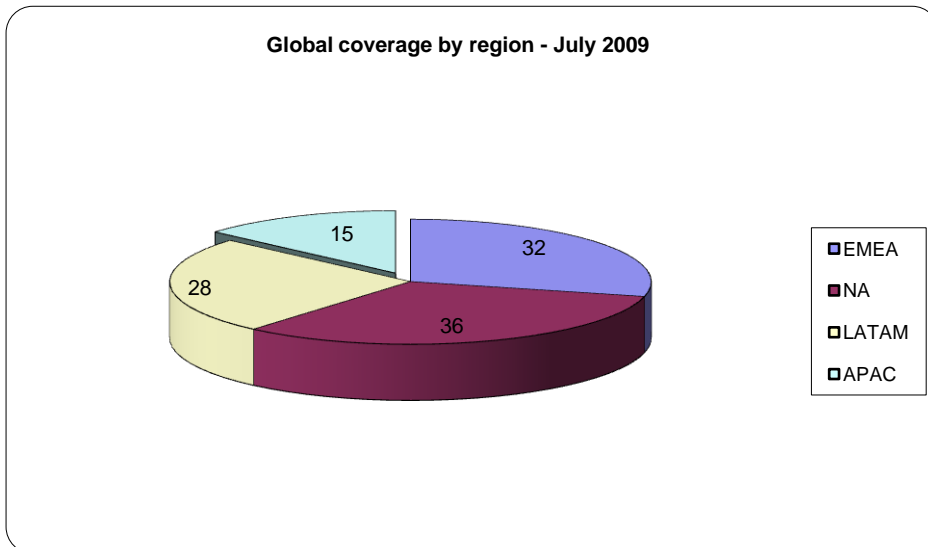


Global PR Coverage

July 2009

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APAC Coverage

MARKETING-interactive.com

Date: 02 July 2009

Reach: Singapore

Circulation: N/A

<http://www.marketing-interactive.com/news/13754>

Mobile Marketing Association unveils global board

Global - After announcing its Asia Pacific board of directors in May, the Mobile Marketing Association (MMA) has named its global board of directors and officers.

The global board will be chaired by CEO of Hanzo, Federico Pisani Massamormile, and will be supported by global vice-chairperson Michael Becker, executive vice president of business development at iLoop Mobile.

"Global industry collaboration is essential for the success of mobile marketing and to ensure the best experience for the consumer. Our member and board contribution to this collaborative process is incredibly important, offering real-world expertise and experience," MMA president and CEO Mike Wehrs said.

MMA is a global non-profit trade association established to lead the growth of mobile marketing and its associated technologies.



Date: 2 July 2009

Reach: India

Circulation: N/A

<http://www.indiaonline.com/news/innernews.asp?storyId=106827&lmn=1>

Mobile Marketing Association announces new Global Board

Brings top industry figures together for international cooperation and Leadership

The Mobile Marketing Association (MMA) named its 2009-2010 Regional Officers and Global Board of Directors and Officers. The Regional Boards have representation from member companies across each of the Regions MMA has operations in: Asia-Pacific, Europe, Latin America and North America. The Global Board is made up of elected Executive Committee members from each region who will work together with the wider membership and MMA staff to manage and steer the Mobile Marketing Association; continuing to advance its international leadership on the key issues that affect the industry.

The Global Board will be chaired by Federico Pisani Massamormile, and will be supported by Global Vice-Chairperson Michael Becker, with Mike Wehrs, MMA President and CEO, and Russell Buckley, Global Chairperson Emeritus, rounding out the Global Board of Directors.

The MMA 2009-2010 Global Board of Directors is as follows:

Global

Global Chair: Federico Pisani Massamormile, CEO HANZO

Global Vice Chair: Michael Becker, Executive Vice President of Business Development, iLoop Mobile

Global Treasurer: Louis Gump, VP Mobile, CNN

Global Secretary: Geoffrey Handley, Co-Founder & New Business Director, The Hyperfactory

MMA: Mike Wehrs, President and CEO

APAC

Chair: Sean Rach, Managing Director, OgilvyOne Hong Kong

Vice Chair: Barney Loehnis, Network Director, Isobar Asia Pacific

Secretary: Dilip Mistry, Windows Live Lead, Greater Asia Pacific

Treasurer: Geoffrey Handley, Co-Founder & New Business Director, The Hyperfactory HK Ltd

Chair Emeritus: Jimmy Poon, Managing Director, Puca Technologies

MMA: Rohit Dadwal, Managing Director APAC

Europe

Chair: Herve Le Jouan, Managing Director, Europe, comScore Inc

Vice Chair: Arda Kertmelioglu, Vice President & Business Development, Mobilera BV

Secretary: Mark Wächter, Chairman, BVDW Section Mobile (MMA Germany)

Treasurer: Salvador Carrillo, Founder & CEO, Mobile Dreams Factory (MMA Spain)

Chair Emeritus: Russell Buckley, Vice President of Global Alliances, AdMob (also Global Chair Emeritus)

MMA: Paul Berney, Managing Director EUR

LATAM

Chair: Omarson Costa, Senior Business Development Manager - Latin America, Microsoft

Vice Chair: Enrique Yuste, President, Wunderman Latin America

Treasurer: Fernanda Magalhaes, Brazil Manager, Mobext

Secretary: Roberto Vázquez Ferrero, Director Telecom Practice, Latin America, The Nielsen Company

Chair Emeritus: Federico Pisani Massamormile, CEO, HANZO

MMA: Terence Reis, Managing Director LATAM

North America

Chair: Maria Mandel, Executive Director of Digital Innovation, Ogilvy Interactive

Vice Chair: Michael Becker, VP, Mobile Strategies, iLoop Mobile

Treasurer: Louis Gump, VP Mobile, CNN

Secretary: Paul Palmieri, President & CEO, Millennial Media

Chair Emeritus: Tom Daly, Group Manager, Strategy & Planning, The Coca-Cola Company

MMA: Mike Wehrs, President & CEO (also MMA rep to Global Board)

“The MMA is a premier industry association which discusses, plans and works cooperatively with its entire membership to resolve key industry issues, to share perspectives and case studies across the different geographic regions, to promote technology, processes and practices innovation, and, ultimately, to boost the growth of mobile marketing and advertising worldwide. I am greatly honored to be in a position to help shape its initiatives, drive its international growth and advance its industry leadership,” said new Global Chairman Federico Pisani Massamormile. “I am excited to work with the talented group of individuals that sit on the Global Board. The combined set of skills and experience is unique, extremely valuable and essential as we execute on our mission on behalf of the entire MMA membership and the industry we represent.”

“Global industry collaboration is essential for the success of mobile marketing and to ensure the best experience for the consumer. Our member and board contribution to this collaborative process is incredibly important, offering real-world expertise and experience,” said MMA President and CEO Mike Wehrs. “My thanks go to the outgoing board members for all their help and hard work, and I welcome our new board for another productive year.”



Date: 9 July 2009

Reach: N/A

Circulation: N/A

<http://www.webnewswire.com/node/461683>

Reliance Communications partners With 3rd Space

Reliance Communications, India's leading telecom player, has partnered with UK based mobile marketing company, 3rd Space Services Limited, to launch advertising funded videos on its Reliance Mobile platform. Apart from winning many accolades & awards for various mobile advertising initiatives, Reliance Communications is the only Indian Telecom operator and is amongst the select few in Asia Pacific to be on the board of the Mobile Marketing Association.

Date: 10 July 2009

Reach: Singapore

Circulation: N/A

<http://www.marketing-interactive.com/news/13944>

MMA names Rach as chairman

Hong Kong - The Mobile Marketing Association (MMA) has elected Sean Rach (pictured), MD for OgilvyOne Worldwide Hong Kong as chairman for Asia Pacific to replace Jimmy Poon, MD for Puca Technologies.

Poon will stay in the MMA as chairman emeritus and Rach will be supported by a new executive committee comprising Barney Leohnis, network director for Isobar AP as vice chairman, Dilip Mistry, Windows Live Lead, Greater AP as secretary and Geoffrey Handley, co-founder & new business director for The Hyperfactory as treasurer.

"The mobile medium offers marketers a uniquely personal and engaging platform that, due to its very nature, must be handled appropriately," Rach said.

In his new role, Rach aims to grow membership, develop marketing guidelines and standards, research consumer acceptance of mobile marketing and provide a common forum for all parts of the mobile marketing eco-system.

Rach was previously chairman for the interactive and direct (iDA) committee at the HK4As. His position has been replaced by Thierry Halbroth, senior creative director for McCann Worldgroup, Cathay Pacific Central Team.

In his new role as chairman for iDA committee at HK4As, Halbroth is determined to "push digital to its rightful place in today's communications".

He said this would be done through education to both clients and agencies as well as the future generation and by generating stimulus within the committee.

For example, boosting its affiliate membership to get more technology providers, media and research companies on board so as to extend dialogue "to have digital at every touch point".

New affiliate members that have joined the HK4As iDA committee this year include Microsoft Advertising and Start Creative.



Date: 10 July 2009

Reach: Hong Kong

Circulation: N/A

<http://meltwaternews.com/redirect.asp?u=613249&p=1717928&d=782550120&url=http://www.scmp.com/vgn-ext-templating/v/index.jsp?vgnextoid=649d7fff3ff62210VgnVCM100000360a0a0aRCRD&s=Business&ss=Companies>

Appointments

Sean Rach
Chairman
MMA APAC

Sean Rach, managing director, OgilvyOne Worldwide Hong Kong, has been elected to the Global Board of Directors of the Mobile Marketing Association and named as chairman of MMA APAC. Mr Rach says the board has a key part to play by offering strategic oversight and real-world expertise.

