nestlé, BBC, Lufthansa, Deutsche Post and Nike, this year's MMF is all about the brand experience, said Paul Berney, MMA European managing director. "Mobile marketing is now mature enough for leading brands to share their experiences, successes and learning points with others," he explained.

"The very fact that we have ten of the world's most recognisable brands talking about how they use mobile as part of their global marketing strategies is proof that mobile really is gaining traction in the marketing industry," continued Berney.

How reliable would you say your main broadband supplier has been over the last three months?



"Mobile is no longer a niche, experimental form of marketing. We're already approaching the time when mobile will be considered as valuable a channel as other more established means. Hearing global brands talking about how they have successfully used mobile, why it has worked and how mobile in particular has helped them meet their objectives will really shine a light on the industry and show for all those in the ecosystem the true growth of the industry," he said.

Berney stated that the MMA wants attendees to leave the event with first hand knowledge of what brands have achieved in the mobile channel, and how other players in the market are working with brands and agencies in both in both Europe and on a global level.

The event takes place in Berlin on 9-10 September. A live interactive stream will be provided so that people unable to attend the event can still participate in the action, watching the event and sending in real time questions to speakers and moderators.



Date: 26th August 2009

Reach: UK

Circulation: 20,000

<http://www.mandmglobal.com/archive/2009/august?1=1&BlockID=198725079>

MMA confirms speakers for Berlin forum

26 August 2009

BBC Worldwide, BMW, Nike and Nestlé are a few of the brands confirmed as speakers at the Mobile Marketing Association's European Mobile Marketing Forum in Berlin.

Held from 9-10 September at the NH Berlin Mitte Hotel, the two-day conference will include discussions around what agencies need to do to ensure they can pitch to mobile clients, what brands want from mobile and what is and is not working elsewhere in Europe and globally.

"The mobile device is bringing about a revolution in marketing communications; providing a personal, targeted and highly effective way of engaging with the consumer," said Mike Wehrs, MMA president and chief executive. "The assembly in Berlin of 12 of the world's biggest and most recognizable brands to talk about mobile is a true testament to its growing power."



Date: 26th August 2009


Reach: UK

Circulation: 8,012

<http://www.mobile-ent.biz/news/34146/MMA-launches-Philippines-council>

MMA launches Philippines council

Stuart O'Brien Aug 26 2009, 11:23am

 Be first to comment

Latest addition to the trade body's Asian footprint will tackle local issues.



The Mobile Marketing Association (MMA) and the Internet and Mobile Marketing Association of the Philippines (IMMAP) have partnered to launch the MMA Philippines Local Council.

The objective is to foster the mobile advertising and marketing industry in the Philippines through local participation from industry stakeholders to drive the adoption of global standards, best practice and guidelines across the mobile marketing channel in the country.

The MMA Philippines Local Council brings together 24 founding member companies, and is the second to be launched by the MMA in Asia Pacific in the last four months, following India

According to the MMA the Philippines is the 'SMS capital of the world', with a staggering one billion messages sent each day.

Date: 27th August 2009

Reach: Spain

Circulation: N/A

<http://www.europapress.es/murcia/innova-00442/noticia-innova-libro-coordinado-investigadores-umu-aborda-impacto-social-telefonía-movil-20090829132222.html>

INNOVA

Un libro coordinado por investigadores de la UMU aborda el impacto social de la telefonía móvil

MURCIA, 29 Ago. (EUROPA PRESS) -

Un libro coordinado por los miembros del grupo de Investigación en Comunicación Social, Cultura y Tecnología (E-COM) de la Universidad de Murcia (UMU), Juan Miguel Aguado e Inmaculada J. Martínez, analiza el horizonte del teléfono móvil como objeto tecnológico, como territorio de estrategias de mercado de las industrias culturales y como objeto cultural cotidiano.

Para ello cuenta con la colaboración de un selecto grupo de investigadores de España, Gran Bretaña, Australia, Alemania, Estados Unidos, China e Italia, según fuentes del departamento de Promoción de la Investigación de la UMU (Prinum), dependiente del Vicerrectorado de Investigación consultadas por Europa Press.

Y es que el teléfono móvil "es ya mucho más que un dispositivo sofisticado, es un objeto cultural de pleno derecho, y no sólo por su extensa implantación social, sino porque, en un sentido plenamente biográfico e identitario, forma parte de nuestra vida cotidiana, de los espacios de interacción social y de los ritos cotidianos en los que nos construimos como sujetos y como sociedades".

El libro, titulado 'Sociedad móvil: Tecnología, identidad y cultura', realiza un esbozo del teléfono móvil como objeto tecnológico, como territorio de estrategias de mercado de las industrias culturales y como objeto cultural cotidiano, en una línea coherente con la tradición de los estudios culturales a la hora de aproximarse a los encuentros entre cultura cotidiana y nuevas tecnologías.

Y lo hace "en una forma dialógica, que busca construir un espacio de debate sobre las corrientes, los temas y las metodologías de investigación en torno al móvil más allá de las perspectivas de mercado sustentadas por los operadores y fabricantes del sector".

Los contenidos de este volumen se articulan en torno a tres grandes ejes, según Prinum, el primero de ellos temático, en el que los autores reflexionan sobre la investigación realizada hasta la fecha sobre comunicación móvil y sobre la aportación de los estudios culturales a una visión global de un fenómeno que hasta hace poco ha sido considerado bien de modo fragmentario o bien como sujeto a la corriente dominante de los estudios sobre Internet y la tecnología digital.

En el segundo eje temático los autores plantean análisis relevantes de los aspectos a través de los que el teléfono móvil se constituye en objeto cultural, por su impacto en los procesos de producción de la identidad individual y colectiva, ya sea por la superposición de espacios públicos y privados, por la difusión de estereotipos y roles a través de los usos sociales, por la integración de nuevas prácticas asociadas al registro e intercambio de imágenes o a través del estudio de procesos singulares de implantación en contextos culturales diversos.



Date: 11th August 2009

Reach: South Africa

Circulation: N/A

<http://www.itnewsafrika.com/?p=3031>

MMA encourage Mobile advertising growth

August 11, 2009 in Digital & New Media, Mobile and Telecoms



Johannesburg (IT News Africa) -The Mobile Marketing Association (MMA) has announced that it has opened a public review period for the latest version of its Global Mobile Advertising Guidelines, which are designed to provide an industry-standard framework that encourages the worldwide growth of mobile advertising while protecting the consumer experience.

"The MMA's Global Mobile Advertising Guidelines are designed to provide the timely, actionable guidance and insights necessary to continue mobile advertising's phenomenal growth," said Mike Wehrs, MMA president and CEO.

"By making each new version of the Global Mobile Advertising Guidelines available for public review, the MMA ensures that this resource meets the needs of the entire mobile advertising ecosystem."

The review period for the new guidelines, version 4.0, runs through August 31 and is open to the public, MMA members and MMA partner organizations. The new guidelines will be published in September.

These include several major updates and additions like the MMA's new Universal Mobile Advertising Package (UMAP), which provides industry-standard ad units, an expanded MMS section, including new ad units and guidelines.

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. It consists of more than 700 member companies, representing over forty countries around the globe and has chapters in Africa. -



Date: 11th August 2009
Reach: South Africa
Circulation: 67,000

<http://allafrica.com/stories/200908110643.html>

South Africa: It's All About the Bottom Line

Mike Wehrs

11 August 2009

OPINION

[Email](#) | [Print](#) | [Comment](#)

The mobile marketing industry is constantly changing, and the latest example is the way that younger companies and startups are funded. Gone are funding rounds that stretch deep into the alphabet. Instead, investors are focusing on companies that have technologies and business plans capable of delivering profits sooner rather than later.

Share:

No surprise

[Free Website Optimiser](#)

Test Which Site
Content Converts. Try
The Google Website
Optimiser
www.Google.com/WebsiteOpt



Ads by Google

That preference shouldn't come as a surprise, considering how the economy has venture capitalists (VCs) hunkered down. Case in point: In October 2008, one prominent VC firm had a mandatory all-hands meeting for CEOs, the first such meeting since the dotcom implosion.

As attendees entered the conference room, they were greeted with a slide that showed a tombstone and the inscription "RIP, Good Times." During the meeting, one general partner stressed, "For those of you that are not cash-flow positive, get there now. Raising capital is nearly impossible if you're too far off of cash flow positive."

Another agreed: "Getting another round if you're not profitable will be rough. Do everything possible to get to cash flow positive. Now." Yet another said, "You must get to profitability as soon as possible to weather this storm and be self-sustaining."

Such is the new reality facing all tech companies, including members of the mobile marketing ecosystem.

The new reality

Under the old funding model, startups got a seed round to build a prototype, followed by an A round to move that prototype to commercial readiness. The B round helped get the company cash flow positive and start expanding, and a C round could be added for tasks such as capitalising on incoming opportunities and enabling faster growth. Each round typically had new investors alongside existing ones, with the latter usually reducing their participation each time.

[Business Angel \(London\)](#)

Download our Free
guide to raising finance
of up to £2m
www.envestors.co.uk



Ads by Google

Date: 11th August 2009
Reach: South Africa
Circulation: 13,321

<http://www.bizcommunity.com/Article/196/78/38764.html>

It's all about the bottom line

► [Show next mobile advertising article](#)

By: Mike Wehrs

The worst economy overseas in generations has VCs changing the way they fund young companies. Here's how that shift affects mobile marketing firms internationally.



The mobile marketing industry is constantly changing, and the latest example is the way that younger companies and startups are funded. Gone are funding rounds that stretch deep into the alphabet. Instead, investors are focusing on companies that have technologies and business plans capable of delivering profits sooner rather than later.

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Under the new model, a single VC needs to plan to fund the business from seed all the way through to the point where the business can fund itself. As a result, there aren't multiple VCs sharing the risk, so the company is under far greater pressure to get to a self-funding position as quickly as possible.

The upshot is that the new funding environment favors companies that have best chance of being profitable quickly. By demonstrating a clear, fast return on investment (ROI) to potential customers, a mobile marketing company creates value not just in the eyes of those customers, but of VCs, too.

Date: 3rd August 2009

Reach: Russia

Circulation N/A

<http://www.mobile-ent.biz/news/34146/MMA-launches-Philippines-council>

Starcom: мобильная реклама становится важной



Рекламодателям важно встраивать мобильную рекламу в медиамикс. Ведь почти две трети (63%) пользователей мобильных устройств в США используют их для того, чтобы реагировать на рекламу в других медиа, в первую очередь - на рекламу out-of-home и цифровое видео. Такие сведения содержатся в докладе, выпущенном исследовательской компанией Starcom USA. Выдержки из него приводит Media Post.

В Starcom утверждают, что владельцы мобильных телефонов наиболее часто реагируют с их помощью на рекламу «высокотехнологичных» товаров, например автомобилей, потребительской электроники и компьютеров. Это и неудивительно: те, кто активно пользуется сотовым телефоном или смартфоном, как правило более «подкованы» в технических вопросах, чем потребители в среднем.

В Starcom и раньше утверждали, что у людей не вызывает резкого противодействия мобильная реклама. Главное, что их раздражает - это отсутствие рекламы, которая бы была им адекватна. Новые данные только подтверждают высокую эффективность мобильной рекламы в медиамиксе. «Именно мобильные устройства становятся „воротами“, через которые потребитель начинает взаимодействовать с брендами и получать больше информации о рекламируемых товарах и услугах», - подчеркивает Брендон Старкофф (Brandon Starkoff), старший вице-президент Starcom.

Компании могут использовать следующие примеры удачных медиамиксов с использованием мобильной рекламы. Ее может дополнять не только онлайн-реклама, но также:

- наружная реклама, которая предлагает отправить напечатанный в рекламе код со своего мобильного телефона
- реклама в местах продаж
- реклама в печатных изданиях
- телереклама.

Напомним, что выпущенное ранее исследование Ассоциации мобильного маркетинга (Mobile Marketing Association), продемонстрировало, что подавляющее большинство (70%) рекламодателей интегрируют мобильную рекламу с онлайн-рекламой. На втором месте по распространенности оказались различные торговые шоу и выставки (их назвали почти 36% опрошенных).

В Starcom обращают особое внимание на то, что мобильные устройства - это часть многих повседневных занятий современного человека. Поэтому эксперты настоятельно советуют «привязывать» мобильную рекламу к повседневной активности потребителей и связывать ее с различными местными сервисами (магазинами, заправками и так далее). «Если кто-то ищет при помощи мобильного телефона ресторан в определенной местности - ему стоит показать pop-up баннер с таким рестораном», - комментирует этот совет Старкофф. Такая «местная» (то есть привязанная к конкретному месту реклама часто оказывается куда более эффективна, чем обычное текстовое сообщение, которое пользователь может счесть «раздражающим».