Tech Whack

Date: 10 July 2009

Reach: India

Circulation: N/A

<http://press-releases.techwhack.com/38509-reliance-communications-4>

Reliance Communications partners With 3rd Space

- *To bring Ad-funded video Content to Reliance Mobile Subscribers.*
- *To provide local and International video clips for the mobile TV channels.*
- *To offer free content to Reliance mobile subscribers.*

Reliance Communications, India's leading telecom player, has partnered with UK based mobile marketing company, 3rd Space Services Limited, to launch advertising funded videos on its Reliance Mobile platform. Under the agreement 3rd Space will supply mobile video content to Reliance Communications. It will also offer premium content such as "Who wants to be a Millionaire", Bollywood Songs and Films alongside the world's leading sporting content, available on every data enabled handset within the Reliance network.

Customers will have access to the best free content in exchange for watching an advert embedded within the video. Both companies will focus on bringing in Indian & International advertisers. It is a win-win situation for everyone.

Reliance Communications has been the leading pioneer in bringing innovation in the mobile advertising space to India. Apart from winning many accolades & awards for various mobile advertising initiatives, Reliance Communications is the only Indian Telecom operator and is amongst the select few in Asia Pacific to be on the board of the Mobile Marketing Association.

Speaking about the partnership Mr. Krishna Durbha, Head- Value Added Services, Reliance Communications said, "Our tie-up with 3rd Space will be mutually beneficial. It will not only increase the viewership but also the revenue for both companies. Besides, the application offers an

outstanding video quality hitherto not experienced by mobile users and will be accessible on every handset in our ecosystem. Our initiative will act as a launch pad for ad-funded videos in India with more exciting things to follow.”

Warwick Hill, CEO of 3rd Space, said, “India is a very dynamic mobile marketplace with many companies creating innovation. 3rd Space, being one of the world’s leading mobile marketing companies, is well positioned to support Reliance’s innovative approach to mobile TV. We are extremely proud to have been selected by Reliance to assist them grow their Value Added Services business. We look forward to working with such a respected operator.”



Date: 14 July 2009

Reach: India

Circulation: N/A

<http://www.telecomtiger.com/fullstory.aspx?storyid=6618&flag=1&passfrom=topstory§ion=S176>

“We are here to educate and evangelise mobile marketing as a medium” says MMA India

India is gradually waking up to the potential of mobile services as a medium to advertise, for there are few mediums which provide a cumulative addressable market of size of more than 400 million. Add to it the fact that advertising over mobile can be more precise and targeted resulting in optimum returns for the advertisers. Mobile Marketing is indeed picking up uptake in India and there is a strong need to bring in more accountability, uniformity and address concerns of the industry. And this is where, a new trade body representing industry players related to mobile marketing ecosystem, Mobile Marketing Association (MMA) finds relevance.

“We are here to educate and evangelise mobile marketing as a medium to all people concerned with and belonging to this ecosystem,” says Rajiv Hiranandani, Co-Chair MMA India in an interaction with TelecomTiger.

Spelling out the trade body’s three point objective with educating and eventualising as mentioned earlier also included, Rajiv adds that with MMA in place in India, the industry can expect following of common standards for research and methodology which till now were varied in nature with each player adopting a different practice altogether. The other objective is to make the industry adopt Consumer Best Practises and Case Studies for reference and measurement.

While MMA globally has more than 700 industry players as its members, the India Chapter which has set foot recently in May has already witnessed more than 40 membership registrations and Rajiv expects this figure to rise to 70-80 by the end of this year. The current members include names such as Admob, BDA Connect, Coca-Cola, Google, Group M, Hungama, Indiagames, Microsoft, mKhoj, mobile2win, Nokia, Reuters, Vodafone, Tata Teleservices, Velti and Yahoo! India among others.

When pointed out to the fact there are some trade associations related to the field, Rajiv reasons that focus of MMA is very precise i.e. the mobile medium as a [marketing tool](#). “We are in talks with some trade bodies with which we feel we can add more value to our objective. We are not here to confront any existing trade association.”

For a segment which while currently stands at near about Rs 125 crore but which is estimated to grow to Rs 300-Rs 320 crore within two years, MMA appears to be certainly the need of the hour.

Date: 18 July 2009

Reach: Regional

Circulation: N/A

Asia the driving force behind mobile marketing

The Asian region looks to be the driving force behind global mobile marketing, according to the Mobile Marketing Association. Seeking to counter perceptions that mobile marketing is yet to take root, MMA managing director Rohit Dadwal told CommsDay it is already a booming industry – the challenge is to find a way to measure just how booming it really is.

“We believe that the next growth for membership [in the MMA] will really come from Asia,” Dadwal said. “This is where the advertising is happening, this is where the innovation on mobile phones is happening, services, content, applications – everything is really being driven out of various markets [in Asia].”

Dadwal said Asia is hard to define as its own region since mobile marketing efforts are so different in diverse markets.

Luke Coleman in Singapore



Date: 23 July 2009

Reach: China

Circulation: N/A

<http://www.cnad.com/html/Article/2009/0723/2009072314040444.shtml>

Best Practices: a clear understanding of customers to completely control this highly personalized device

As mentioned above, the mobile phone is a highly personal device, of which the customer has 100% control over. Acceptance of mobile marketing information is voluntary, hence managing customers' needs, objectives and expectations is fundamental to the planning of digital marketers.

...

However, SMS spamming still plagues mobile devices. Not every accurate, inappropriate, or meaningless messages will reduce the efficiency of the entire media and reduce the user's trust. Digital marketing people should be careful lest customers avoid their messages because they determine them as spam. The simplest way to counter this is through professional advice and reliable institutions, and the establishment of strict compliance with codes of conduct. For example, Mobile Marketing Association (Mobile Marketing Association, www.mmaglobal.com), a United States-based global organizations from more than 20 countries, 400 members, has a clear and concise code of conduct. This is true for other organisations such as Interactive Advertising Bureau (Interactive Advertising Bureau, www.iab.net) too.

Date: 24 July 2009

Reach: N/A

Circulation: N/A

<http://theneodimension.com/?p=440>

Hear Coca-Cola and BMW Discuss About Mobile Strategies. Watch This Event Online Live From Berlin

The Mobile Marketing Association's 5th Annual Mobile Marketing Forum Europe in Berlin will bring together leading operators, brands, agencies, content providers, entertainment and media companies from around the world to address hot topics affecting the industry today. The MMA will also exclusively reveal never seen before research into the European mobile marketing industry. Other topics that will be discussed at the event include:

- How Coca-Cola is using the mobile channel to engage with customers worldwide
- Creating mobile services in the airline industry · How publishers approach the mobile channel · Mobile marketing in 2010 and beyond – a vision of the market
- Ten game-changers for mobile marketing
- How the user experience will change mobile marketing

Who: Speaking at the event will be a range of brands, marketing agencies and operators including:

- Hinde Pagani: Senior Mobile Marketing Manager – Global Interactive Marketing, The Coca-Cola Company
- Marcus Casey: Director, Global Ecommerce and Mobile Services, Lufthansa
- Tom Bowman: VP International Ad Sales, BBC Worldwide
- Hervé Le Jouan: Managing Director, Census Solutions, comScore Inc.; MMA Chair EMEA
- Federico Pisani Massamormile: CEO, Hanzo; Global Chair, Mobile Marketing Association
- Marc Mielau: Head of Digital Media, BMW Group

The Mobile Marketing Forum is produced by the Mobile Marketing Association (MMA) (www.mmaglobal.com) in partnership with Informa Telecoms and Media. Event sponsors include Jinny Software, i-New Communications, Openwave, comverse, Smaato, and Velti.

When: September 8 – 10th 2009

Where: NH Berlin Mitte Hotel, Berlin

Join via a live stream: For those attendees who will be unable to travel to the Forum, the MMA has introduced an interactive Live Stream Webcast powered by bnetTV that allows people to watch the event and text in real-time questions to speakers and moderators. Interested applicants can register at <http://www.mobilemarketingforum.com/?q=node/719>.



Date: 24 July 2009

Reach: China

Circulation: N/A

<http://news.alibaba.com/article/detail/technology/100142556-1-winners-receive-asian-multimedia-publishing.html>

Winners Receive Asian Multimedia Publishing Awards 2009

Manila, July 24, 2009 - (ACN Newswire) - Eight winners and 16 excellence awardees from seven categories were awarded during the third Asian Multimedia Publishing Awards (AMPA)-Asia's premier awards program that recognizes best publishing practices in Asia. The event was held as part of the culmination of the Asian Publishing Convention (APC) held at the Mandarin Oriental Hotel last July 16 & 17, 2009.

The seven categories of this year's AMPA include: multimedia communication; use of digital technology; multimedia strategy and business model; multimedia advertising delivery; best use of multimedia marketing by a book publisher; best book/best writer on Asian media; and innovative corporate communications in a multimedia world. The AMPA incorporates the Asian Book Publishing Awards and Asian Corporate Communications Awards, which attracted 74 entries from 44 companies representing 9 countries worldwide.

The winners are as follows: Commonwealth Magazine Group (Taiwan); Studio Classroom (Taiwan); UDN.com (Taiwan); ASAPP Media Pvt Ltd (India); Cyber Media India Ltd (India); Commonwealth Publishing Co., Ltd. (Taiwan); HarperCollins Publishers India Ltd (India); and Ayala Corporation (Philippines).

Excellence awardees include: MediaCorp Pte Ltd (Singapore); MiD DAY Infomedia Ltd. (India); CMPMedica Asia Pte Ltd (Singapore); Fairfax Business Media (Singapore); HarperCollins Publishers India Ltd. (India); Bank of the Philippine Islands (Philippines); Equinox Publishing (India); Avantha (India); Benpres Holdings Corporation (Philippines); and DHL (Singapore).

The board of judges included: Allein Moore, CEO/Publisher, BluePrint Media Pte. Ltd.; Gary Gopinathan, BIZITMEDIA Consulting Pte. Ltd.; Abraham Mathew, President, CyberMedia; Matec Villanueva, Chairperson, Publicis Manila; Erik Hartmann, Strategic Partner Development Manager, Google; R. Ramachandran, Executive Director, National Book Development Council of Singapore; and Chris Stevens, Global Account Manager, Swiss Post International.

APC 2009 is supported by Swiss Post International as Platinum sponsor, Synovate and Atex as Gold sponsors. The event is also made possible by its cooperating partners: ACC Group of Companies, Cordillera Coffee, Asian Massage, ABS-CBN Publishing Inc., LG Marketing and PLDT Sweetspots.

The official partner for PR is Weber Shandwick Worldwide, with Amex Team, Creative Crest, Integrated Public Relations and Public Relations Society of Indonesia as cooperating PR partners. Official media partners include AdAsia, Adobo Magazine, Media Partners Asia, Yehey.com, The Employer Magazine and Trainer Magazine and ACN Newswire.

Valued conference partners include: ASEAN Book Publishers Association (ABPA), Asia Digital Marketing Association (ADMA), Asian Media Information & Communication Centre (AMIC), Mobile Marketing Association (MMA), Society of Publishers in Asia (SOPA), Internet and Mobile Marketing Association of the Philippines (IMMAP), Publishers Association of the Philippines, Inc. (PAPI), Philippine Association of National Advertisers (PANA), Magazine Business Association of Taipei (MBAT), Magazine Publishers Association of Malaysia (MPA), Magazine Publishers Association of Singapore (MPAS), National Book Development Board (NBDB), National Book Development Council of Singapore (NBDCS), Telesis Consultation Inc. and OIC Events.

For additional information on the Asian Publishing Convention, please visit the APC website at www.publishingconvention.com.



Date: 27 July 2009

Reach: N/A

Circulation: N/A

http://www.ecplaza.net/news/0/28062/winners_receive_asian.html

Winners receive Asian Multimedia Publishing Awards 2009

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For additional information on the Asian Publishing Convention, please visit the APC website at www.publishingconvention.com



Date: July – August 2009

Reach: Singapore

Circulation: N/A

<http://www.mediabuzz.com.sg/asian-emarketing/july-august-2009/538-the-mobile-multimedia-adventure-has-only-just-begun>

The Mobile Multimedia Adventure has Only Just Begun

The mobile industry's enthusiasm for mobile advertising and mobile internet is still vivid. With continuously developing technologies and finally more realistic expectations, the two topics perfectly reinforce each other. Mobile, however, should be looked at as an advertising medium in its own right. If advertisers choose to regard it simply as an internet extension, they're missing a trick. Mobile devices have much more potential as they are personal, inherently interactive, always with you and used in a different way to the fixed internet. In fact, the areas that are heavily used on mobile phones today have little to do with the internet at all. And thanks to new interactive technologies the industry is steadily on its way to increase its reach in the region. Asia's mobile industry is one of the largest and fastest-growing markets in the world that pushes on and on for new innovative applications. With more than 1.5 billion mobile subscribers and an overall regional penetration of 40% the industry is able to demonstrate a healthy annual growth rate of around 30%. Especially through the efforts of Japan and South Korea the region has been moving boldly into next generation mobile technologies, be it regarding development, applications, or social adoption of mobile Web applications. So, to no surprise the forecast of ABI Research states that mobile expenditures in the region will hit \$7.7 billion by 2011 and in general advertisers worldwide are expected to spend more than \$19 billion on the platform in 2012, compared with \$2.7 billion in 2007 and \$4.6 billion in 2008. Indeed encouraging figures to read about compared to the numbers for advertising in other media.

Thus, Asian e-Marketing took the chance to meet three regional mobile advertising experts during the Communic Asia 2009 to explore the reported triumphal procession of the medium, namely Mr. Rohit Dadwal, Managing Director, Mobile Marketing Association – APAC, Mr. Mark Laudi, Managing Director, Hong Bao Media (Holdings) Pte Ltd, and Mr. Emmanuel Allix, Managing Director Asia Pacific from Pudding Media. The trio discussed trends and issues in the mobile marketing space in the region, the importance of consumer trust and how to develop this trust as well as the role of mobile marketing in the digital age and the impact of technological advances it

Rohit Dadwal is Managing Director for the Mobile Marketing Association's Asia Pacific (APAC) branch, running the regional headquarters in Singapore. He joined the Mobile Marketing Association (MMA) in November 2008, having spent 8 years at Microsoft and participated in MMA activity as a board member. In his role as MD, Rohit work to build a sustainable ecosystem for the mobile marketing industry in the APAC region, promoting the MMA as the leading association for region-wide consultation on key industry issues such as measurement and metrics, mobile advertising guidelines, codes of conduct and consumer best practices. Rohit brings a wealth of industry experience to the MMA, with over 10 years spent working in the Internet and telecommunications industries, including the design and delivery of some of the early ISP services. He has spent the last 4 years working on mobile value added services, user experience and wireless technologies and has been instrumental in launching new products and services across the Asian and international markets.

Mark Laudi is the Managing Director of Hong Bao Media (Holdings) Pte Ltd. He is one of Southeast Asia's leading independent new media consultants. Building on a 14 year career in radio and television presentation and production – including as anchor and Sydney Bureau Chief for CNBC – Mark has shifted his focus to conceptualizing, producing and distributing branded content via "tiny screen" devices, such as the mobile phone, iPod and even PlayStation. The highly specialized pioneer in this area gives us insights into the unique nature of the new media, and why most new media marketing campaigns fail.

Emmanuel Allix is the Asia Pacific Managing Director for Pudding Media. In his role, he assumes the responsibility of the Asian operations and drives Pudding Media's operations and business in the region. Emmanuel joined Pudding Media from GroupM Interaction (a WPP media investment company) where from 2006 he was their Regional Technology Development Director for Asia Pacific. In this position, he was overlooking GroupM Mobile Advertising activities for the whole region and has been working with various brands, telcos and technology providers to build a sustainable mobile advertising business, looking back now on 10 years in the IT and Internet arena across Asia and Europe.

The MD of the MMA told us that he sees the industry "really trying to work towards building the ecosystem around mobile marketing and advertising". Elaborating on this, Rohit said: "Given the current economic times we are in, I think it is imperative the industry rallies behind the new media which is mobile marketing and advertising. There is a lot of potential there, the numbers speak for themselves. There is interest from both brands and agencies while the telcos are working towards it, as well as technology providers. Brands and agencies are increasingly seeing how they can leverage this medium, to flourish their business and penetrate the audience that mobile represents. What we are trying to work towards at MMA and with our members is to really help build that ecosystem, to make sure that there are certain standards and guidelines codes of conduct, consumer based practices including privacy and safety, so that this medium really takes off on a solid foundation. We are working with partners in the ecosystem which really represents telecom providers, agencies, handset manufacturers, publishers and even telcos." Everyone has to play its part and "the bigger the pie, the better the share will be quite frankly", Rohit added. "What we saw with the PC business is happening much faster with mobile". Actually that's how it has always been the case: TV took 20 years, the internet took 15, and I think this is going to take half that time." Rohit emphasized the advantages of the mobile device again, namely being tangible, measurable, a very personal two way communication tool and beyond this, simply in the face of times, stating that "the industry needs to rally behind this and has to look at the best way to bring mobile marketing forward."

Allix who is running the premier mobile ad network Pudding media and who has a strong media agency background (worked for WPP) reinforced Rohit's opinion saying that "he's absolutely right" and pointing out that there are more than 3 billion phones in the world, and only 850 million PCs. "Why do we advertise on PCs when there are 4 times more mobile phones?" he asked. Whatever reasons are behind it, the key point is that the industry could gain momentum. Being in mobile advertising for 3 years now, he told us: "I had a hard time during the first year. Nobody was interested then in having advertisements on a small screen. Now brands realize that this is not just a small screen anymore, this is a full screen. I mean, I'm sure it's the first screen you see in the morning when you wake up. The importance of this media, which is probably in your pocket, is that it is always on, has fully charged batteries, and you can use it all day. These make this small screen very attractive for brands. There are a few reasons why it didn't pick up yet, but we are actively developing solutions that now are very attractive for brands, besides the PUSH technology." Allix also praised the MMA for putting some guidelines and some foundation in place to control wrongdoing and mobile spam, claiming that "having a strong leadership in the region is quite key for mobile advertising to become something."

Marc Laudi: "Well the same obviously goes from the content publishing point of view. There is probably little that is more frustrating than producing content that people are zapping through as in the traditional television case." Marc Laudi's background is set from the traditional media. The former presenter at CNBC and prior to that at Media Corp Radio and the ABC in Australia said: "The thought that there are so many more channels coming through which are perhaps being watched by fewer and fewer people is disturbing from a producers point of view. Just think about how much television you are watching these days compared to 3 or 5 years ago. I've yet to come across anyone who says they are watching more TV now than they did 3 or 5 years ago. Everybody says they are watching less. And when they are turning on the television, it's a DVD, it's not even a free-to-air channel! Now that doesn't say or mean that people aren't watching TV at all, but clearly the shift is on towards mobile. And so from a producer's point of view, and in terms of monetizing the content, you can't ignore mobile. You have to be on it."

Allix believes that the problem of breaking through to consumers has been that an old approach was used for the new media. "Banner ads are just display advertising online", but crucial for the Internet's breakthrough has been its ability to be interactive and having a dialogue as opposed to monologue.