По словам вице-президента Starcom, уже сегодня некоторые компании тратят на мобильную рекламу до \$3 млн в год и считают, что мобильная реклама - важная часть их медиамикса. Как правило больше на мобильную рекламу тратят технологические и автомобильные бренды, и чуть меньше - производители потребительских товаров и финансовые компании.

По материалам: <http://www.mediabusiness.com.ua/>

Date: August 2009
Reach: Germany
Circulation

"Evangelising the mobile channel for use by brands"

Der Weltverband Mobile Marketing Association hat sich eine wichtige Mission auf die Fahnen geschrieben: Jedem den Zugang zu Mobile Marketing zu ermöglichen

Die **Mobile Marketing Association (MMA)** mit Hauptsitz in New York/USA veranstaltet vom 9. bis 10. September in Berlin bereits zum fünften Mal das 'Mobile Marketing Forum Europe'. Zentrales Thema ist das Stichwort 'Brand Experience': Wie nutzen führende Handelsmarken mobile Kanäle für Marketingzwecke? Wie ist der Status quo? Wie wollen sie in Zukunft mit ihren Kunden mobil interagieren?

Als Referenten geladen sind Vertreter weltweit agierender Markenartikler. So spricht **Zafar Parlar**, General Manager Nike Türkei, über die Ansprache von Sportfans über den mobilen Kanal. **Hinde Pagani**, Senior Mobile Marketing Manager Global Interactive Marketing Coca-Cola, stellt Best Practices in der mobilen Interaktion mit Endverbrauchern vor. **Marc Mielau**, Head of Digital Media, BMW, referiert über die Vorreiterrolle des bayerischen Autobauers, der den Kanal bereits seit zwei Jahren für Kundengewinnungs- und Service-Maßnahmen nutzt. **Marco Hauprich**, Vice President New Technologies bei der Deutschen Post AG stellt das mobile Portal des Dienstleistungsunternehmens sowie die neue iPhone-App-Ränge vor.

Im Laufe der zwei Tage werden außerdem weitere Repräsentanten namhafter Marken, Medien, Mediaagenturen und Hardware-Hersteller das Podium betreten. Weitere Infos zu Agenda, Veranstaltungsort und Teilnahmebedingungen unter [\[ketingforum.com\]\(http://marketingforum.com\). Die Schwester-Veranstaltung findet am 17. November in Los Angeles/USA statt.](http://www.mobilemar-</p>
</div>
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Die MMA bezeichnet sich als die erste internationale Non-Profit-Organisation, die sich zum Ziel gesetzt hat, die Entwicklung im Segment Mobile Marketing aktiv voran zu treiben und mit der Etablierung von 'mobile media guidelines' zu unterstützen. Zu den über 700 Mitgliedern der MMA gehören Vertreter aller Wertschöpfungsebenen der Mobile Marketing-Branche: Agenturen, Werbungstreibende, Endgeräte-



Hersteller, Mobilfunk-Provider und -Distribuenten, Technologie-Dienstleister und Marktforschungsunternehmen.

Mit über 40 weltweiten Vertretungen hat die MMA einen guten Überblick über den aktuellen Stand hinsichtlich der jeweiligen nationalen Marktreife von Mobile Marketing. B&M sprach mit **Paul Berny**, Managing Director der MMA Europe, über Status quo und Potenzial in Deutschland im Vergleich zu anderen internationalen Märkten.

B&M: You have previously mentioned that mobile will soon be the preferred 'screen' around the globe. What do you mean by 'soon'?

Paul Berny: In many parts of the world, (much of Africa, India and Latin America for example) mobile ownership far exceeds that of televisions and PC's. In these regions, mobile is already the first screen that people approach. For some, their first experience of the Internet will be on the mobile phone. If you think about the mobile, it's always on, always available nature presents a unique opportunity for marketers to engage directly with consumers, enabling them to create a unique and meaningful dialogue of interaction.

B&M: When do you think mobile will reach the status of other forms of advertising such as TV/ print/ film?

Berny: By this, do you mean when will mobile be commonly considered as a standard marketing channel rather than as a test or niche move? If so, the very answer to this is at the heart of the MMA's global outreach. I think we are already approaching the time when mobile will be considered as valuable a channel as other more established means. Over the last twelve months, we have seen exceptional growth in the use of mobile marketing. The opportunity for marketers to use the channel to reach their audience on a global scale across many mobile devices is incredible, and there is no doubt in my mind that, implemented in the right way, mobile marketing campaigns will continue to take-off, and succeed. One thing is for certain, the mobile channel is here to stay. We use our mobiles every day, they are always

on, always connected and no other channel has the power to enable brands to engage with their customers on such a direct one-on-one basis.

B&M: Currently in Germany there are only a few specialised agencies that share the few mobile budgets. How will the market come to maturity?

Berny: Germany is one of the most important markets for mobile globally and the MMA believes that it has a strong role to play in helping build that market. There are a number of German agencies who are members of the MMA and BVDW including The YOC Group, 12 Snap and MEC Interaction. Germany represents a major mobile market both in Europe and worldwide and with the work of the MMA and the BVDW, German brands and agencies will be able to work more closely together to make the path to mobile campaign implementation as easy and straightforward as possible. The upcoming Mobile Marketing Forum in Berlin provides a forum for German mobile marketing agencies as well as brands, operators, content providers and agencies from across Europe to come together and share real life mobile marketing success stories.

B&M: Who in your opinion will take over the key role (in the sense of innovation and thought leadership) in the mobile market: mobile operators, content producers, hand held device manufacturers or brands?

Berny: In order for mobile to truly take off, all parts of the ecosystem need to work together to shape the growth of mobile. That's where the MMA comes in. We are the glue between all of the different players in the industry, from content creators to advertisers to operators, educating and evangelising the mobile channel for use by brands and content providers. We're committed to moving the mobile marketing industry forward for the benefit of everyone. As an action-oriented, member-driven trade association, we incorporate the entire ecosystem into all of the work that we do.

B&M: In November the MMF will take

place in Los Angeles. How does the marketability of mobile marketing differ in comparison to the USA and the European market?

Berny: There is no uniform adoption curve regarding mobile so it's hard to say at what level each market is adopting mobile. However, there are common factors that are driving the uptake of mobile marketing across the globe. Enhanced battery life, larger screen size, higher resolution and faster networking speeds are all contributing to a richer, more immersive mobile marketing experience. In particular, as operators offer flat rate data packages and browsing capabilities continue to improve; the mobile Internet experience will continue to develop offering brands an excellent opportunity to reach their audience via the phone in their pocket.

B&M: In Germany it is mainly the automobile, telecommunications industry as well as some organisations in the FMCG industry (e.g. Coca Cola, Masterfood) that are using mobile marketing. How does this compare to the US/UK?

Berny: In our experience, there are a number of brands who are almost always leaders in any new channel. Nike and Coca-Cola for example have been very early adopters of the mobile channel. As you'll be able to see from the line up at the MMF Berlin

in, there are a range of speakers across many different sectors including Deutsche Post, Nestlé, The BBC, Coca-Cola, BMW, Proctor and Gamble and Lufthansa. These are some of the world's biggest and most recognisable brands and all are incredibly passionate about the mobile channel. The range of speakers across the financial services, automotive, FMCG and publishing sectors is a true testament to the growing power of mobile.

(Interview: Katrin Sassenhausen)



*Paul Berny
Managing Director
MMA Europe*

Date: August 2009
Reach: Germany
Circulation: N/A

No URL available



TERMINE 2009

NOKIA WORLD 2009

2. und 3. September in Stuttgart, Fachkongress. Veranstalter: Nokia.
Infos unter <http://events.nokia.com/noklaworld/home.htm>

INTERNATIONALE FUNKAUSSTELLUNG IFA

4. bis 9. September in Berlin, Veranstalter: Messe Berlin, Infos unter www.ifa-berlin.de

MMA MOBILE MARKETING FORUM EUROPE

9. und 10. September in Berlin, Fachkongress. Veranstalter: Mobile Marketing Association (MMA),
Infos unter www.mobilemarketingforum.com

2. MOBILE MEDIA FORUM

17. September in Wiesbaden, Fachtagung. Veranstalter: Fachhochschule Wiesbaden.
Infos unter www.mobilemediaforum.de

DMEXCO

23. und 24. September in Köln, Kongressmesse. Veranstalter: Koelnmesse GmbH.
Infos unter www.dmexco.de

ECO KONGRESS 2009 – SHARPENING THE IMAGE

29. und 30. September in Köln, Kongress. Veranstalter: eco Verband der deutschen Internetwirtschaft e.V.
Infos unter www.eco.de/veranstaltungen

MEDIENTAGE MÜNCHEN

28. bis 30. Oktober in München. Kongressmesse. Veranstalter: Medientage München GmbH.
Infos unter www.medientage.de

BROADCAST & MOBILE 5/09 ERSCHEINT ENDE OKTOBER

Date: 31st August 2009

Reach: Germany

Circulation: N/A

<http://mobileticker.info/?p=2598>

Event: Mobile Marketing Forum



31. August 2009



Kommentare



Einen Kommentar schreiben

MobileMarketing FORUM

Die Mobile Marketing Association (MMA) bestätigte jetzt zwölf der weltweit führenden Markenunternehmen als Referenten des jährlichen **Mobile Marketing Forum**, das vom 09. bis 10. September in Berlin stattfindet. Mit Unternehmen wie Pepsi, BMW, Deutsche Post, Lufthansa, Nestlé, Sony Ericsson und vielen mehr wird sich die diesjährige Veranstaltung auf das Thema "brand experience" fokussieren.

Anschauliche und interaktive Präsentationen, Fallstudien und Podiumsdiskussionen von den Wegbereitern des Mobile Marketings sollen veranschaulichen, was Marken von "Mobile" erwarten und welche Praktiken derzeit in Europa und weltweit angewandt werden. Aus dem Programm: "Reaching out to sports fans through mobile media" (Nike); "What is the Coca-Cola global approach to mobile marketing?"; "BMW's use of mobile as a part of its marketing strategy"; "How Publishers Approach the Mobile Channel" (BBC, hier dürfte auch die App **BBCReader** Erwähnung finden); "Deutsche Post goes mobile"; "Mobile Advertising Case Studies" (Wunderman).

Durch die teilweise zeitliche Überlappung mit der Internationalen Funkausstellung (IFA) wird der Berliner Event für Mobile Professionals nochmals interessanter. Interessenten, die es dennoch nicht einrichten können, wird [hier](#) die Registrierung für 'interaktive' – also auch das Stellen von Fragen erlaubende – Live Stream Webcasts angeboten. Der Event wird von der MMA gemeinsam mit **Informa Telecoms and Media** ausgerichtet. Die Teilnahme kostet von 75 Euro (halbtägiger Webcast) bis zu 2.495 Euro ("Gold Pass" für beide Forumstage).

Date: 6th August 2009

Reach: France

Circulation: N/A

<http://www.mandmglobal.com/archive/2009/august?1=1&BlockID=198725079>

Mobile Marketing Forum

jeudi 06 août 2009

9 et 10 septembre 2009

NH Berlin Mitte Hotel

Berlin

Avec huit des plus grandes marques internationales déjà confirmées, l'événement sera axé avant tout sur l'expérience de ces marques : l'utilisation du canal mobile pour le marketing, l'évolution des relations avec les consommateurs à travers le mobile et les succès notables remportés à ce jour.

Les participants suivants prendront la parole et seront disponibles pour un entretien en tête à tête :

Coca-Cola - Hinde Pagani: Senior Mobile Marketing Manager, Global Interactive Marketing

BMW - Marc Mielau: Head of Digital Media

BBC Worldwide - Tom Bowman: VP International Ad Sales

Lufthansa - Marcus Casey: Director, Global Ecommerce and Mobile Services

Nike - Zafar Parlar: General Manager, Nike Türkiye

Nestlé - Vanderlei Roque dos Santos: eBusiness Leader

Orange Advertising Network - Bruce Hoang: Group Head of Media Research

Mobile Marketing Association - Mike Wehrs, President and CEO

Seront également présents : Hanzo, Wunderman, Telecom Italia, Mobile Dreams Factory, Think Big Mobile, Mobile Advertising Products & Solutions, Jinny Software, I-NEW Communicative Solutions, Openwave, We Love Mobile, Rapide Communication, Starfish Mobile.