As these new options made the Internet invasive, a whole new industry to control the content and advertisements popped up. On the mobile phone this becomes even more important because it's such an incredible private and personal device. Nobody here is openly displaying their mobile phone, we all have it hidden away somewhere. It's our own personal device. Somebody asks you can I make a phone call on your mobile phone, you hesitate, whereas in the office it would be, "yea sure the landline is right there". So, because it's such a personal device, the content needs to be different. The advertising approach needs to be different. The feedback channels need to be different. The engagement is different. So taking the old media approach and transposing that on the mobile and internet, is doing what they did 50 or 60 years ago when television first came about. Have you seen the old television commercials, the original ones? They're all very funny, because you've got this, well it's not radio because it's got pictures, and it has elements from cinema, theatre and so forth. But they took all these to create a television commercial. However, it took a while for television commercials to gain their own identity. So, we are in that same evolutionary process now and I guess that's where the MMA comes in, to set the tone of it to a degree, but not to really dictate the terms to still keep innovation going."

Rohit: Not everybody does TV, not everybody does print, so I am sure there is a segment for mobile advertisement and you really need to have the right product. Not everything is going to sell online just like not everything got sold on TV or print. I think what mobile presents is an audience which never existed before. For instance, a market like China, India and Indonesia, where the penetration of TV is 100 million, the penetration of all print-related media is 120 million, mobile is 400 million. A brand could never reach those 200/300 million users earlier. But there is a device now which enables you to reach the 100 million on TV, which is an engagement model coming out of TV onto your phones, from print to your phones, but another 280 million which I'm sure companies like Procter & Gamble, Johnson & Johnson, Coca Cola would like to reach. And it's much easier to reach out as you can sit at one place rather than going all over the place, localizing stuff. What would take 2 years to market in a place like China is reduced to 2 months. Why would you not want to sell to those 300 million? So there is a different market segment all together. But what is the right service being sold? Are you going to end up selling a Toyota car to those 280 million people? Obviously it's not going to sell, because the potential to spend is not there with those 300 million. But if you are going to sell a shampoo or soap, it is bound to sell. So, segmentation I think is really key and that is I think what is helping to drive the whole adoption by agencies and brands. The mobile phone is a recent medium, its only 3 years old. If you start comparing it to TV, and see that it is not as established, it is not because TV is 50 years old. But we at MMA want to be certain that this time around, the mistakes that may have been made with the internet are not repeated, and if we can make those foundations, we believe that this business is going to be much bigger than what we expect sitting here right now. Education is another pillar that we are working towards. We have to make sure that everyone understands the value proposition of what mobile is."

He thinks that the currently hotly debated internet fatigue comes from the fact that the market has to mature. You pick up a newspaper and there are photos on the front page, which are advertisements that may have nothing to do with you. You as consumers have gotten used to it over a period of 100 years. You go to the New York Times Online and you see an ad, you have an option to close it, which is an option you don't have with the newspaper. The secret is to make it more part of the consumer. It's going to happen, it's just the maturity and the age of the medium that we are in that will help drive it.

Asked how to make sure that the user knows what is certified by the MMA and what isn't, Rohit said: "The operators have a strong interest in making sure that this doesn't happen, because at the end of the day they are the ones having the customer relationship. When you are charged for something odd like a SMS questionnaire, you are going to call your service provider. They will receive more and more of these calls if they don't act on them. They are really concerned about it. Customer experience is a key concern. You're not going to switch from one telco to another one just because one has a better mobile advertising program, but you will switch from one telco to another if they don't protect your interests, your privacy, or listen to your complaints. They are joining MMA as well for the same reasons, because they really want the industry to develop, and to grasp the value that the industry is supposed to obtain. They really want a place on the value chain. They also want their users to be protected, and they have a lot of means to do that. A lot of them are not considering these bulk SMSs anymore, because that's how bad advertisements happen. They are starting to know who they are really selling to. At the beginning they didn't care, if you wanted to buy 5 million SMS' go ahead, but

now they are really concerned about that, because they are getting pushed back, from their own users. They say that if you don't stop that I'm going to the other telco. I think telcos are key members of the MMA that we are actually pressing to join, to help build this. At the end of the day, talking about trust, the trust is actually with you as a provider. With the brands as well, I mean you won't see the big brands being intrusive and breaching confidentiality, but the other factor that is really forging trust is the telco. This is because this is where you park your credit card for payments and all your personal data is located. So these guys also play a very key role in educating their users and making sure that whatever company they are doing business with, isn't taking advantage of their users. That's a key difference from the internet. ISPs don't do that, but mobile telcos are all in that game. Trust is key and trust is what is going to help build the industry. Be it from a consumer preference, or a telco that is a gate keeper for all the data they have for the consumer, or the brand that is going to spend so much money. The advertising industry is worth 500 billion dollars, and it's expected to have 3 to 5 percent happening on mobile. These are not small numbers but are in the vicinity of 20 billion dollars. Telcos know that they are going to get that money. Service providers know they are going to get a share of that money, and brands know they are going to spend that money. They all better be spending that money in the right manner to the right consumer, otherwise there's a lot of money being wasted. So from an internet perspective when we look at it, trust doesn't come from one of these 5 or 6 tenets, it also comes from consumers. Something that we always talk about and always preach as the 6 tenets of mobile marketing is really the choice the consumer needs to have. Consumers should have the choice of what messages they get, and opt in services. The consumers should have the control simply due to the fact that the medium is so personal. So, when you send a message out, you have to consider if it is of interest to a consumer to actually read through that message. Restraint is another key, because you have to know when to stop marketing. If you don't do it as a brand or as an agency, that is when you crossover from marketing to spam. But lastly and most importantly, confidentiality regarding customer data is crucial in order to earn trust. You have the data of the consumer and if you abuse it, you know you are not going to get that consumer again. Trust comes from these 3 tenets. The MMA is in charge of building guidelines and codes of conduct with consumer based practices, which should help in building trust, too. And once marketers are aware of the trust and how valuable it is, they will not go out of their way to destroy it."

Of course the spam problem came up during this discussion as well and all agreed that most probable in combination with free mobile movies, consumers would accept advertisements like on TV, too. Further, all panelists believed that spam is a very individual appreciation. Some people are interested in spam from time to time if it provides good information. Allix told the story that in India you even have people complaining if they don't get a message when spam blockers work, as they think they are not good enough to receive the offer. Once again this boils down to the fact that it's a very personal device, and one of the key things behind mobile advertising is targeting and personalization. So, knowing the user is imperative and also a key difference from the internet. "If I recognize your IP for instance, I don't know if it's really you, it could from a cyber café, an office firewall, or from your wife or kids at home. Only when it's your mobile, it can be almost guaranteed that it's you, as very few people share mobiles. If you follow up on advertisements in your SMSs, but not your WAP, then naturally I'm going to stop sending them via WAP. Or if you gave me feedback telling to stop advertising, I should stop doing it. Knowing who is behind the phone, and knowing how you are engaging your phone and reacting is a goldmine somewhere. It's very difficult to achieve, because 1 to 1 marketing is seldom, but mobile is actually a personal device that can do 1 to 1 marketing. Radio, TV, print cannot. The internet was a step toward that, but it stopped with cookies being deleted. Mobile is actually the first media where it really becomes one to one. That's a challenge because you have to be very organized and staffed to be able to keep track of users. However the winners will be those who understand best how to create interaction and to avoid spam. Please always keep in mind that you need a consumer's permission and never forget the first tenet of marketing which is "choice"."

Marc explained further: "From a content producer's point of view, you know what happens when a company tries to reach your audience via you? They send you a press release and a press briefing and then they hope you'll write about it - hopefully nicely. In advertising and marketing in general, companies are increasingly using the phone and the internet to bypass you, to bypass the journalist and reach the audience directly. The channels are there. Singtel has a Facebook group, as well as a number of companies. And so as a producer of content, what we're finding with our clients, they're not advertorial, we call it commissioner editorial. The reason why we make that difference is because those companies understand the need to be balanced, which is not something you really get in advertisements. In ads, the company is perfect and everything's rosy, in commissioned editorials,

companies are asking for the negatives to be included. They're happy for you to point out the deficiencies, because it's still within their controlled environment, because if they don't allow us as content producers to point out deficiencies, the companies we work with understand that their viewers will not believe it, in which case it might as well not work. So you've got companies reaching out directly to consumers through the internet, through mobile with their own editorial messages as part of their marketing effort. And that is where it gets really interesting because that is where you find companies saying we don't want to be seen as perfect. We want to be seen as having a dialogue one to one, even the best of dialogue, where we can accept what our product does and doesn't do. So, particularly with companies that want to raise awareness of their product, educate about their product, not the hard sell, but the education part, understand the importance of balance."

Brand advertiser and consumer product manufacturer from the Fast-Moving-Consumer-Group (FMCG), have been the first that used the mobile successfully for quizzes/lotteries or on-pack-promotions to create a feedback channel for the dialogue between target group and brand. Now, mobile portals present information in the look and feel of brands on people's most personal gadget. Still, according to our experts, the mobile multimedia adventure just seems to have started off – let the games begin!

EMEA Coverage

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Pocket power

Mobile marketing is set for big things, as brands realise its power to drive engagement and sales, says David Murphy

By whatever metrics you want to use to measure it, mobile is powering ahead as a marketing channel. In May, the Internet Advertising Bureau (IAB) and PricewaterhouseCoopers reported that the UK mobile advertising market was worth £28.6m in 2008, a 99.2 per cent increase on the previous year. The number of people using their phone to access content online is also increasing. In the UK, the Mobile Data association reports that 17.38m people used their phone to access the Internet in December 08 compared to 16.7m a year earlier, while in the US, comScore reported in March that the number of people using their mobile device to access news and information on the Internet more than doubled between January 2008 and January 2009. And according to the mobile marketing firm, Netsize, the percentage of companies' digital marketing budget allocated to mobile is set to rise from 18 per cent in 2008, to 30 per cent in 2010.