La liste complète des participants confirmés à ce jour est disponible via ce lien

<http://www.mobilemarketingforum.com/?q=node/719>

Date: 6th August 2009

Reach: France

Circulation: N/A

http://www.servicesmobiles.fr/services_mobiles/2009/08/5%C3%A8me-mobile-marketing-forum-europe-berlin-9-et-10-septembre.html

5ème Mobile Marketing Forum Europe (Berlin 9 et 10 septembre)



Avec huit des plus grandes marques internationales déjà confirmées, l'événement sera axé avant tout sur l'expérience de ces marques : l'utilisation du canal mobile pour le marketing, l'évolution des relations avec les consommateurs à travers le mobile et les succès notables remportés à ce jour : Comment Coca-Cola utilise le canal mobile dans le monde entier, Comment les éditeurs approche canal mobile, Le marketing mobile en 2010 et au-delà, Comment l'expérience de l'utilisateur va changer le marketing mobile.

Le **MMF Berlin** sera une excellente opportunité d'assister aux prises de paroles de nombreuses marques de haut standing d'agences et d'opérateurs mobiles leaders afin d'en savoir plus sur leurs stratégies et sur l'efficacité des campagnes lancées à ce jour.

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Date: 6th August 2009

Reach: France

Circulation: N/A

<http://www.animasoft.net/article.php?oid=94054&usermail=>

 **Mobile Marketing Forum**

Le 06-Aug-2009

9 et 10 septembre 2009

NH Berlin Mitte Hotel

Berlin

Avec huit des plus grandes marques internationales déjà confirmées, l'événement sera axé avant tout sur l'expérience de ces marques : l'utilisation du canal mobile pour le marketing, l'évolution des relations avec les consommateurs à travers le mobile et les succès notables remportés à ce jour.

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<http://www.mobilemarketingforum.com/?q=node/719>

LATAM Coverage



Date: August 28, 2009

Circulation: 1,131,159

<http://www.todoenunclick.com/Notas/notaxsecc.php?kenota=20439&ksecc=8>

COCA-COLA, BMW, PEPSI, NESTLÉ Y NIKE COMPARTEN SUS ESTRATEGIAS DE MARKETING MÓVIL EN EL PRINCIPAL EVENTO DE LA INDUSTRIA

Forum de marketing móvil en Europa reúne a las marcas más importantes del mundo

28-08-2009 | La Asociación de Marketing Móvil (MMA) anunció hoy que 12 de las más grandes marcas del mundo han confirmado su participación para hablar en el Forum de Marketing Móvil (MMF) de Europa, convirtiéndolo en el evento de marketing más atendido del año. Con oradores de marcas como Auto Trader, BBC World Wide, BMW, Coca-Cola, Deutsche Post, Lufthansa, Nestlé, Nike, Procter & Gamble, Pepsi, RTL y Sony Ericsson, el forum se centrará este año en la experiencia de marca (que quieren, necesitan y esperan las marcas del canal móvil y que pueden y han alcanzado a través de él). El programa contará con una variedad de invitados de alto perfil y comentaristas expertos, proporcionando una plataforma a los líderes de la industria para discutir tendencias, compartir mejores prácticas y debatir el futuro del mercado.

"El móvil es el único medio que podemos usar para alcanzar, seleccionar, medir y recompensar a nuestros consumidores en tiempo real", declaró el Director de Mercadeo de Pepsi, Ugur Oglu, cuando se le preguntó sobre sus razones para asistir al MMF; el primer evento en el cual Pepsi discutirá su estrategia móvil. "Nosotros creemos que el canal móvil es en realidad una necesidad en la mezcla de mercadeo y que además representa una gran herramienta para fidelizar y crear relaciones con los consumidores".

MMF Europa se llevará a cabo entre el 9 y 10 de septiembre en el hotel NH Berlin Mitte en Berlín. Durante los dos días del evento, los asistentes podrán oír e interactuar con los precursores de la industria a través de ponencias, presentaciones, casos de estudio, paneles, entre otras actividades, sobre lo que las marcas quieren del canal móvil, lo que las agencias necesitan para presentar a sus clientes este nuevo canal y lo que está y no está funcionando en otros lugares de Europa y del mundo.

Aspectos destacables de la agenda:

Llegar a los fans del deporte a través de medios móviles – Zafer Parlar: General Manager,, Nike Turquía

Cuál es el enfoque global de Coca-Cola en marketing móvil - Hinde Pagani: Senior Mobile Marketing Manager, Global Interactive Marketing, The Coca-Cola Company

Cómo está utilizando Nestlé el canal móvil - Vanderlei Roque dos Santos: eBusiness Leader, Nestlé

Desafíos en el Marketing Digital: Integración y uso del canal móvil como parte de la estrategia de mercadeo de BMW - Marc Mielau: Head of Digital Media, BMW

Cómo abordan los publicistas el canal móvil - Tom Bowman: VP International Ad Sales, BBC Worldwide

Desarrollo de servicios móviles en la industria de aerolíneas - Marcus Casey: Director, Global Ecommerce and Mobile Services, Lufthansa

Cómo la campaña Tone&Win de Pepsi se convirtió en un caso de estudio para la región - Ugur Oglu, Marketing Director, Pepsi

Deutsche Post incursiona en el mercado móvil: Una efectiva implementación de estrategias móviles para la empresa líder en logística del mundo - Marco Hauprich: Vice Presidente – New Technologies, Deutsche Post

Presentación de los resultados de la investigación sobre el uso del canal móvil en Europa (Exposure Europe Research) - Bruce Hoang: Group Head of Media Research, Orange Advertising Network

Casos de estudio de publicidad móvil - Jon Wade: Digital Strategy Director, Wunderman

“El canal móvil está generando una revolución en el mercadeo de las comunicaciones, gracias a su capacidad de llegar de una manera directa, personal y efectiva al consumidor” dijo Mike Wehrs, Presidente y CEO de la MMA. “La participación en el MMF de Berlín de las 12 marcas más grandes y reconocidas del mundo para hablar sobre el canal móvil, es un verdadero testimonio de su poder de crecimiento. Nosotros como industria móvil estamos ahora escuchando a las marcas y no hablando aisladamente del mercado. Estamos oyendo las experiencias de marcas y agencias con el canal móvil, explorando sus oportunidades, descubriendo nuevas ideas e inspirándonos unos a otros”.

Para aquellos interesados que no podrán viajar al forum en Berlín, la MMA ha desarrollado un Live Stream Webcast interactivo, proporcionado por bnetTV, que permite asistir e interactuar virtualmente en tiempo real con los ponentes y moderadores del evento. Las personas interesadas pueden registrarse en <http://www.mobilemarketingforum.com/?q=node/719>.

MMF Europa es producido por la Asociación de Marketing Móvil (MMA) en asocio con Informa Telecoms and Media. Entre los patrocinadores del evento están Software, i-New Communications, Openwave, comverse, GetJar, Zergo, bnetTV, Smaato, y Velti. Para mayor información sobre el Forum de Marketing Móvil Europa y registro al evento <http://www.mobilemarketingforum.com>.

Date: August 28, 2009
Circulation: 1, 040,537

<http://www.marketinet.com/blog/index.php?entry=entry090828-121408>

El Forum de mobile marketing reunirá a las marcas más importantes del mundo

viernes, agosto 28, 2009, 12:14 PM - **Mobile Marketing**

La **Asociación de mobile marketing (MMA)** anunció hoy que 12 de las más grandes marcas del mundo han confirmado su participación para hablar en el **Forum de mobile marketing (MMF)** de Europa, convirtiéndolo en el evento de marketing más atendido del año. Con oradores de marcas como Auto Trader, BBC World Wide, BMW, Coca-Cola, Deutsche Post, Lufthansa, Nestlé, Nike, Procter & Gamble, Pepsi, RTL y Sony Ericsson, el forum se centrará este año en la experiencia de marca (que quieren, necesitan y esperan las marcas del canal móvil y que pueden y han alcanzado a través de él). El programa contará con una variedad de invitados de alto perfil y comentaristas expertos, proporcionando una plataforma a los líderes de la industria para discutir tendencias, compartir mejores prácticas y debatir el futuro del mercado.

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mobile marketing
association

MobileMarketing | FORUM

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Cómo la campaña Tone&Win de Pepsi se convirtió en un caso de estudio para la región - Ugur Oglu, Marketing Director, Pepsi

Deutsche Post incursiona en el mercado móvil: Una efectiva implementación de estrategias móviles para la empresa líder en logística del mundo - Marco Hauprich: Vice Presidente – New Technologies, Deutsche Post

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'El canal móvil está generando una revolución en el mercadeo de las comunicaciones, gracias a su capacidad de llegar de una manera directa, personal y efectiva al consumidor' dijo Mike Wehrs, Presidente y CEO de la MMA. 'La participación en el MMF de Berlín de las 12 marcas más grandes y reconocidas del mundo para hablar sobre el canal móvil, es un verdadero testimonio de su poder de crecimiento. Nosotros como industria móvil estamos ahora escuchando a las marcas y no hablando aisladamente del mercado. Estamos oyendo las experiencias de marcas y agencias con el canal móvil, explorando sus oportunidades, descubriendo nuevas ideas e inspirándonos unos a otros'.

Para aquellos interesados que no podrán viajar al forum en Berlín, la MMA ha desarrollado un Live Stream Webcast interactivo, proporcionado por bnetTV, que permite asistir e interactuar virtualmente en tiempo real con los ponentes y moderadores del evento.

MMF Europa es producido por la Asociación de mobile marketing (MMA) en asocio con Informa Telecoms and Media. Entre los patrocinadores del evento están Software, i-New Communications, Openwave, comverse, GetJar, Zergo, bnetTV, Smaato, y Velti.

Acerca de Mobile Marketing Association (MMA)

La Asociación de mobile marketing (MMA) es la primera asociación global sin fines de lucro que se esfuerza por estimular el crecimiento del mobile marketing y sus tecnologías asociadas. La MMA es una organización orientada a la acción, diseñada para eliminar los obstáculos del desarrollo del mercado, establecer pautas para los medios móviles y mejores prácticas para un crecimiento sostenible y para informar sobre el uso de los canales móviles. Las más de 700 compañías que lo conforman y que representan más de cuarenta países, incluyen todos los miembros del ecosistema de los medios móviles. Las oficinas centrales mundiales de la MMA están ubicadas en Estados Unidos, con sucursales en América del Norte (NA), Europa (EUR), América Latina (LATAM), Medio Oriente y África (MEA), y Asia-Pacífico (APAC).

La serie de forums que desarrolla la MMA reúnen al ecosistema completo del mobile marketing bajo un mismo techo para presentar experiencias y conocimiento de cualquier evento del ecosistema. Los forum se llevan a cabo en cada región a lo largo del año y comprenden una completa agenda de presentaciones interactivas, debates y casos de estudio de marcas líderes, operadores y agencias.

más información

<http://www.mobilemarketingforum.com>

Date: August 28, 2009

Circulation: 27, 648,382

<http://www.m2m.com.co/interna.asp?mid=1&did=1060>

Forum de marketing móvil en Europa reúne a las marcas más importantes del mundo

La Asociación de Marketing Móvil (MMA) anunció que 12 de las más grandes marcas del mundo han confirmado su participación para hablar en el Forum de Marketing Móvil (MMF) de Europa, convirtiéndolo en el evento de marketing más atendido del año. Con oradores de marcas como Auto Trader, BBC World Wide, BMW, Coca-Cola, Deutsche Post, Lufthansa, Nestlé, Nike, Procter & Gamble, Pepsi, RTL y Sony Ericsson, el forum se centrará este año en la experiencia de marca (que quieren, necesitan y esperan las marcas del canal móvil y que pueden y han alcanzado a través de él). El programa contará con una variedad de invitados de alto perfil y comentaristas expertos, proporcionando una plataforma a los líderes de la industria para discutir tendencias, compartir mejores prácticas y debatir el futuro del mercado.

"El móvil es el único medio que podemos usar para alcanzar, seleccionar, medir y recompensar a nuestros consumidores en tiempo real", declaró el Director de Mercadeo de Pepsi, Ugur Oglu, cuando se le preguntó sobre sus razones para asistir al MMF; el primer evento en el cual Pepsi discutirá su estrategia móvil. "Nosotros creemos que el canal móvil es en realidad una necesidad en la mezcla de mercadeo y que además representa una gran herramienta para fidelizar y crear relaciones con los consumidores".

MMF Europa se llevará a cabo entre el 9 y 10 de septiembre en el hotel NH Berlin Mitte en Berlín. Durante los dos días del evento, los asistentes podrán oír e interactuar con los precursores de la industria a través de ponencias, presentaciones, casos de estudio, paneles, entre otras actividades, sobre lo que las marcas quieren del canal móvil, lo que las agencias necesitan para presentar a sus clientes este nuevo canal y lo que está y no está funcionando en otros lugares de Europa y del mundo.

Aspectos destacables de la agenda:

- Llegar a los fans del deporte a través de medios móviles – Zafer Parlar: General Manager,, Nike Turquía
- Cuál es el enfoque global de Coca-Cola en marketing móvil - Hinde Pagani: Senior Mobile Marketing Manager, Global Interactive Marketing, The Coca-Cola Company
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Fuente: Newlink PR



Date: August 28, 2009

Circulation: 552,861

[http://www.acis.org.co/index.php?id=197&tx_mininews_pi1\[showUId\]=10479&cHash=81e61c96f0](http://www.acis.org.co/index.php?id=197&tx_mininews_pi1[showUId]=10479&cHash=81e61c96f0)

FORUM DE MARKETING MÓVIL EN EUROPA REUNE A LAS MARCAS MÁS IMPORTANTES DEL MUNDO

Coca-Cola, BMW, Pepsi, Nestlé y Nike comparten sus estrategias de marketing móvil en el principal evento de la industria

Nueva York; Londres; Sao Paulo y Singapur – 27 de Agosto, 2009 – La Asociación de Marketing Móvil (MMA) anunció hoy que 12 de las más grandes marcas del mundo han confirmado su participación para hablar en el Forum de Marketing Móvil (MMF) de Europa, convirtiéndolo en el evento de marketing más atendido del año. Con oradores de marcas como Auto Trader, BBC World Wide, BMW, Coca-Cola, Deutsche Post, Lufthansa, Nestlé, Nike, Procter & Gamble, Pepsi, RTL y Sony Ericsson, el forum se centrará este año en la experiencia de marca (que quieren, necesitan y esperan las marcas de canal móvil y que pueden y han alcanzado a través de él). El program contará con una variedad de invitados de alto perfil y comentaristas expertos, proporcionando una plataforma a los líderes de la industria para discutir tendencias, compartir mejores prácticas y debatir el futuro del mercado. "El móvil es el único medio que podemos usar para alcanzar, seleccionar, medir y recompensar a nuestros consumidores en tiempo real", declaró el Director de Mercadeo de Pepsi, Ugur Oglu, cuando se le preguntó sobre sus razones para asistir al MMF; el primer evento en el cual Pepsi discutirá su estrategia móvil. "Nosotros creemos que el canal móvil es en realidad una necesidad en la mezcla de mercadeo y que además representa una gran herramienta para fidelizar y crear relaciones con los consumidores". MMF Europa se llevará a cabo entre el 9 y 10 de septiembre en el hotel NH Berlin Mitte en Berlín. Durante los dos días del evento, los asistentes podrán oír e interactuar con los precursores de la industria a través de ponencias, presentaciones, casos de estudio, paneles, entre otras actividades, sobre lo que las marcas quieren del canal móvil, lo que las agencias necesitan para presentar a sus clientes este nuevo canal y lo que está y no está funcionando en otros lugares de Europa y del mundo. Aspectos destacables de la agenda: • Llegar a los fans del deporte a través de medios móviles – Zafer Parlar: General Manager,, Nike Turquía • Cuál es el enfoque global de Coca-Cola en marketing móvil • Hinde Pagani: Senior Mobile Marketing Manager, Global Interactive Marketing, The Coca-Cola Company • Cómo está utilizando Nestlé el

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Date: August 28, 2009

Circulation: 8,373

<http://www.pressreleasepoint.com/fo%CC%81rum-de-mobile-marketing-na-europa-atrai-maiores-marcas-do-mundo>

FÓRUM DE MOBILE MARKETING NA EUROPA ATRAI AS MAIORES MARCAS DO MUNDO

Posted August 29th, 2009 by Mobile Marketin... in Wireless and Mobile Colorado

vote
now *Coca-Cola, BMW, Pepsi, Nestlé e Nike falam de suas estratégias de mobile marketing em um dos mais importantes eventos do setor*



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Mobile Marketing Association (MMA) anunciou hoje a presença de 12 das maiores marcas do mundo para a reunião europeia anual, o Fórum Europeu de Marketing (EMF), tornando-o o evento de marketing obrigatório do ano. Com representantes de marcas que incluem a Trader, BBC Worldwide, BMW, Coca-Cola, Deutsche Telekom, Nestlé, Nike, Procter & Gamble, Pepsi, RTL e Sony. Este fórum deste ano focará na experiência das marcas – o que elas querem, precisam e esperam do marketing móvel, o que elas podem atingir e as metas que já alcançaram. O programa vai incluir uma variedade de convidados de alto perfil e especialistas, fornecendo uma plataforma para os membros da indústria para discutir tendências, compartilhar as melhores práticas e debater sobre o futuro do setor.

"O meio móvel é o único que podemos usar para alcançar, medir e recompensar os nossos clientes em tempo real," afirmou Ugur Oglu, Diretor de Marketing da Pepsi, quando lhe foi perguntado sobre suas razões para participar do MMF, o primeiro evento no qual a Pepsi irá discutir sua estratégia móvel. "Realmente, acreditamos que a publicidade móvel é imprescindível na mistura de meios de marketing, e representa uma grande revolução no engajamento com os clientes".

O MMF Europeu será realizado entre os dias 9 e 10 de setembro no Hotel NH Berlin Mitte, em Berlim, na Alemanha. Durante esses dois dias, os participantes poderão escutar e interagir com os precursores da área de mobile marketing por meio de discursos, apresentações, casos de estudo, painéis e oportunidades para a formação de redes. Além disso, poderão ouvir o que as marcas querem do mobile marketing, o que as agências precisam garantir para utilizar o mobile marketing para os seus clientes e o que está e não está funcionando em outros lugares da Europa e em outras partes do mundo.

Os pontos de destaque da agenda incluem:

- Ter chegada aos fãs dos esportes por meio de meios móveis - Zafer Parlar: Gerente Geral da Nike Turquia
- Qual é abordagem global da Coca-Cola para o mobile marketing? - Hinde Pagani: Gerente Sênior de Mobile Marketing e Marketing Interativo Global da The Coca-Cola Company
- Como a Nestlé está usando o Mobile Marketing? - Vanderlei Roque dos Santos: Líder de eBusiness da Nestlé
- Desafios do Marketing Digital: como a BMW usa o mobile marketing em sua estratégia de marketing - Marc Mielau, Gerente de Meios Digitais da BMW
- Como os Publicitários abordam o Canal de Mobile Marketing - Tom Bowman, Vice-Presidente de Vendas de Publicidade Internacional da BBC Worldwide
- Criação de Serviços Móveis na Indústria das Linhas Aéreas - Marcus Casey, Diretor de eCommerce Global e de Serviços Móveis da Lufthansa
- Como a Campanha Tone&Win da Pepsi se transformou num caso de estudo para a região - Ugur Oglu, Diretor de Marketing da Pepsi
- Deutsche Post chega ao móvel: Implementação efetiva de estratégias móveis para a empresa líder mundial de logística - Marco Hauprich, Vice-Presidente de Novas Tecnologias da Deutsche Post
- Análise da Pesquisa Européia de Exposição (Exposure Europe Research) - Bruce Hoang, Chefe do Grupo de Pesquisa de Meios da Orange Advertising Network
- Casos de Estudo de Publicidade Móvel - Jon Wade, Diretor de Estratégia Digital da Wunderman

“Os dispositivos móveis estão gerando uma revolução nas comunicações de marketing, fornecendo uma forma pessoal, direcionada e altamente efetiva de envolvimento com o cliente”, diz Mike Wehrs, Presidente e CEO da MMA. “A reunião em Berlim de 12 das maiores e mais reconhecidas marcas para falar sobre marketing móvel constitui a verdadeira evidência do seu poder de crescimento. Nós, como indústria móvel, estamos escutando as marcas sobre o que estão fazendo, em vez de estar falando isoladamente. Estamos nos informando sobre a experiência de marcas e agências extremamente importantes com o mobile marketing, explorando suas oportunidades e descobrindo novas idéias e, além disso, estamos nos informando uns aos outros.”

Para os interessados que não puderem viajar ao Fórum, a MMA apresenta um sistema interativo de Transmissão ao Vivo através da Internet impulsionado pela bnetTV, que possibilita que os participantes virtuais acompanhem o evento e enviem mensagens de texto com perguntas aos apresentadores e moderadores em tempo real. Os interessados poderão registrar-se em <http://www.mobilemarketingforum.com/?q=node/719>.

O MMF Europe é um evento produzido pela Mobile Marketing Association (MMA) em parceria com a Informa Telecoms and Media. Entre os patrocinadores do evento incluem-se Jinny Software, i-New Communications, Openwave, comverse, GetJar, 2ergo, bnetTV, Smaato e Velti. Para maiores informações sobre o Fórum Europeu de Mobile Marketing e para inscrições, por favor visite: <http://www.mobilemarketingforum.com>.

Sobre a Mobile Marketing Association (MMA)

A Mobile Marketing Association (MMA) é a primeira associação global sem fins lucrativos que se esforça para incentivar o crescimento do marketing móvel e suas tecnologias associadas. A MMA é uma organização direcionada à ação, desenhada para eliminar obstáculos do desenvolvimento do mercado, estabelecer pautas para os meios móveis e melhores práticas para um crescimento sustentável e para informar sobre o uso dos canais móveis. As mais de 700 companhias que fazem parte dela e que representam mais de quarenta países incluem todos os membros do ecossistema dos meios móveis. Os escritórios centrais mundiais da Mobile Marketing Association estão localizados nos Estados Unidos, com filiais na América do Norte (NA), Europa (EUR), América Latina (LATAM), Meio Oriente e África (MEA) e Ásia-Pacífico (APAC). Para mais informação, visite www.mmaglobal.com.



Date: August 31, 2009

Circulation: 8,373

<http://www.tottalmarketing.com/noticiastottais.php?go=1&cat=6&pag=1&PHPSESSID=691105f8d87b6e5ece09f8f0b9bf0203>

31 Ago 2009 ... Portal de not cias com foco em todos os r tulos do **marketing**, ... **F rum de mobile marketing na Europa** atrai as maiores marcas do mundo ...
www.tottalmarketing.com/descricoes_noticia.php?go=4&index...



Date: August 27, 2009

Circulation: 2,417,606

<http://www.convergencialatina.com/eventoficha.php?id=1415>

| Evento - Ficha | |
|---|---|
| Evento | Datos |
| MOBILE MARKETING FORUM 2009 | Fecha: 09-09 a 10-09 |
| In the next few years, revenues from mobile advertising will outstrip web advertising, as the mobile platform becomes the most utilised and personalised channel in the world. With the mobile marketing industry set to be worth \$1.72 billion in 2008 rising to \$12.09 billion in 2013, (source: Informa Telecoms & Media), don't miss the opportunity to hear leading brands discuss their plans for mobile and the growth potential for mobile in the region. | Lugar: BERLIN |
| | Contacto: Forum@mmaglobal.com |
| http://www.mobilemarketingforum.com/?q=n... | Organizador: Mobile Marketing Association |
| Volver | |

North America Coverage

August 3, 2009
WGWorld



<http://www.wgworld.com/site/article/MMA-announces-call-for-nominations>

MMA Announces Call for Nominations

The **Mobile Marketing Association** today announced its call for nominations for its Annual Global Awards Program. It's time to recognize the industry's exceptional campaigns, companies and people who have made mobile a successful new media channel.

Now in its fifth year, the **Mobile Marketing Association** presents its annual industry awards to recognize significant contribution within the global mobile marketing industry. Nominations for the **Mobile Marketing Association** Awards recognize the commitment and accomplishments of the world's leading companies and individuals in the mobile marketing industry.

The 2009 Annual Global **MMA** Awards categories include:

- Best Mobile Campaign by Channel & Region

- o Channels include:

- § Display

- § Messaging

- § Emerging Technologies

- § Multi-Mobile Channel

- § Social Media

- § Cross Integration

- o Regions include:

- § North America

- § Central & Latin America

- § Europe, Africa & Middle East

§ Asia Pacific

§ Global: A campaign that has been executed in two or more of the above regions

- Best Mobile Campaign Overall
- Industry Awards which include:
 - o Innovation Award – Reach
 - o Innovation Award – Creativity
 - o Social Impact Award
 - o **Mobile Marketing Association** Award for Overall Excellence
- Mobile Marketing Academic of the Year – Individual
- Mobile Marketing Academic of the Year – Institution

Past winners included wireless operators, brands, technology enablers, agencies and more included: The Weather Channel Mobile, adidas, Mobile Dreams Factory, The Hyperfactory and Saatchi & Saatchi, and CellTrust.