"Everywhere I look, I see reasons to be cheerful," says Paul Berney, managing director, Europe, of the Mobile Marketing Association, the body charged with promoting mobile as a marketing channel globally. Berney concedes that the mobile marketing industry is not very good at sharing these success stories, but says there are plenty to talk about.

"You can look at the advertising-funded 'Please call me' SMS campaign in S. Africa that generated 22m commercial messages a day, or the fact that the top

10 mobile advertising networks are currently delivering 20bn page impressions every month," he says. "Whatever aspect of mobile marketing you look at, there's a very good story to tell."

MISUNDERSTOOD

One of the problems the sector faces is that, like any new channel, it is misunderstood. The term, 'mobile marketing' is somewhat nebulous, and few outside of the industry really know what it embraces. For many people, their only experience of interacting with a brand via mobile is probably when they text their vote for their favourite X-Factor contestant. Text voting, of course, has suffered a number of scandals in recent years, but Edward Boddington, chairman of AIME (The Association for Interactive Media & Entertainment) the trade body for the premium rate industry, says he's confident the industry can win back the public's trust by providing more transparency and customer care.

Text voting aside, however, mobile marketing covers a whole range of disciplines. Mobile advertising, which users see if they browse around the mobile internet on their phone, probably gets the most attention, but the sector also includes sales promotion, through text & win campaigns; direct response (all those 5-digit shortcodes you see on press ads and billboards; text voting; mobile search; mobile CRM, where companies use the phone to tell customers their goods have been despatched, or their next appoint-

ment is due; and, the hot thing right now, mobile applications or "apps".

"Mobile apps are the latest new mobile content category," says Andrew Bud, chairman of the Mobile Entertainment Forum, which represents companies providing entertainment content for mobile phones. "We have had ringtones and logos and games and mobile video, but this is the next great content category and it's very exciting. We are seeing clear evidence that apps will be a very successful content category that appeals to customers and generates revenues."

For that, the industry has not Nokia, Motorola or any of the other traditional players to thank, but the upstart Apple, whose iPhone and associated App Store, have revolutionised attitudes towards what a mobile phone is and what you can do with it. Apps are, as they sound, small applications for a mobile phone, intended to divert, amuse, and sometimes promote. Apps such as games are sold, while branded apps, created by brands to engage with customers and prospects, are usually given away for free. John Wade, director of digital strategy at digital agency Wunderman, says mobile apps have piqued marketers' attention and made brands think differently about mobile's role in the marketing mix. "In the past, brands have tended to measure mobile purely in direct response terms, such as the number of clicks on an ad," he says. "But we are seeing more openness on our clients' part to consider apps as brand engagement devices and measure them on slightly softer metrics such as brand awareness and recall."

ONE BILLION APPS

In just nine months after its launch, there were 1 billion downloads from Apple's App Store, and according to figures from Strategy Analytics, the App Store captured a 12 per cent volume

continued on page three

share of the mobile applications market in 2008, despite a handset penetration of only 2 per cent. Since the launch of the App Store, operators and other handset makers have launched their own in a bid to emulate Apple's success.

THE NEXT LEVEL

Those working on the marketing coal-face have their own views on what needs to happen now to move the channel to the next level and get more brands using it. "The challenge is getting mobile as part of a brand's integrated thinking for campaigns nine months down the line; too often it is bolted on as an afterthought so there's not enough budget or it sticks out like a sore thumb," says

Tim Dunn, head of mobile marketing at Mobile Interactive Group, which provides mobile marketing services for several large clients, including ITV.

Jonathan Bass, managing director of mobile marketing agency Incentivated, which counts British Airways and the COI among its clients, feels the industry is simply not good enough at marketing itself. "There is a lack of understanding of the marketing bit of mobile marketing in the industry," he says. "There are a lot of small, tech companies who know a lot about the technology, but not why it would be deployed, or what constitutes a good result. When we hire people, we look for marketing knowledge and experience; the mobile bit we can teach."

The other thorny issue is data, or rather the cost of it. When someone sits at

home in front of a PC surfing the internet, he or she does not worry about the cost of doing so, having paid a monthly subscription to their internet service provider. In the mobile world, until relatively recently, things were different. You paid your monthly tariff for talk time and texts, but any data you downloaded was charged by the megabyte, which led to some big bills, and left a lot of people with the perception that accessing the internet on your phone is very expensive, especially since no one knows what a megabyte of data represents.

FLAT RATE DATA

The situation today is much better, with most of the UK's operators offering flat rate (aka 'all you can eat') data tariffs, which offer unlimited internet access (subject to

a fair usage cap) for a fee of around £5 per month. Many people, however, don't realise these plans exist, and so the number of people browsing mobile websites and interacting with mobile campaigns on their phones is lower than it could be. But John Mew, head of mobile at the IAB, believes things are moving in the right direction. He says: "There is still a long way to go, and there is still a massive disparity between the amount of time a user spends on their phone and the share of media spend for mobile advertising, but things are starting to fall into place."

As evidence Mew points to a 109 per cent increase in the number of people on flat rate data tariffs in 2008 over 2007. "109 per cent growth in a year is massive," he says. "We would like everyone to be on flat rate, but it takes time to ed-

ucate people, and I think the operators have done a good job for non-contract customers, offering internet access for a one-off fee of around 50p a day."

In a sense then, mobile marketing may still be a work in progress, but according to Incentivated's Bass, those brands that have been brave enough to try it have found the results very much to their liking. "When we ran our Bowtime promotion for Strongbow, we signed up 100,000 people, and we got a 39 per cent response rate to the CRM campaign that followed," he says. "Those kinds of results should be enough to make any brand marketer sit up and take an interest."

David Murphy is editor of Mobile Marketing Magazine
www.mobilemarketingmagazine.co.uk

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http://www.themarketingblog.co.uk/e_article001486996.cfm?x=b11,0,w

The hottest new event in the digital and marketing community

The Mobile Marketing Show at ad:tech london

<http://snipr.com/n47bq>

In conjunction with ad:tech 2009, dmg world media and The Mobile Marketing Association are proud to announce the hottest new event in the digital and marketing community.

Taking place on the 22nd and 23rd September 2009 the event will bring together the UK's key agency buyers, brand marketers and mobile marketing vendors to evangelise, debate and push this ever evolving market.

The UK has long awaited an industry event that brings together the Mobile Marketing community...

For so long marketing budget holders, publishers and agency planners have wanted a robust platform where they can develop their mobile strategy, now The Mobile Marketing Show is set to fill that void.

- Dan Rosen Head of Mobile Strategy AKQA Mobile

Research demonstrates that 22% of visitors to ad:tech London spent money on mobile in 2008 compared with an anticipated 30% in 2009 – this is a huge growth and demonstrates that ad:tech delivers an audience of strategists who are committed to investing in mobile to develop their brands awareness and market share.

Underpinned by a market leading educational programme, The Mobile Marketing Show offers buyers up to the minute industry know-how from the markets real thought leaders. Join the show and join your industry network.

Contact us now to be part of this exciting new event in the digital marketing space:

*Paul Sinclair – Event Director
+44 (0)20 7420 6677*

Date: 1st July 2009
Reach: UK
Circulation: 5,876

<http://www.mobiadnews.com/?p=3707>

Mobile Marketing Forum Europe



9 to 10 September, 2009
Berlin, Germany

The Mobile Marketing Association's Mobile Marketing Forum series brings the entire mobile marketing ecosystem together under one roof to drive the momentum for mobile marketing adoption.

The Mobile Marketing Association's 4th Annual
Mobile Marketing Forum Europe

Don't miss the opportunity to hear leading brands discuss their plans for mobile and the growth potential in this region. The Mobile Marketing Association's Mobile Marketing Forum series brings the entire mobile marketing ecosystem together under one roof, including leading operators, brands, agencies, content providers, entertainment and media companies from around the globe to drive the momentum for mobile marketing adoption.

The forum delivers the best learning and networking experience of any event in the mobile space, complete with a fully interactive agendas packed with the latest brand, operator and agency case studies designed to give you the most value from your attendance. Hear from industry thought leaders who really challenge existing thinking and drive initiatives. Expect powerful debate, well-facilitated interaction and to leave each event with new ideas and perspectives that will change the way you do business.

For more information, see the [conference website](#).




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<http://www.mobile-ent.biz/news/33611/MMA-updates-US-best-practice-bible>

MMA updates US best practice bible

Stuart O'Brien Jul 1 2009,
9:02am

 Be first to comment



Association rolls up the policies of Sprint, T-Mobile and Verizon into one handy mobile marketing guide.

The Mobile Marketing Association (MMA) has released the latest version of its US Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services.

You can download the document [by clicking here](#).

The guidelines cover text messaging, MMS, shortcode programmes, Interactive Voice Response (IVR) and the mobile web.

It has been produced by the MMA's CBP Committee and provides measures of acceptable and unacceptable practices in the US ecosystem.

In addition to incorporating carrier standards, the new guidelines include revisions and additions to key areas such as:

- Standardising the language 'Msg & Data Rates May Apply'.
- Allowing for more flexibility with PIN location in message-terminated (MT) messages.
- Modifying the STOP requirement in Opt-in MT messages.