Winners will be selected by a judging panel of industry, association and media leaders. Visit the **MMA** Awards Web page at www.MMAglobal.com/awards for more information on how to submit a nomination. Winners will be announced during the Global Awards Ceremony and Dinner to be held this November in Los Angeles – www.mobilemarketingforum.com



<http://www.dmnews.com/Behavioral-targeting-The-dos-and-donts/article/141230/>

Behavioral targeting: The dos and don'ts

Every marketer's dream is to know as much as possible about a consumer to improve brand image and generate sales by sending exactly the right message to the right audience at the right time.

But when do consumers think we have “gone too far” in tracking their behavior? A growing number believe their every click of a mouse, swipe of a card or call on their cell phone is being recorded and sold to the highest bidder. And ... in some instances, they aren't too far off the mark.

Consequently marketers and their data collection practices are under the spotlight like never before. For companies with a brand to protect, this can be an uncomfortable place to be. While you don't want to be the next negative headline in the Wall Street Journal, you also don't want to be so reluctant to embrace new marketing intelligence that provides a positive return on investment, or that you let the competition beat you.

Here are five simple rules to follow when evaluating your campaigns that utilize behavioral intelligence, whether it comes from sites visited, search keywords, email content, cell phone tracking or TV shows watched.

Calculate your shock rating. Calculate how shocked the average consumer would be to learn what information is being collected about his/her behavior and how you plan to use it in a campaign. This means understanding what your vendor does to create a profile or segment to which you advertise. Your rating should evaluate the kinds of clicks, locations or shows that are tracked to create the profile. Pay special attention to highly sensitive areas of information including medical, financial and children.

Use a soft-sell approach. Direct marketers know in the offline world that you don't take specific knowledge you have about a consumer's behavior you received from a third party, such as frequenting car sale sites or locations, and make a specific reference to that knowledge in an ad. Even if the profile tells you the customer has been shopping for a car, a subtle approach works best. Instead of saying “since you are shopping for a new car” the best approach is to say “if you are in the market for a new car.”

Promote choice. Consumers like having choices, even when they choose not to exercise them. Just knowing they can take action to “make it stop” if they so desire. One of the big criticisms about using behavioral intelligence is that consumers find it very hard to “make it stop” if they

get uncomfortable. Unfortunately, in the online space, ‘turning off’ the behavioral tracking isn't as easy as consumers might like it to be. You should provide consumers with information and choices about receiving this kind of advertising. Be sure to inquire with your vendor about what options they offer. You can also put in your own privacy policy information about how to opt-out and manage cookies.

Buy from reputable vendors. This industry isn't regulated – at least not yet – so dealing with reputable players can pay you big dividends. Work with respected vendors who follow the self-regulatory guidelines from the Network Advertisers Initiative, the **Mobile Marketing Association** and the Interactive Advertising Bureau. These organizations are leading the way in establishing practices that build trust with the consumer and protect your brand.

Follow the issue. Using behavioral information to target advertising online, especially search and IPS information, is politically hot right now and will continue to be controversial for some time. Follow this issue in the news and watch for practices that are widely criticized.

August 7, 2009
GPS World



<http://www.gpsworld.com/lbs/news/location-based-advertising-focus-metaplaces09-8663>

Location-Based Advertising Focus of MetaPlaces09

MetaPlaces09 focuses on the next wave of innovation and revenue-generation for mobile and web-based location-based services (LBS). The event brings together major names (Yahoo!, Google, Nokia, Publicis), players (W3C, **Mobile Marketing Association**, IETF, CDT), and innovators (Open Street Map, Senses Networks, Loopt or Boost Mobile.) The event will be held September 22-23 at the Crowne Plaza Hotel in San Jose, California.

Location-based advertising builds on the capabilities of LBS and allows application developers, publishers, and OEMs to capitalize on location-relevant revenue opportunities. MetaPlaces09 will enable more than 200 location business developers to analyze the changing dynamics and revenue models of the LBS market now that the worlds of location content, interactive advertising, Geo-enabled web services, and traditional carrier-driven mobile LBS solutions have collided.

Thomas Hallauer of TheWhereBusiness and organizer of the show is quietly optimistic. "Despite a very long false start, location-based and location-enhanced services are quickly becoming a solid market. MetaPlaces09 will be a great monitor of the new business models out there as well as a great place to thrash out solutions to the remaining growth barriers." He points to positive signs such as location-aware browsers, GPS and WiFi quick penetration on the phone, geo-tagging becoming ubiquitous, user interest and understanding taking hold, and key industry names involved and pushing innovation. These trends prompted Nitesh Patel, senior analyst with Global Wireless Practice from Strategy Analytics to forecast a strong market outlook for location-based services, with total global revenue generated from location-enabled products increasing from \$650 million in 2008 to \$7.8 billion in 2013.

The critical question now remaining is how to ensure the applications and services created don't impeach on user's privacy or even look like they might in the future. At the same time, "Consumer organizations and governments alike need to be aware that over protecting the privacy of consumers will deprive them of using life enhancing location services" says ABI's Principal Analyst Dominique Bonte, talking about the privacy panel discussion that will bring together representatives from Google, Mozilla, W3C, CDT and EITF.

So, will the resulting explosion in location-based content generate new revenue opportunities? A lot of fingers point to location based advertising as the future key revenue source.

"Location-based advertising builds on the capabilities of LBS and allows application developers, publishers, and OEMs to capitalize on location-relevant revenue opportunities," said Shawn Gunn, director of Business Development and Advertising Affiliations for Navteq and panelist at

MetaPlaces. "MetaPlaces is an opportunity for interested parties such as Navteq to get together and further define solutions that push LBA's growth."

MetaPlaces09 will put its attendees in a unique position to identify the models to make advertising, search, and targeting work as it brings together each stakeholder involved in implementing location-enhanced advertising, including key association like the **MMA**, major advertising players such as Google mobile LBA, leading device manufacturers like Nokia and Palm, and global advertising agencies like Publicis.



<http://www.webpronews.com/topnews/2009/08/07/new-mobile-marketing-guidelines-open-for-public-review>

New Mobile Marketing Guidelines Open for Public Review

Mobile marketing is going to become increasingly hard for businesses to ignore. Just look at how much mobile advertising is already going on.

The key of course (which could really be said of other kinds of marketing), is to not be annoying about it. WebProNews recently interviewed former Yahoo executive and current Chief Revenue Officer of mobile marketing firm Crisp Wireless, Tom Foran, about this.

There are some new guidelines for mobile marketing in the works from none other than the **Mobile Marketing Association (MMA)**, whom I like to think of as kind of like the Interactive Advertising Bureau for mobile marketing. The **MMA** consists of agencies, advertisers, hand-held device manufacturers, carriers and operators, retailers, software providers and service providers, and other companies focused on marketing with mobile devices.

The **MMA** has opened up a public review period for the guidelines, which runs through the end of the month. The new guidelines will be published in September. News updates and additions to the guidelines include:

- The **MMA's** new Universal Mobile Advertising Package (UMAP), which provides industry-standard ad units.
- The Mobile Application section has been expanded from North America only to worldwide.
- An expanded MMS section, including new ad units and guidelines.
- An expanded Mobile Video & TV section with new ad units and guidelines.

- An expanded Mobile Applications section with new ad units and guidelines

"The **MMA's** Global Mobile Advertising Guidelines are designed to provide the timely, actionable guidance and insights necessary to continue mobile advertising's phenomenal growth," said Mike Wehrs, **MMA** president and CEO. "By making each new version of the Global Mobile Advertising Guidelines available for public review, the **MMA** ensures that this resource meets the needs of the entire mobile advertising ecosystem."

eMarketer estimates that there will be 280.8 million mobile phone subscribers by the end of the year, while comScore says there will be 29 million smartphone users. Meanwhile, AdMob is getting ready to serve its 100 billionth mobile ad.

August 10, 2009
Mobile Marketing Watch



<http://www.mobilemarketingwatch.com/MMA-releases-review-of-v40-marketing-guidelines/>

MMA Releases Review Of v4.0 Marketing Guidelines

The **Mobile Marketing Association (MMA)** is constantly updating its “Global Mobile Marketing Guidelines” to keep up with the latest trends and methods regarding the mobile industry. Being an ever-evolving industry means the **MMA** usually has a lot of catching up to do, hence the release of the latest guidelines dubbed version 4.0.

The association announced Friday that it has opened a public review period for the latest version of its guidelines, to be under review through August 31st. The public, **MMA** members and **MMA** partner organizations will have a chance to review the draft version of the new guidelines before it takes effect in September.

Although not as extensive as previous updates to the **MMA**’s guidelines, version 4.0 includes several major updates and additions, including:

The **MMA**’s new Universal Mobile Advertising Package (UMAP), which provides industry-standard ad-units to be used with mobile marketing campaigns.

An expansion of the Mobile Application section to go from including only North America to Worldwide coverage.

An expanded MMS section, including new universal ad-units and further guidelines.

An expanded Mobile Video & TV section, with new universal ad-units and further guidelines.

An expanded Mobile Application section with new ad-units and expanded and updated guidelines.

The review period is designed for not only those involved with the industry and partnering organizations, but also the public to be able to make sure nothing has been left out, or that nothing is too ambiguous in the new guidelines. “The **MMA**’s Global Mobile Advertising Guidelines are designed to provide the timely, actionable guidance and insights necessary to continue mobile advertising’s phenomenal growth,” said Mike Wehrs, **MMA** president and CEO. “By making each new version of the Global Mobile Advertising Guidelines available for public review, the **MMA** ensures that this resource meets the needs of the entire mobile advertising ecosystem.”

As with other updates coming from the **MMA**, version 4.0 looks to be including more guidelines for mobile-based Video and TV, as well as Mobile Apps- two areas that have seen the most growth in terms of mobile advertising.

August 11, 2009
AgriMarketing



http://www.agrimarketing.com/show_story.php?id=56058

AgriMarketing Announces Trends in Agriculture Speaker Line-Up

National Agri-Marketing Association (NAMA) reports:

The Trends In Agriculture fall meeting will take place November 10-11 at the Hyatt Regency Crown Center in Kansas City.

With a goal of exploring the changing nature of the agri-marketing industry, NAMA's 2009 Trends in Agriculture conference will focus on how sociological, technological, and political forces are changing the traditional ag community and on practical ideas agri-marketers can apply to stay engaged in the new marketplace.

Our theme this year is Connecting with the New Ag Community. The conference takes place November 10-11, 2009, at the Hyatt Regency Crown Center in Kansas City - just before and overlapping the National Association of Farm Broadcasting (NAFB) Annual Meeting. Sessions will help define the forces that are expanding the need and ability of farmers to reach outside their previously small sphere of influence. Farmers and livestock producers will describe what it means to live and work in this new market environment. And experienced marketers will share successful efforts to leverage traditional and new media to build trust and become welcome citizens of the new ag community.

Please plan to join us to learn more about how these trends affect your customers purchase decisions and to network with your colleagues.

Sessions for Trends In Agriculture are below:

Defining the New Ag Community Dr. David M. Kohl, Professor Emeritus, Agricultural Finance and Small Business Management, Virginia Tech University, and President, AgriVisions, LLC

Changes that are forcing and enabling U.S. farmers and livestock producers to reach out beyond their traditional communities to ensure the success of their enterprises are taking place.

Ownership is passing to a new generation. Growth requires diversification or expansion to new communities. Powerful detractors are drawing producers and agri-businesses into public debate about agriculture. New technology including smart phones and social media are opening new doors to collaboration and business opportunities. Drawing from years of academic and personal experience, Dr. David M. Kohl will discuss how these forces are changing the way producers choose their suppliers and define how marketers must adjust to the new ag community to keep and win business.

Living and Working in the New Ag Community Panel

A diverse panel of four farmers and livestock producers will share specific examples of how success and growth today require more than good agronomic practices. The scheduled panelists include an influential specialty crop grower from California's bellwether farming environment, a dairy producer building a new operation outside his home state, a southern producer diversifying the operation, and a row crop grower looking to expand. By better understanding their customers' challenges and goals, agri-marketers have a better chance to build trust and connect with the new community.

How Marketers are Building New Community Ties

3G-enabled smart phones, the "Tweeting Farmer," and unusual partnerships are all part of the new ag community. This general session will feature practical case studies from marketers inside and outside of agriculture that have forged new links with their customers using new media and non-traditional collaboration. **Mike Wehrs, President & Chief Executive Officer, Mobile Marketing Association**, Leslie Bradshaw, a farm kid and University of Chicago educated Communications Manager with New Media Strategies in Washington, D.C., and others will share their experiences.



<http://www.storefrontbacktalk.com/e-commerce/mobile-site-design-a-standards-free-wild-west/>

Mobile Site Design: A Standards-Free Wild West

Aside from uncertainty about whether M-Commerce will earn them enough money to make it worthwhile, the sheer absence of Mobile Web design standards is a daunting problem for retailers that have yet to launch transaction-ready mobile sites. In many ways, it's still the Wild West when it comes to crafting M-Commerce sites that a retailer can expect will work well on all, or even most, mobile devices.

In an attempt to bring some sanity to the Mobile Web mess, the World Wide Web Consortium (W3C), in 2005, formed a Mobile Web Best Practices Working Group. In 2008, the group released a Mobile Web Best Practices guide that lists 60 recommendations. Although not specific to mobile commerce sites, the suggestions include many obvious suggestions, such as “provide only minimal navigation at the top of the page,” “provide consistent navigation mechanisms,” “do not cause pop-ups or other windows to appear and do not change the current window without informing the user.”

Related Story: U.S. Retailers Tip-Toe Through Mobile Commerce Minefields

Missing are the much more crucial specific recommendations so that developers can agree on what constitutes the center of the screen and at what point are pointers needed to tell users that there's a critical piece of information—such as an “add to cart” button—outside that center area. Or a way for a site to automatically detect a mobile device or how to name a URL.

Apparently, there isn't even standardization among those hoping to create standards and even M-Commerce experts aren't all abreast of the situation. For example, Impact Mobile CEO and President Barry Schwartz said he was unaware of the W3C effort but noted the **Mobile Marketing Association (MMA)** was busy crafting its own M-Commerce site design guidelines. On its Web site, the **MMA's** Mobile Commerce Committee said its goal is to eventually enable “simple, consistent and compatible consumer experiences across all carriers” and to “establish balanced guidelines that encourage brand, retail and media adoption to drive consumption.”

Despite the talk about, and obvious need for, some standardization, the industry has gone in the opposite direction as carriers and device makers attempt to gain market share by differentiation, said Ran Farmer, managing director of Netbiscuits. Farmer said there are now between 5,000 and 6,000 unique mobile devices in use and each device has 750 to 800 characteristics that make it different from another, often in ways that can impact their rendering of Mobile Web pages.

When all those device idiosyncrasies are taken into consideration and carrier characteristics are added to the mix, a retailer wanting its M-Commerce site to appear properly on every device

must have a system that can optimize the site in about 45,000 slightly different ways, Farmers said. “We test devices and we know that there are 750 to 800 different things about every device,” he said. “It’s a pretty big effort just to keep track.”

Although the M-Commerce capabilities of mobile devices are steadily improving, the same technology advances that are driving those advances are adding to the mayhem. Forget about just having to craft M-Commerce sites that work with different brands of devices. It’s even a challenge to make sites that work with the various models being sold by each brand. “With Blackberry, you have the Pearl with a small screen, the older Curve with a nice, average screen, the new Curve which has same size screen but twice the resolution, the Bold with a slightly larger screen and double the resolution and the Storm which is double the size screen,” Digby CEO/Founder Dave Sikora said. “So how will whatever you do for mobile devices look on all those systems? And, by the way, there might be different browsers associated with that as well.”

August 14, 2009
New York Times

The New York Times

http://www.nytimes.com/2009/08/15/your-money/15shortcuts.html?_r=1

New Worries About Children With Cellphones

THREE years ago, when my older son, Ben, was entering middle school, I wrote a column recounting a debate with my husband about getting him a cellphone. Was he too young? Were we being overly indulgent? How would we hold out against his younger brother, Gabriel, who immediately began badgering for his own phone?

Now Ben is entering high school; his brother is going into middle school. Gabriel has had his own cellphone since he was 9 and began walking to and from school by himself. And our past worries seem so quaint.

Back then, I wasn't worried about inappropriate downloads. Or questionable sales techniques aimed at my preteenager. Or excessive texting (I'm not even going to touch "sexting"). Or the sheer annoyance of a cellphone clutched in my sons' hands like a security blanket.

Now, about half of American children 12 years and older have cellphones, according to Christopher Collins, a senior analyst for consumer research at the Yankee Group, a research firm. And that has spawned all sorts of problems, like questions about etiquette and costly scams.

For example, a while back, we stumbled upon a surprise \$19.99 charge on our Verizon Wireless bill. It turned out that Ben had accidentally bought a joke-a-day for his cellphone. He thought he had taken advantage of a free offer.

The trouble is, it's not always clear where the offer is coming from. **Mike Wehrs**, president of the trade group **Mobile Marketing Association**, explained that there were different ways to buy a service, like a ring tone, screensaver, service or game for your cellphone.

One is to purchase directly from your phone carrier, and that is pretty safe, he said. The top carriers tend to follow his organization's guidelines, which require that consumers be asked twice if they want to buy the service, told how much it will cost, whether it is a one-time fee or a monthly charge and how to opt out.

But then there are third-party providers, also known as "off-deck," which are apparently what Ben used. These are companies that are not associated with our cellphone server. Therefore they may be less forthcoming, let us say, in explaining charges. They can also be much more difficult to contact with questions or complaints.

It's not so much that some of these shady companies are increasing, but there has been a tremendous growth in the last year in the number of sophisticated phones with all sorts of

applications that “can be exploited by people operating in an illegal or deceptive way,” **Mr. Wehrs** said.

He said his association was working with the Federal Trade Commission and other organizations to crack down on such companies. A nonprofit group, the Utility Consumers’ Action Network (ucan.org), has also brought pressure on carriers to be more responsive to such problems.

Art Neill, a lawyer with the group, said wireless carriers, which often benefit from these transactions, should be held responsible for making sure customers did not have unauthorized charges on their phone bills. “If you have a charge on your phone bill you didn’t authorize, the company should be willing to credit you, and many times it is legally required to do so,” he said.

When we called Verizon Wireless to complain about Ben’s purchase, the company agreed to take it off our bill and told us how to block the number. Debra Lewis, a spokeswoman for Verizon Wireless, said that each situation was looked at case by case, “but we try to work with the customer.”

Many parents — and I include myself in this category — keep a (somewhat) careful eye on television, computer and video game use. But we didn’t really take into account cellphones, since at least until recently, phones were intended, well, pretty much for calling people.

But now owning a good cellphone — and many children have more sophisticated phones than their parents — is like having a computer, said Dr. Regina M. Milteer, a pediatrician in Fairfax, Va., and member of the Academy of American Pediatrics council on communication and media.

The big question she hears from parents of her patients, she said, is how to control cellphone use. Besides the old-fashioned way (“if we catch you using your cellphone in bed one more time, you’ll lose it!”) most cellphone companies now offer some sort of parental control for about \$5 a month.

For example, AT&T has its Smart Limits option which, among other things, allows parents to block numbers and Web sites, limit purchases like ring tones, games and graphics to a certain dollar amount, and establish times of day that the phone can be used for mobile Web browsing, texting and outbound calls.

“The best thing parents can do is educate, educate, educate,” Dr. Milteer said. “They also need to set limits.” One suggestion, she said, is putting a basket out where children place their phones upon arriving home.

“Then they can’t go in their room and text their friends,” she said. If they need to contact them, they can use the house’s landline.

Not only is constant texting distracting and unnecessary, she said, but “you have to wonder if it interferes with developing some social skills at some point.”

Parents also complain to her about their children texting under their covers at night.

“Take it away,” Dr. Milteer said. “Let them know there are rules. There comes a time when parents have to be parents.”

We’ve all heard that driving and texting is dangerous, but Dr. Milteer warned that pedestrian accidents have occurred because children were texting as they crossed the street and were not aware of their surroundings. And even though it may not be as hazardous to use cellphones while sitting at the dinner table or mingling with friends, it is just plain rude.

My sons aren’t marathon texters, but it is their preferred form of communication with their friends. I was curious as to why that is.

“It’s just easier,” they told me. There’s no going through parents or siblings, no answering machines. Also, they’re so used to instant gratification that letting the phone ring and talking is considered too onerous.

Now don’t get me wrong. I don’t want to ban cellphones — they often come in handy. And the reality is, depriving my children of their phones now would be akin to my parents cutting me off of our old landline back when I was a teenager, although even then we had limits, like no calls after 9 p.m. Rather, parents have to be on top of how that cellphone is being used. “When you hand a phone to a kid, you have to affirmatively take control,” Mr. Neill said.

We have more or less trained our sons, but every once in a while there’s a slip-up. And I think I’ve found a solution. Next time I observe my children overly focused on their cells, I’ll send them a text message: Put the phone away.

Chief Marketer

http://www.nxtbook.com/nxtbooks/penton/cm_20090809/#/24

MOBILE MARKETING BUCKS THE DOWNTURN



Tough climate or not, advertisers spent **26% more on mobile this year**, says an MMA survey —By Brian Quinton

Mobile marketers are bucking the downturn. In the first half of 2009, they cranked up mobile marketing budgets by 26% and expect to double that rate over the remainder of the year, according to a new survey by the Mobile Marketing Association.

Of course, that growth is a small slice of an average 1.8% budget increase for mobile. Nevertheless, it's a sign of a shift in the perception of mobile's importance as a way to reach customers and generate profits.

The US Mobile Marketing Association (MMA) said 100 of its member and agency

executives in the MMA's cooperation with Field Marketing Advertising Database Inc. conducted research to get a sense of the usage of mobile marketing activity in the U.S. last year.

"It's a clear reading, demand and need for mobile is growing," says Johnathan MBI, vice president of mobile intelligence consulting, says of the findings, which "demon-

strated to push the collective thought of the players and consumers down mobile."

MBI also pointed out they had not yet fully seen the impact with a mobile user points about the previous year. While one-third of those surveyed still thought using their first half (46%) showed a mobile-optimized Web site, believing the growing number of users, believing the benefits clearly outweigh costs.

What are marketers putting into those mobile campaigns?

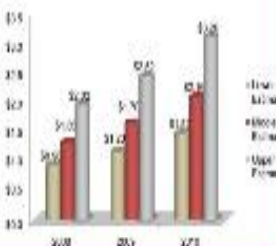
Eighty-three percent said they include data about specific products, sites and offers, while 43% said they develop mobile campaigns.

And although 36% of brands doing mobile marketing consider it an important part of their overall strategy, only one-third (33%) say they use it as an independent, working strategy. Another 19% take mobile to be from the start, 56% percent of marketers say they're looking mobile to be their only or second strategy, and about half the agencies using mobile marketing is mobile as a side stream (46%) or in need of product displays (46%).

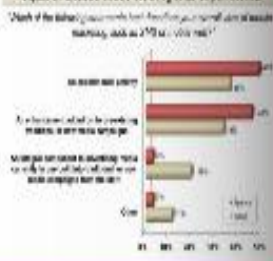
In several measurements of mobile activity, respondents look upon offers to improve rates (59%) and SMS opt-ins (47%). But it's also a major goal, 76% use text-based offers (47%) and mobile page views (47%).

The top of people's mobile activities include sites, text-based offers, 56% of users of new mobile systems, people are trying to figure out how they can use the new tool set. They use most in 4th Mobile activity is video (16% of all mobile) and though it's not a widely known option, it's the most used for sending very different devices at 7%

In 2009, advertisers will spend about \$1.7 bn. on mobile marketing, growing to \$2.16 bn. in 2010



Respondents viewing most in marketing as an enhancement to an existing campaign or to advertising equal or exceed those viewing it as experimental



Incidence of specific mobile marketing components

A survey conducted in July at least one company is using mobile marketing in the past year

| Component | Total | Agency | Brand |
|--------------------------------|-------|--------|-------|
| Mobile advertising | 51% | 27% | 53% |
| Mobile site | 31% | 33% | 23% |
| Mobile email | 27% | 22% | 27% |
| Mobile search | 26% | 23% | 23% |
| Mobile TV | 19% | 17% | 19% |
| Mobile messaging | 16% | 14% | 16% |
| Mobile video | 12% | 10% | 14% |
| Mobile social networking | 11% | 10% | 11% |
| Mobile location-based services | 10% | 8% | 10% |
| Mobile marketing in other ways | 7% | 5% | 7% |

Total reach, demographic suitability and the ability to precisely target desired audiences are key factors in the decision to undertake a campaign.