Mike Wehrs, President and CEO of the MMA, said: "By providing a single, industry-standard reference, the new guidelines free carriers, technology companies, brands, media companies and consumer advocates to focus on protecting consumers, providing the optimal user experience and continuing the mobile channel's growth."

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<http://www.mobilemarketingmagazine.co.uk/2009/07/mma-updates-us-best-practice-guidelines.html>

MMA Updates US Best Practice Guidelines

The [Mobile Marketing Association \(MMA\)](#) has released the latest version of its 'U.S. Consumer Best Practices (CBP) Guidelines for Cross-Carrier Content Services'. Updated regularly, the guidelines are the industry standard for cross-carrier mobile content services such as text messaging, multimedia messaging (MMS), shortcode programs, Interactive Voice Response (IVR) and mobile web.

The new, version 4.0 guidelines are the first to consolidate the individual mobile marketing guidelines and codes of conduct - known as 'carrier playbooks' - of the four largest US wireless service providers: Verizon Wireless, AT&T, Sprint and T-Mobile USA. Announced in March 2009, the says this agreement is a milestone toward the continued growth of mobile marketing and will achieve operational efficiencies for the industry of \$200 million (£121 million) annually.

Produced by the MMA's CBP Committee, the guidelines provide measures of acceptable and unacceptable practices for all players in the US ecosystem. At 100 pages, the new CBP document is significantly more comprehensive than the previous edition, but the MMA says it provides the industry's first concise, inclusive set of guidelines, by eliminating the need to refer to four separate carrier playbooks.

In addition to incorporating carrier standards, the new guidelines include revisions and additions to key areas such as standardizing the language allowing for more flexibility with PIN location in message-terminated (MT) messages; and modifying the STOP requirement in Opt-in MT messages. The guidelines also feature a new reference ID system designed to make it quick and easy to navigate the document and find information. The guidelines help standardize practices across the industry which provides a better experience for customers by ensuring the consistency of mobile marketing campaigns across the four major US carriers.

"The latest MMA Consumer Best Practices Guidelines are an industry milestone toward meeting the ecosystem's need for a concise yet comprehensive set of rules at a time when rapid growth increases the challenge of following multiple playbooks," says MMA CEO and President, Mike Wehrs. "By providing a single, industry-standard reference, the new guidelines free carriers, technology companies, brands, media companies and consumer advocates to focus on protecting consumers, providing the optimal user experience and continuing the mobile channel's growth."

The guidelines are available for download [here](#).



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<http://www.bradinsight.com/news.asp?siteid=4&id=79534>

Event-based mobile marketing 'an undeniable trend'

06 July 2009 09:40

There is an "undeniable trend" towards the use of event-based mobile marketing, an expert has suggested.

"Event-based marketing and advertising are things that are very, very compelling," said Mike Wehrs, president and chief executive officer of the Mobile Marketing Association.

He pointed out that such advertising can be "very, very attractive" because it has a viral and social media element to it.

According to new research, mobile display advertising can increase levels of brand awareness and recognition.

The study, published by digital marketing trade body the Internet Advertising Bureau in conjunction with media research firm Brand Driver and confectionary brand Kit Kat, showed a positive outcome across both sexes and all age groups.

People who go online regularly were revealed to be more receptive to advertising, as heavy internet users were found to be 80 per cent more likely to recall an advert they had been exposed to in the study.

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<http://www.160characters.org/news.php?action=view&nid=2852>

Marketing: MMA Updates Best Practice Guidelines

Submitted by Mike Grenville on Tue, 07 Jul 2009 16:33

The new US MMA guidelines consolidate carrier playbooks and is the industry's first single reference for the mobile marketing ecosystem.

The Mobile Marketing Association (MMA) has released the latest version of its U.S. Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services. The guidelines are the industry standard for cross-carrier mobile content services such as SMS, MMS, shortcode programs, Interactive Voice Response (IVR) and mobile Web.

The new, version 4.0 guidelines are the first to consolidate the individual mobile marketing guidelines and codes of conduct known as carrier playbooks of the four largest U.S. wireless service providers: Verizon Wireless, AT&T, Sprint and T-Mobile USA.

Produced by the MMA's CBP Committee, the guidelines provide measures of acceptable and unacceptable practices for all players in the U.S. ecosystem. At 100 pages, the new CBP document is significantly more comprehensive than the previous edition, yet it provides the industry with the first concise, inclusive set of guidelines by eliminating the need to refer to four separate carrier playbooks.

In addition to incorporating carrier standards, the new guidelines include revisions and additions to key areas such as standardizing the language "Msg & Data Rates May Apply" and modifying the STOP requirement in Opt-in MT messages.

The guidelines are available free for download at www.mmaglobal.com/bestpractices.pdf 4.4MB PDF



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<http://www.bradinsight.com/news.asp?siteid=4&id=79546>

3G mobile coverage map published by Ofcom

08 July 2009 12:35

Ofcom has published maps showing 3G mobile coverage across the UK for the first time.

The media regulator said it decided to illustrate the availability of 3G services as increasing numbers of people use mobile networks to go online.

Its maps show 3G coverage on the Vodafone, Orange, O2, T-Mobile and 3 Mobile networks.

In addition, Ofcom has published its latest mobile sector assessment, which appears to show that consumers are increasingly giving up their landlines in favour of mobile phones.

"While mobile network coverage in the UK is generally good, some problems persist, particularly in rural areas," according to the regulator.

Earlier this month, an industry expert suggested there is an "undeniable trend" towards the use of event-based mobile marketing and advertising.

Mike Wehrs, president and chief executive officer of the Mobile Marketing Association, said such advertising can be very appealing because it has a social media and viral elements to it.

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[http://www.directnews.co.uk/news/online-marketing/mobile-marketing/consumers-positive-about-mobile-marketing-\\$1310927.htm](http://www.directnews.co.uk/news/online-marketing/mobile-marketing/consumers-positive-about-mobile-marketing-$1310927.htm)

Consumers 'positive' about mobile marketing

Monday, 13 Jul 2009 10:58

New research has revealed that consumers are increasingly responding positively to mobile marketing campaigns that offer incentives.

According to the study for the Internet Advertising Bureau (IAB) and the Mobile Marketing Association, almost three-quarters of UK mobile users say they welcome mobile ads that offer them something in return.

This statistic rises to 84 per cent when looking at younger mobile users in particular.

The study also found that mobile marketing is generally ranked ahead of online and radio and on a par with TV and newspapers by mobile users in terms of acceptance.

Mobile marketers should view the study's findings as evidence that responsible campaigns perform the best overall, said IAB head of mobile Jon Mew.

He added: "Advertisers are having success in mobile where it is used as part of a cross-media campaign and dialogue."

A recent study by AOL and Universal McCann suggested that one in every seven minutes of UK media consumption is accounted for by the mobile internet.



Mobile marketing being seen more positively by consumers



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<http://www.telecoms.com/12707/box-clever-2>

Box clever

July 13, 2009 Written by [Mike Hibberd](#)

 [Print](#)  [Email](#)

Mobile advertising has so far proven something of a slow burn. In 2009 the industry's hottest talking point has been application stores. Mike Hibberd looks at how the two may come together in the form of in-application advertising.

Early last year, Martin Sorrell, chief executive of WPP, one of the world's largest advertising firms, commented that he had never seen a sector so over-hyped in the short term and under-hyped in the medium term as mobile advertising. It is an observation that has been much repeated.

Mobile advertising has certainly been talked up and there are some big numbers floating around the sector that could be used to back up any evangelising. Admob, one of the largest mobile advertising networks, has served more than 80 billion advertising impressions since its launch in 2006. In the first quarter of this year, Buzz City delivered 8.5 billion banner adverts across its own network, representing growth of 11 per cent on the previous quarter.

Even those within the industry, though, concede that mobile advertising remains very much in its youth, if not its infancy, and the fact that the majority of mobile advertising today is in formats like text messaging or online banners allows those with less confidence in the sector to argue that it's failing to keep pace with the wider industry's technological advancement.

Could app stores be the answer?

But could the growth in popularity of the application store model, the defining story of 2009, silence the doubters? Backers of the app store model paint it as a swirling galaxy whose powerful gravitational force will pull in other sectors from the mobile industry. One example could see location-based services revitalised by carriers like Vodafone making network APIs available to developers. Another could see mobile advertising take a technological leap, in terms of user interaction.

The large screens, touch interfaces and advanced functionalities such as accelerometers that are now found on top tier smartphones have certainly captured the imagination of the industry. A small section of the global user base has also proven itself to be enthusiastic for these developments and this has led to suggestions that the future of mobile advertising must be bound inextricably with the future of the application model of mobile internet usage. Advertising will do better, runs the theory, when it appears within applications rather than simple on web pages.



Adverts hidden in applications might leap out at you



Date: 14th July 2009
Reach: UK
Circulation: 180,000

<http://econsultancy.com/blog/4211-making-the-most-of-mobile-advertising>

Making the most of mobile advertising

More than half of respondents to a recent survey said they find mobile an easy-to-use platform with which to communicate with their favourite brands, and agreed that they would be willing to pass on offers to their family and friends.



The [research](#), endorsed by the Internet Advertising Bureau and the Mobile Marketing Association, shows 54% of the people questioned would be willing to use mobile to interact with "brands of their preference".

Every year we seem to herald the coming of widespread mobile advertising but every year we end up bemoaning that it has not yet made the mainstream.

However, incentives could be the key. With seven in ten UK mobile users saying they would happily receive advertising this way, so long as it was incentivised and they remained in control.

Most people carry their handsets constantly, which means that if industry can achieve the right balance then a whole new world of marketing opportunities will open up.

So, what to do and what not to do. Here are a few tips on best practice within this developing area:

Don't just pitch

This is not just a rule for mobile or even for the web, it has become an important cross-platform guideline.