Which of the following factors do you consider when deciding whether to undertake a campaign in any medium?

| Factor | Total | Agency | Brand |
|---|-------|--------|-------|
| Total reach | 73% | 76% | 73% |
| Demographic suitability | 66% | 67% | 65% |
| Ability to precisely target desired audiences with custom content | 55% | 55% | 55% |
| Expected behavioral characteristics of users | 47% | 46% | 47% |
| Location | 33% | 34% | 33% |
| Expected device/browser/OS used | 27% | 26% | 27% |
| Ability to leverage existing marketing resources | 26% | 25% | 26% |
| Flexibility/suitability of media and campaign metrics | 24% | 24% | 24% |
| Placement | 23% | 22% | 23% |
| Length of campaign/overall media plan | 21% | 20% | 21% |
| Availability of content and content | 17% | 16% | 17% |
| Brand consistency | 14% | 13% | 14% |

A variety of metrics are used to track/evaluate mobile marketing activities.

| Metric | Total | Agency | Brand |
|--------------------------------------|-------|--------|-------|
| Response rate to SMS/MMS campaigns | 37% | 37% | 37% |
| Total opt-in to SMS or MMS campaigns | 17% | 22% | 14% |
| Mobile TV view minutes | 47% | 37% | 57% |
| Mobile Web page views | 41% | 40% | 42% |
| SMS/MMS message received | 39% | 39% | 39% |
| Mobile Web unique visitors | 38% | 37% | 38% |
| Total opt-in to mobile | 34% | 32% | 35% |
| SMS/MMS message sent | 33% | 32% | 33% |
| Impressions from mobile applications | 24% | 24% | 24% |
| Downloaded applications | 20% | 19% | 20% |
| Cost per click | 17% | 17% | 17% |
| Applicable content downloads | 16% | 15% | 16% |
| Page-loading rates | 11% | 10% | 11% |

<http://www.dmnews.com/mobile-leaders-recoil-from-the-spam-trap/article/146344/>

Mobile leaders recoil from the spam trap

Because mobile phones continue to evolve and consumer adoption is still growing, mobile compliance can be a tricky area. While mobile spam is not new, the definition of what is and is not mobile spam is still being studied by the Federal Trade Commission (FTC), the **Mobile Marketing Association (MMA)**, Forrester Research and the Wireless Association (CTIA).

Mobile spam can be divided into two general categories: legitimate marketers not following best practices and sending unsolicited messages, and the more devious malware attacks, in which malicious messages are sent through text or e-mail to attack a phone's operating system. Either way, this spam is annoying to consumers.

"On the mobile device, people have a lower tolerance for spam than they do anywhere else, and they often have to pay for messages," says **Mike Wehrs**, president and CEO of the **MMA**.

Contributing to this intolerance is the fact that consumers often will stop what they are doing to read a new mobile message. "When the phone beeps, they go to see what it is, so marketers should be very careful that they are sending targeted messages so as not to disturb the consumer," **Wehrs** explains.

To help legitimate marketers become compliant in the mobile marketing space and to help define what is appropriate as the landscape changes, the **MMA** and Forrester have issued a number of best practices, most of which push for marketer transparency and consumer control.

"Marketers should enable the end user to control the communications that are received at the device, and enable them as a user, not through the carrier or customer service, to say, 'I don't want any messages from short codes' and also to create lists of who can get through," says Daniel Hoffman, SVP of communications at SMobile Systems.

One provider offering this particular option is AT&T. Customers can restrict the sources of e-mail that reach their phone at mymessages.wireless.att.com, or reply to unwanted e-mail messages with "BLOCK" in the body of the response. AT&T users also can stop unwanted short code messages by replying "STOP" in the body of the response to prevent future messages from that short code or by blocking numbers at att.com/smartlimitsforwireless.

In addition, the **MMA** lets consumers report spam on its site.

Legally speaking, mobile marketers are required to follow the CAN-SPAM Act, meaning that consumers must opt in to receive marketing messages.

The opt-in guidelines are much stricter for mobile than e-mail, however, because of both costs and the personal nature of the phone. For example, if a consumer signs up to receive mobile messaging from a retailer for a deal on jeans, that marketer can only text them about jeans. A consumer has to opt in separately to receive messaging about sweaters.

According to the **MMA**, a consumer should be able to opt out of a message even after opting in. There should be a clear way to do so in every mobile marketing message. In addition, a consumer should know what kind of personal information is being stored and how it is being stored.

While the idea is to be more transparent with the consumer, sometimes letting consumers know what data you're tracking can create a sticky situation, since more targeted and relevant mobile messages require more personal information on the consumer.

"As you eliminate the ability to do targeting what you are doing is making it closer to spam," Wehrs adds. "So, there is a delicate balance to being targeted and relevant without going too far and making the user feel that their privacy is being invaded."

The CTIA is currently working with the **MMA** to put together its own list of wireless best practices, which are expected to be released at the end of the year.

"We are trying to figure out how the carrier community can facilitate responsible advertising to consumers while at the same time protecting the privacy of the subscriber base," says David Diggs, VP of wireless Internet development for CTIA.

<http://www.dmnews.com/Billboards-come-to-life-by-adding-mobile/article/146330/>

Billboards come to life by adding mobile

For EZ Lube, a car maintenance franchise based in Southern California, mobile marketing has brought the marketer's billboards to life and given its customers a way to interact with the brand. In a recent campaign, the oil change company ran a series of billboards with the tag line, "One year of free oil changes," near EZ Lube locations. Consumers that texted to the short code on the billboard were automatically sent a discount for an oil change and entered into the contest.

"Billboards are two dimensions, but by adding a shortcode, the billboard becomes interactive," says Dan Jones, VP of channel development at SmartReply, the mobile services company that works with EZ Lube. "It brings the billboard to life and makes a more lasting impression than your standard billboard."

Mobile is the tool that enables consumers to read a barcode on a movie poster to connect to buy tickets or transforms a print ad into a voting booth.

"We are seeing mobile as a remote control of an overall marketing or ad campaign," says **Mike Wehrs**, president and CEO of the **Mobile Marketing Association (MMA)**. "It is the central device that connects people to all of the different media."

As mobile becomes a more important channel, marketers are finding that it is crucial to integrate their mobile efforts with other channels.

"We call mobile the connective tissue," says Patrick Moorhead, director of emerging media at Razorfish. "Mobile is the personal technology that allows for the activation of all kinds of messages and all kinds of other media. It can bring to life some other forms of static advertising."

EZ Lube is using its integrated mobile efforts to help build a mobile database for remarketing and targeting.

"When people interact with programs and contests like this, even if they don't win, they are still getting an offer and we can invite them to be a part of the EZ mobile club," says Jones. "It is about building a proprietary loyalty database."

This kind of interactivity helps marketers measure ads that have otherwise been more difficult to quantify.

"I think the big opportunities are really going to come in the integration of mobile into out-of-home advertising," says Moorhead. "Companies are spending a lot of money on out-of-home advertising, and mobile is a new way to measure that medium and prove ROI."

He adds, "It has the most sophisticated analytics data available in the digital space right now, since you can look at both mobile Web and text to learn a lot about a consumer."

While mobile can help make traditional channels more interactive, those traditional channels can certainly be used to help promote mobile.

On its own, mobile "probably is not going to be nearly as effective, because you have limited opportunities to make consumers aware of what you are doing," Moorhead notes.

For Publisher's Clearing House (PCH), a direct marketing veteran that has mastered media channels from direct mail to online gaming, getting into mobile was a natural evolution. However, to help promote its new mobile WAP site, iPhone app and mobile gaming elements, the marketer used more traditional channels such as e-mail and display ads to help get the word out to their existing database.

"It is the mantra of multichannel that everything has to be integrated," says Alex Betancur, VP and general manager of the PCH Online Network at Publisher's Clearing House. "We're at the stage right now where we are using our traditional channels to feed the mobile channel, to see how it works for us."

The sweepstakes company is in the business of driving people to enter sweepstakes so that they can present these consumers with advertisements, magazine offers and coupons, and the goal is to build lists and engage consumers, no matter what the touch point. Mobile makes sense to integrate into this mix, because that is where consumers are these days.

"We're looking to make sure that our brand is relevant to the changing needs of consumers," says Dennis Vukelic, director of online strategy at PCH. "As they move onto the mobile phone, we have to be there to remain relevant. But we are not trying to create another business around mobile. I think all of the channels work together as a support for our core competency, which is to sell advertisements and magazines."

One of the challenges with integrating mobile into a campaign is to make sure that the mobile effort is not an afterthought.

"The earlier you bring mobile into the equation, the better," says Wehrs. "If you are incorporating mobile into other channels it tends to work best when it is part of the planning strategy and not something tacked on at the end."

While integrating the mobile planning at an early stage is important, it can be difficult on an organizational level.

"We know that mobile is the connective tissue, but in order to do that you often get some strange bedfellows, at least in a large organization," Moorhead says. "The people coming out of interactive groups have to work with outdoor media people and these two groups don't always cross paths."

To address this challenge, Moorhead recommends that companies select the right group of people to work on these campaigns from the beginning to avoid conflicts.

August 18, 2009
Mobile Marketing Watch



<http://www.mobilemarketingwatch.com/mobile-industry-still-trying-to-figure-out-sms-spam/>

Mobile Industry Still Trying To Figure Out SMS Spam

The problem has been around forever, yet the mobile industry is still fighting for a solution to SMS spam. As such a quickly growing problem, the FCC and several mobile-specific organizations are still trying to define what is and what isn't considered mobile SPAM- a process that's easier said than done.

Mobile spam can be sub-divided into two general categories: legitimate marketers not following best practices and sending unsolicited messages, and the more devious malware attacks, in which malicious messages are sent through text or e-mail to attack a phone's operating system. Either way, this spam is annoying to consumers, and is giving legitimate rule-following mobile marketers a bad name.

The **MMA** and other mobile communities have been busy creating industry best practices, rules and regulations to help legitimate marketers stay a step ahead of spammers and to remain transparent in their efforts, but the entire landscape changes so quickly that staying ahead of the curve is getting increasingly difficult.

Contributing to the intolerance of SMS spam is the fact that consumers often will stop what they are doing to read a new mobile message, and will likely have to pay a fee for receiving it. Getting more and more spam messages makes consumers that much more weary of opening any marketing-based SMS message, legitimate or not.

Wireless carriers are doing their part in trying to curb SMS spam, such as AT&T allowing customers to restrict the sources of email that can reach their devices, or replying BLOCK to any email or SMS message deemed unsolicited, but as it does via traditional spam, carriers are usually a step behind the spammers.

"Marketers should enable the end user to control the communications that are received at the device, and enable them as a user, not through the carrier or customer service, to say, 'I don't want any messages from short codes' and also to create lists of who can get through," says Daniel Hoffman, SVP of communications at SMobile Systems. "As you eliminate the ability to do targeting what you are doing is making it closer to spam," Wehrs adds. "So, there is a delicate balance to being targeted and relevant without going too far and making the user feel that their privacy is being invaded."

It's a delicate balance, and a problem that won't be going away any time soon, but the carriers, the FCC and most mobile-based organizations are busy trying to distinguish, fight and regulate

spam the best they can. It just reiterates the fact that if you're a mobile marketer, industry best practices should be your number one concern at all times.

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<http://www.tmcnet.com/usubmit/2009/08/18/4328679.htm>

Inaugural 'Mobile Innovation Week' Announced for Toronto From September 12-16, 2009

The co-producers, sponsors and supporting community of MOBILEINNOVATIONWEEK (<http://mobileinnovationweek.com>) announce over 100 mobile industry experts are confirmed presenters and full registration is now underway for MOBILEINNOVATIONWEEK from September 12-16, 2009 in Toronto. Featured speakers include independent thought leaders, technology experts and leading vendors from the mobile industry spanning the globe from Asia to Europe to the United Kingdom to the Americas. Interactive presentations, moderated sessions and workshops will inspire participants to harness the next wave of service creation, new business models and nascent market opportunities to serve over four billion mobile consumers worldwide. MOBILEINNOVATIONWEEK anchor events include: FITC Mobile Developer Conference (<http://fitc.ca/mobile>) September 12-14, 2009 Jam packed with information as well as a massive networking opportunity, FITC Mobile 2009 consists of presentations, demonstrations, and panel discussions, and is one of the only events in the world covering all aspects of mobile content. With some of the most interesting and engaging presenters from around the world, it's two days and nights that will leave you inspired, energized and awed! Feature presentations by Motorola, BlackBerry, Nokia, Samsung, Microsoft, Google, Adobe, iPhone innovators, Palm Pre evangelists and more.

September 14-15, 2009 Engaging, exciting and empowering: Mobile Media World 09 keynote presenters deliver the 'state of the mobile nation' while featured speakers, moderators and panelists take you behind the scenes to explore the full potential of mass-market mobile commercialization opportunities. No stone will be left unturned during the two-day event covering every aspect of mobile consumer interests, winning business models and emerging new media frontiers. Confirmed speakers are executives from Canoe.ca, Deloitte, Samsung, Rogers Wireless, Sympatico Mobile, Verizon, EnStream, Maritz, Comscore, Motorola, PayPal, Impact Mobile, CBC, **Mobile Marketing Association (MMA)**, The Globe and Mail, MyThum, OBN.ca, Carlson Marketing, BSTREET Communications, Canadian Wireless Telecommunications Association (CWTA), Visa, Yahoo! and more.

Mobile Media World 09 also features 'first time together in one event' mobile industry experts, authors and global innovators Tomi Ahonen, Sara Diamond, Ajit Jaokar, Monty Metzger, Lubna Dujani, Michael O'Farrell and Chetan Sharma.

MobileBiz BootCamp (<http://mobilebiz.ca>) September 16, 2009 From garage start-up to corporate start-up, at the MobileBiz BootCamp you will earn your stripes by learning from the best in the business. An intensive full day of key insights and fast-track tips delivered by experienced mobile industry leaders, vendors and supporting organizations focused on creating exponential value for all delegates to accelerate profitable growth in their mobile business.

Featured speakers from Wind Mobile, Summerhill Capital, Polar Mobile, MaRS, Ontario Centres of Excellence and more.

Additional MOBILEINNOVATIONWEEK activities are the ilovemobileweb party - the ultimate mobile industry networking event of the year - and the Mobile ThinkTank where industry experts come together to envision the future of mobile in the global economy. Evening receptions are sponsored by the CWTA, the Mobile Experience Innovation Centre (MEIC) and the Mobile Entertainment Forum (MEF).

MOBILEINNOVATIONWEEK is supported by over ten global mobile and digital media trade organizations including: CWTA, **MMA**, MEF, MEIC, MOCOM2020, Digital Arts & Technology Association (DATA), dotMobi Advisory Group (MAG), MobiFest, Mobile Monday, Wavefront BC, Wireless Industry Partnership (WIP), and produced in cooperation with the Glenn Gould Studio, Ontario College of Art & Design and the City of Toronto.

The mobile industry is a trillion dollar economy booming with new innovations, mass-market consumer adoption and a global spectrum of opportunities. With over 50 sponsors, supporters and media partners from the mobile industry ecosystem in Toronto for five straight days, MOBILEINNOVATIONWEEK is one of the most significant mobile industry event taking place globally.



<http://www.fiercemobilecontent.com/story/mobile-marketing-mayberry-or-wild-west/2009-06-30>

One size doesn't fit all: A guide to mobile platforms for marketing

Brands and agencies recognize and agree that the mobile channel is a highly effective way to reach consumers. But the most successful campaigns are built on the understanding that the mobile channel isn't homogeneous. Instead, savvy brands and marketers know that it's actually a set of options, each with its own strengths and considerations that must be factored in to ensure a maximally effective campaign.

Take Short Message Service (SMS), which is the world's most widely used wireless data service partly because it's been built into virtually every handset--even entry-level models--sold over the past several years. As a result, there's an enormous installed base of SMS users, across every demographic group, for brands and marketers to target.

This installed base can be measured in terms of usage. For example, in America, the average mobile user sends 10 SMS messages per day per customer, according to CTIA. In the Philippines, it's nearly 400 messages per month, according to a January 2009 Pyramid Research report. The takeaway: SMS is widely used in both developed and developing countries, so it's a viable way for brands and marketers to reach the mass market.

But SMS also has its share of limitations. For example, developing and executing an SMS-based campaign takes time: typically around three months to obtain a short code and receive approval from the carriers that will be involved. By comparison, a campaign centered on a mobile application often can be developed and executed faster, sometimes in a matter of weeks.

Those are just two examples, but they highlight some of the factors that brands and marketers need to consider when deciding how to use the mobile channel. Meanwhile, success often means using multiple methods, such as a mix of SMS, mobile banner ads and smartphone applications. That's why creating an effective campaign also requires understanding how each method complements the others, as well as how each method fits in with a campaign's other, non-wireless components, such as print, broadcast and digital signage.

Short messages, long reach

For mobile campaigns, SMS' greatest strengths include near-ubiquity, wide consumer awareness and ease of use. SMS frequently is used to increase the effectiveness of campaigns that include non-mobile channels.

For example, many billboard, print, digital signage and TV ads now include a short code as a call to action. That increases the campaign's effectiveness by making it easy for consumers to get

more information immediately, instead of hoping that they'll remember the ad the next time they're in front of a computer. SMS has several caveats. Besides the long lead time, (believe it or not) many mobile users don't yet know how to use SMS, don't have a plan that includes SMS, believe that SMS fees are too expensive or have told their operator to turn off their SMS service. Those factors can limit the reach of an SMS-centric campaign.

App opps

In first quarter 2009, smartphones were 13.5 percent of all handsets sold worldwide, according to Gartner, an analyst firm. That's a 2 percent increase over the first quarter of 2008, so the base of users who can be reached via mobile apps is steadily growing even in the worst economic downturn in 70 years.

But brands and marketers should take those figures with a big grain of salt. Although smartphone sales have been brisk over the past few years, they're still a minority of the total installed base of handsets: approximately 390 million out of 4 billion total, or less than 10 percent, by some estimates. As a result, smartphones aren't yet an effective way to reach the mass market.

All smartphones support third-party applications. Mobile apps are a relatively new phenomenon compared to SMS, but they're already firmly integrated into the consumer mainstream. For example, Apple iPhone owners alone downloaded more than 1.5 billion apps in the App Store's first year, which shows that a rapidly growing number of mobile users are not only familiar with the concept of mobile apps, but actively seek them out.

The number of app stores also is growing, with recent and forthcoming outlets from China Mobile, Microsoft, Nokia, Research In Motion, Samsung and Sony Ericsson. These make it easier for consumers to find apps and--just as important--for marketers to distribute them. App stores also are a relatively cost-effective way for a campaign to distribute apps to a wide audience.

The upshot is that just as ringtones and wallpapers have been key components of successful campaigns for years, mobile apps are emerging as yet another opportunity to engage consumers. But mobile apps have a few drawbacks: Although they provide a rich, immersive experience and a higher return on investment (ROI), they deliver a much smaller audience than SMS, ringtones, wallpapers and banner ads simply because there's a small installed base of handsets that support them. In many cases, a PC is required to find and install an app, limiting a campaign's reach among people who own a mobile phone but not a PC, as well as those who have a PC but don't know how to transfer an app from it to their phone.

As an app store's selection grows, it becomes easier for each app--including those that are part of a mobile marketing campaign--to get lost in the crowd. Thus it's critical for brands and agencies to develop a strategy for increasing discoverability, such as using other mobile and/or non-mobile channels to build awareness of the app so mobile users seek it out. Another strategy is to influence the influencers in the target demographic group so they can help build a buzz.

Don't overlook feature phones

Not all mobile apps are created alike, and those differences affect each app's role in a mobile advertising campaign. One main category is smartphone apps, which require the handset to have an operating system such as Android, BlackBerry, iPhone, Palm, Symbian, webOS or Windows Mobile. Although the retail price of smartphones running those operating systems has dropped significantly over the past year--to \$50 in some cases--these handsets still are aimed primarily at the upper portion of the market.

Brands and agencies should avoid getting caught up in the app hype. Instead, focus on the type of phone that the target market carries. For example, it's a mistake to build a campaign around a smartphone app if the product being marketed is aimed at demographic groups that can't afford a phone that costs \$150 or more, plus a data plan that costs \$50 or more per month. Smartphone apps also may be a poor fit for campaigns that seek to reach as many demographic groups as possible, instead of just technology-savvy consumers.

The other main category of mobile apps are those that run on "feature phones," which lack a name-brand OS and are the vast majority--more than 85 percent--of all handsets in use today. Although there's some price overlap with smartphones, the majority of feature phones retail for less than \$100, with some going for as little as \$20.

Feature phones typically have fewer advanced features than smartphones, so they tend to appeal not only to people on a tight budget, but also to those who prefer basic services such as voice and SMS. Because they're inexpensive, parents frequently buy feature phones for their teenagers, making this type of handset a potential fit for mobile campaigns that want to reach younger demographics.

It's important to note that many feature phones can support rich, immersive media, partly through the use of application platforms such as BREW and J2ME, which enable a wide variety of downloadable apps, such as games. As a result, feature phone applications give brands and agencies yet another option for reaching and engaging consumers.

The mobile Web's wide net

Brands and marketers also shouldn't overlook the reach and effectiveness of the mobile Web. One strength is that mobile Web campaigns can run on any handset--from feature phones to smartphones--that has a browser, so they can reach nearly every demographic group.

The mobile Web also is relatively easy to use. For example, a campaign could send SMS messages with a link that recipients simply click on to get more information. Clicking on the link automatically launches the browser and then loads the URL in the link, freeing users from having to copy the link and then paste or type it into their browser.

The mobile Web does have a few limitations. The number of browser-equipped phones is greater than those that support downloadable applications but smaller than those that support SMS, so the mobile Web won't reach every mobile user. The mobile Web also requires users to have a data plan or be willing to pay their carrier on a usage basis.

Regardless of which method is chosen, brands and agencies need to be aware of each one's advantages and limitations. Rarely can one do it all, and in many cases, an effective campaign requires using a diverse mix. Understanding each method's advantages and limitations also is key for using the mobile channel to extend the reach and effectiveness of campaigns that include print, broadcast and digital signage.

Mike Wehrs is president and CEO of the **Mobile Marketing Association (MMA)**. For more information, visit www.MMAglobal.com.

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<http://www.mobilemarketer.com/cms/news/associations/3989.html>

Pictures from Mobile Marketing Association's rooftop party

Mobile Marketer attended the **Mobile Marketing Association's** networking event, "Opt-in: Beyond Mobile," where there were complimentary appetizers, beverages and great conversation.

Did we forget to mention the large turnout of mobile celebrities and their sunglasses? Recognize yourself ...

The event was sponsored by MX Telecom and 3Cinteractive, and hosted at VoodooVox's office on Fifth Avenue and 14th Street in New York. Here are the pictures from the event, in no particular order.

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<http://www.mobilemarketer.com/cms/opinion/editorials/4065.html>

Mobile marketers should offer coherent response to FCC

By Mickey Alam Khan

The new Federal Communications Commission inquiry into wireless industry practices may change the rules of the game. It is no time to play spectator here.

As reported last week, the FCC has launched a sweeping inquiry into the mobile industry, ostensibly to promote innovation and investment in one of the fastest-growing sectors of the nation's economy (see story). Will the industry rise to the challenge and unite in its feedback to the FCC?

It seems tempting to assume that the various segments of the mobile industry will remain proprietary over their territory. CTIA – The Wireless Association was quick to respond to the FCC's announcements during the agency's Thursday open meeting featuring all commissioners. No word yet from the **Mobile Marketing Association** on its planned course of action.

While it is certain that lawyers from both associations are huddling with board members to formulate a response to the FCC's inquiry, it would be equally appropriate for the industry's key players to also step in and take initiative.

This is not simply a matter for the associations to tackle. It is a matter that affects all players in the ecosystem – wireless carriers, handset manufacturers, app store owners, application developers, publishers, aggregators, ad networks, video companies, mobile marketing firms, marketers, retailers and ad agencies.

If these players do not unite and offer a coherent response to the FCC for the regulator to make informed decisions and laws regarding mobile, then they will have ceded ground that was theirs. Indeed, this is not the time for skittishness.

All these players who eagerly jump at every given opportunity to appear at the countless indistinguishable mobile trade shows springing up nationwide should spare some time to discuss the real stuff: how to position mobile marketing and content to the FCC, privacy advocates and consumers to answer a simple question – are the consumers' wireless interests being served in a fair manner?

It may take some cajoling to get these marketers to stick their necks out.

After all, it is no vanilla mobile advertising or mobile application topic at hand here. It is a full-blow investigation into mobile industry practices that will discuss serious issues such as consolidation among carriers, restrictive competition that keeps voice applications out, data plans, handset deals, privacy protections, broadband implications over key sectors of the economy and backend wireless infrastructure issues.

Make numbers count

Indeed, it is time for senior executives from the mobile industry to stand up and be counted.

Executives from the marketing and content sides should reach out to their counterparts at the carriers. Perhaps they can hold after-hours meetings or email or call. But talk to each other they must. The CTIA and **Mobile Marketing Association** should collaborate in their responses.

Keep in mind that this is no time for not-in-my-backyard behavior. A content provider has as much skin in the game as the carrier that serves as the conduit for the material. An ad network will have no reason for being if the carrier portal or browser disappears. SMS aggregators cannot afford to be silent, either.

At stake is the future success of this industry. Robert M. McDowell, one of the FCC commissioners, had it right in his statement last week:

“Even at present, in the midst of the worst economy in decades – an economy that seems only to shrink – the communications sector, which includes wireless technologies and services, intends to plow as much as \$80 billion this year alone into capital expenditures that are making broadband services faster, more available, and more affordable. Few, if any, sectors can make such a claim. In short, the phenomenal success of the wireless sector shows how well a light regulatory touch works.”

So hurry up and collaborate. Dial that number, send that email or text. The mobile industry has only till September’s end for the comment period. Do not sit out this one out on the bench. This is not a game.