Consumers do not want to be told to buy X, they want value just for the time they have invested in your marketing.

So, if you make a TV advert, you make it entertaining; if you write a corporate blog to attract potential clients, you make it informative and authoritative; and if you are advertising through their mobile, you add incentives.

Don't overdo it

While many businesses are not using mobile advertising at all, there are a startling number of small firms that capture phone numbers during a transaction and then bombard these contacts with messages.

This may be because these smaller enterprises do not have the marketing skill to recognise that they risk alienating their customers. Whatever the reason, it antagonises, irritates and alienates people while rarely prompting sales.

A mobile is a very personal device, to intrude too often and without good cause will not do your brand any favours.

Date: 16th July 2009

Reach: UK

Circulation: 1,890

<http://www.marketingservicestalk.com/news/mok/mok108.html>

MMA announces Affiliate Member programme

A **Mobile Marketing Association** product story

[More from this company](#)

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Edited by the Marketingservicestalk editorial team Jul 16, 2009

[Ads by Google](#) [Retail Agency](#) [Retail Design](#) [360 Agency](#) [B&B Marketing](#)

The Mobile Marketing Association (MMA) has announced the creation of an MMA membership programme specifically tailored for the affiliate marketer operating in the mobile space.

The MMA Affiliate Member programme was created to benefit the affiliate marketers that follow the Consumer Best Practices and Global Code of Conduct, and simultaneously address the increasing instances of poor user experience that result from misleading advertising practices in premium short-code programmes.

By becoming an MMA Affiliate Member, companies agree to follow MMA guidelines outlined in the US Consumer Best Practices and Global Code of Conduct, and, in turn, receive industry recognition that they are educated in and agree to abide by industry self-regulation guidelines published and maintained by the MMA.

MMA Affiliate Members benefit by receiving education in recent policy and self-regulatory decisions, insight into MMA initiatives and networking opportunities.

Carriers, content providers and aggregators have a trusted pool of acquisition marketers educated in the industry's best practices.

Consumers benefit from a reduction of misleading advertisements that do not comply with Consumer Best Practices.

The Affiliate Member programme is part of a series of landmark initiatives that the MMA is launching to reduce the barriers to growth in the mobile marketing industry while enriching the consumer experience.

Date: 16th July 2009

Reach: UK

Circulation: 16,000

<http://www.mobilemarketingmagazine.co.uk/2009/07/mma-launches-affiliate-program.html>

MMA Launches Affiliate Program

The [Mobile Marketing Association \(MMA\)](#) has launched an MMA Membership program specifically tailored for the affiliate marketer operating mobile space. The MMA Affiliate Member program has been created to benefit the Affiliate Marketers that follow the MMA's Consumer Best and Global Code of Conduct, and simultaneously address the increasing instances of poor user experience that result from misleading advert practices in premium Shortcode programs. By becoming an MMA Affiliate Member, companies agree to follow MMA guidelines outlined in the Consumer Best Practices and Global Code of Conduct, and in turn, receive industry recognition that they are both educated in, and agree to industry self-regulation guidelines published and maintained by the MMA.

MMA Affiliate Members benefit by receiving education in recent policy and self-regulatory decisions, insight into MMA initiatives and network opportunities. Mobile operators, content providers and aggregators have a trusted pool of acquisition marketers educated in the industry's practices. Consumers benefit from a dramatic reduction of misleading advertisements that do not comply with Consumer Best Practices.

In addition to the recent announcement that the MMA has incorporated Tier 1 US carrier playbooks into the U.S. Consumer Best Practices the Affiliate Member program is part of a series of landmark initiatives that the MMA is launching to reduce the barriers to growth in the marketing industry while enriching the consumer experience.

From inception, companies such as Mobile Messenger, VeriSign Messaging and Mobile Media, MX Telecom, PlayPhone, Cellfish Media and Ne:Media have committed time, energy and support to the MMA Affiliate Members initiative.

"The Affiliate Members program is the latest example of how the MMA identifies and proactively addresses issues that affect both consumer mobile channel opportunity," says MMA president and CEO, Mike Wehrs. "This new program is a win-win because it means more individuals MMA guidelines and best practices, benefitting the ecosystem, while consumers will be better protected from misleading advertising while in use with their mobile device."

There's more information about the new Affiliate Marketer membership, including registration and eligibility requirements, [here](#).

Date: 20th July 2009

Reach: UK

Circulation: 5,876

<http://www.mobiadnews.com/?p=3761>

MMA Welcomes Mobile Affiliate Marketers



In a move intended to help protect mobile consumers from misleading advertising and commercial practices in the mobile environment, the **Mobile Marketing**

Association (MMA) has opened a special membership program targeted at mobile affiliate marketers.

The mobile affiliate marketing sector has really begun to grow over the past year or so (see [MobiAD post on Gameloft's affiliate program](#) and this interesting [blog post from mjelly](#)).

As many mobile consumers are interacting with these affiliates, it is important that they adhere to the standards and practices that are developing to keep the mobile experience a positive one.

By becoming an MMA Affiliate Member, companies agree to follow MMA guidelines outlined in the **U.S. Consumer Best Practices** and **Global Code of Conduct**. In return, they receive education in recent policy and self-regulatory decisions from the MMA, insight into the MMA's initiatives, plus networking opportunities with other MMA members. They also receive industry recognition that they are educated in and agree to abide by industry self-regulation guidelines published and maintained by the MMA.

According to the MMA, the Affiliate Member program was created to address the increasing instances of poor user experience that result from misleading advertising practices in premium short-code programs.

MMA president and CEO **Mike Wehrs** explained, "The Affiliate Members program is the latest example of how the MMA identifies and proactively addresses issues that affect both consumers and the mobile channel opportunity. This new program is a win-win because it means more individuals will follow MMA guidelines and best practices, benefitting the ecosystem, while consumers will be better protected from misleading advertising while interacting with their mobile device."

For more information, read the [MMA press release](#), or go to the MMA website [affiliates page](#).

Date: 22nd July 2009

Reach: UK

Circulation: 16,000

<http://www.mobilemarketingmagazine.co.uk/2009/07/mobile-marketing-forum-heads-for-berlin.html>

Mobile Marketing Forum Heads for Berlin

The [Mobile Marketing Association \(MMA\)](#) is staging its 5th Annual [Mobile Marketing Forum Europe](#) in Berlin at the NH Berlin Mitte Hotel from 8 - September. The event will bring together leading operators, brands, agencies, content providers, entertainment and media companies from around the world to address the key issues affecting the industry today. The MMA will also exclusively reveal new research into the European mobile market industry.

Topics for discussion at the event include:

- How Coca-Cola is using the mobile channel to engage with customers worldwide
- Creating mobile services in the airline industry
- How publishers approach the mobile channel
- Mobile marketing in 2010 and beyond - a vision of the market
- 10 game-changers for mobile marketing
- How the user experience will change mobile marketing

Speakers include Hinde Pagani, Senior Mobile Marketing Manager - Global Interactive Marketing for Coca-Cola, Marcus Casey: Director, Global Ecommerce and Mobile Services at Lufthansa; Tom Bowman: VP International Ad Sales at BBC Worldwide; and Marc Mielau, Head of Digital Media at BMW Group

For those attendees who will be unable to travel to the Forum, the MMA has introduced an interactive Live Stream Webcast powered by bnetTV that allows people to watch the event and text in real-time questions to speakers and moderators. Interested applicants can register [here](#).



Date: 22nd July 2009

Reach: UK

Circulation: 100,000

<http://www.zerostrategy.com/mobile-marketing/1060123-mobile-marketing-technology-set-to-take-off/>

Mobile marketing technology set to take off

22nd July 2009 | Published in Mobile Marketing

Mobile marketing technology continues to gather pace, with customer relationship management (CRM) software the latest solution set to take off in the near future.

A recent survey by **Econsultancy** and customer insight software provider **Speed-Trap**, found that the vast majority of organisations are now looking to develop a multi-channel strategy for marketing, combining on and offline activities.

Almost two-thirds said they wanted to link internet and hard copy data to optimise the user experience.

Paul Berney, managing director for Europe at the **Mobile Marketing Association**, says that there is a growing expectation among consumers that they will be able to instantly interact with brands and organisations.

He suggests that leveraging mobile CRM technology could help to increase communication between marketers and their clients as phones are the "ultimate on-demand device".

The advantage for businesses using this type of software is that it allows them to specifically target their campaigns.

"It's always easier to get business from your existing customers than it is to find new ones," Mr Berney asserts.

A recent report by the **Internet Advertising Bureau (IAB)**, found that expenditure on mobile advertising in the UK exceeded expectations last year, totalling £28.6 million.

The study found that adspend doubled on a like-for-like basis in 2008 and increased by 99.2 per cent year on year, with display advertising accounting for almost half of the investment, totalling £14.2 million in 2008.

Paid-for search advertising generated £14.4 million for the market, gaining a 50.2 per cent share of expenditure, and the IAB says that the growth of this platform strongly reflects the early days of online advertising.

Andrew Lim, editorial director at **UK Web Media**, asserts that the improvement of handsets and the acceleration of the mobile and internet marketing sector go hand in hand.

"I think with the opportunities now of combining technology with advertising, it's just about using the power that's there to advertise a product at the time you are there," he explains.

"So if you are out shopping, you are at a makeup counter or buying clothes, things like that, you would get adverts that would be of interest to you depending on what you were doing. Mobile offers that option and it should take advantage of that," he suggests.

Date: 24th July 2009

Reach: UK

Circulation: N/A

<http://smsmarketingreviews.com/?p=6>

« Mosio®: Real questions answered by real people in real time »
MMA 2008 guidelines for mobile advertising to be implemented The world retail industry

The Mobile Marketing Association (MMA) has published its new codes and regulations for best practices on the mobile internet for mobile marketing and advertising. The report included changes in uses of web banners and ads used by companies all over the world that have to be adhered to. The report goes as far as to include new standardized sizes for banners and ads on websites that are not owned by the company advertising its product or service. The new guidelines are for the EMEA (Europe, Middle East and Africa) group of countries and their subsequent network providers and companies that use the mobile internet as a medium of advertising.

The purpose of the MMA is simple and one that users greatly appreciate. The fact is, these new guidelines are hoped to increase the quality of mobile web content for users and decrease the unwanted and annoying banners and ads to a bare minimum, while allowing companies to promote and sell their products in a rich and meaningful way that will be understood and trusted by the mobile community. The benefits reaped from this new set of regulations will soon be seen.

\$4.9 billion lost each year by lost SMS opportunities by mobile operators

Well, it is normal for companies to want to complicate things a bit to reap their own profits, but what if a slight complication could enhance user experience at the same time? Text messages are no longer just written messages used for communication. Now they are advanced text based links to downloadable applications that users can install on their phones to use the mobile internet more effectively.

For example, users of the mobile version Yahoo! Instant Messenger don't always type the URL, log-in and then start communicating. Instead, they send a text to Yahoo!, which then sends them the application they need to run Yahoo! Messenger from the ease of their own device, with no 3rd parties whatsoever. They get an application, install it and they have a shortcut button on the comfort of their main menu. It is as easy as that. This use for text messaging will be hoped to bring higher gains for mobile operators as well because of the higher importance of the content. Operators hope to use this as one way to close the great gap they are facing between potential and realized gains.

The W520i concept music phone by SonyEricsson®

Date: 24th July 2009

Reach: UK

Circulation: N/A

<http://www.thewisemarketer.com/news/read.asp?lc=v85992nx2966zn>

MMA embraces the mobile affiliate marketer



Friday July 24, 2009

[Tell a friend](#)

In the US, the Mobile Marketing Association (MMA) has created a new membership programme specifically tailored for the affiliate marketer operating in the mobile space.

The MMA Affiliate programme aims to benefit affiliate marketers who follow the association's own *Consumer Best Practices* and *Global Code of Conduct*, and who also takes steps to address the increasingly poor user experiences that come from misleading advertising in premium short-code programmes.

According to the MMA, by becoming an affiliate member, companies must agree to follow MMA guidelines, and will in turn receive industry recognition that they abide by responsible self-regulation guidelines.

Affiliate members receive education in recent policy and self-regulatory decisions, insight into MMA initiatives, and a number of networking opportunities. Carriers, content providers, and aggregators alike use the MMA's membership as a trusted pool of acquisition marketers who are well versed in mobile marketing best practices.

At the same time, consumers benefit from a helpful reduction in misleading advertisements that do not always comply with established best practices. The new programme was launched to help reduce existing barriers to growth in the mobile marketing industry while genuinely enriching the consumer's mobile experience.

"By recognising a pre-approved network of affiliates, the aggregators, carriers and content providers can instead focus on new products and services. This initiative provides some assurance that affiliate partners will be focused on consumer protection, which in turn will contribute to the overall development of the mobile eco-system," concluded Alykhan Govani, North American CEO for MMA member MX Telecom.

More Info: <http://www.mmaglobal.com/affiliates>

Date: 29th July 2009

Reach: UK

Circulation: 16,000

<http://www.mobilemarketingmagazine.co.uk/2009/07/berlin-hosts-mobile-20-conference.html>

Berlin Hosts Mobile 2.0 Conference

IIR's ['Mobile 2.0 - Content & Services Conference'](#) takes place from 23 - 25 November 2009, at the Kempinski Bristol Hotel, in Berlin: IIR says the event will bring together key stakeholders within the mobile Web 2.0 value chain to discuss current trends and revenue generation possibilities, successful business strategies and the future opportunities that exist within this space.

Questions to be addressed include:

- What are the drivers, enablers and opportunities that exist within mobile Web 2.0?
- How can you develop effective strategic partnerships with key players in the mobile Web 2.0 value chain?
- What are the current industry trends and what investments will you need to make to enable sustainable, long-term growth?
- What device and technological advances will impact your business?
- How have app stores changed the marketplace?
- What are the best strategies for ensuring growth and ROI within mobile social networks, mobile content and mobile advertising?
- Is there a future in Web 2.0 for mobile operators?

The conference will include case studies, panel discussions, best practice presentations and product showcases from organisations including Marketing Association, Buongiorno UK, BuzzCity, comScore, Flirtomatic, GetJar, itsmy.com, Screen Digest, ShoZu and Vodafone Group. There's more information [here](#).

Date: 29th July 2009
Reach: UK
Circulation: 100,000

http://www.utalkmarketing.com/pages/Article.aspx?ArticleID=14672&Title=Mobile_marketing_continues_to_gather_pace

Mobile marketing continues to gather pace

Advertisers are looking more and more toward mobile marketing as marketers look to develop a multi-channel strategy combining online and offline activities, according to a survey from Econsultancy and Speed-Trap.

The survey found that almost two-thirds of marketers wanted to link internet and hard copy data to optimise the user experience.

Paul Berney, managing director for Europe at the Mobile Marketing Association, said that there is a growing expectation among consumers that they will be able to instantly interact with brands and organisations.

He suggests that leveraging mobile CRM technology could help to increase communication between marketers and their clients as phones are the "ultimate on-demand device".

The advantage for businesses using this type of software is that it allows them to specifically target their campaigns.

A recent report by the Internet Advertising Bureau (IAB), found that expenditure on mobile advertising in the UK exceeded expectations last year, totalling £28.6 million.

Meanwhile, a faltering economy isn't dampening marketing spending plans for the rest of the year for a majority of nearly 1,000 companies surveyed by e-mail services vendor StrongMail Systems, 85 per cent say they'll increase or maintain marketing budgets in the second half of 2009, with e-mail one of the top areas slated for increased spending.

The poll suggests companies may be spending more on marketing because they think consumers will be upping their spending too. Of the 979 executives polled across a range of industries, 34 per cent predict customers will spend more in the second half of the year than they did in the first.

Thirty-one per cent of executives polled said they think shoppers will spend the same in the second half of 2009 as in the first.

Of the 42 per cent of executives surveyed who plan to increase their marketing spend in the second half of the year, 81 per cent say they'll spend more on e-mail, while 58 per cent plan to spend more on social media initiatives.



Related Links

- ▶ [Texting is most popular mob activity](#)
- ▶ [Mobile ad spend to increase in 2009](#)

Date: 6th July 2009

Reach: Turkey

Circulation: N/A

<http://www.mediacaonline.com/tr/news/details.asp?id=8927>



Arda Kertmelioglu Mobile Marketing Association Global yönetim kurulunda

06.07.2009

2007'den bugüne Mobile Marketing Association (MMA) Avrupa Bölgesi yönetim kurulu'nda yer alan Arda

Kertmelioglu, 2009/2010 Avrupa Bölgesi Başkan Yardımcısı olarak seçildi ve MMA Global Yönetim Kurulu'na girdi.

Mobil reklam ve pazarlama, 360 derece interaktif pazarlama hizmetleri ve telekom operatörlerine dönük bağlılık programları yaratma alanında uzmanlaşan Mobilera'nın Pazarlamadan Sorumlu Genel Müdür Yardımcısı Arda Kertmelioglu, Mobile Marketing Association'ın 2009/2010 Avrupa Bölgesi Başkan Yardımcısı olarak seçildi ve MMA Global Yönetim Kurulu'na girdi.

Mobilera'nın kurucu ortağı ve Pazarlamadan Sorumlu Genel Müdür Yardımcısı Arda Kertmelioglu, Mobile Marketing Association (MMA) 2009/2010 Global Yönetim Kurulu Üyesi ve ayrıca Avrupa Bölgesi Başkan Yardımcılığına seçildi. "15 yıldır hizmet verdiğim mobil endüstride Türkiye, Doğu Avrupa ve Bağımsız Devletler Topluluğu ülkelerinde iş geliştirme, mobil pazarlama & reklam ve alternatif satış stratejileri oluşturma alanlarına odaklandım. Mobilera, 2007 yılında yapılan ilk bölgesel seçimlerden bu yana MMA Avrupa Bölgesi Yönetim Kurulu'nda üç dönem üst üste görev alan üç şirketten biri oldu. Yahoo!, Nielsen, Coca-Cola, Ogilvy Group, AKQA, Velti, Wunderman, Ericsson, Zed Worldwide ve Vodafone ile birlikte Mobilera'nın Avrupa Bölgesi Yönetim Kurulu'nda yer alması, Avrupa'da son derece zengin bir mobil pazarlama ekosistemi ve potansiyeli olduğunun en önemli göstergelerinden biri." dedi.

MMA Başkanı ve CEO'su Mike Wehrs ise "Arda Kertmelioglu'nun 2009 Global Yönetim Kurulu Üyesi ve Avrupa Bölgesi Başkan Yardımcılığı'na seçilmesinden büyük mutluluk duyuyoruz. Tüm dünyada mobil pazarlama endüstrisinin gelişmesini hedefleyen MMA'nın Avrupa bölgesindeki başarısında Mobilera'dan

Arda Kertmelioglu'nun önemli katkıları bulunuyor. Girişimlerinden ve üstün çabalarından dolayı Arda'ya teşekkür ediyor, kendisine Global Yönetim Kurulumuz'a hoşgeldin diyorum." açıklamasını yaptı.

MMA 2009 Avrupa Yönetim Kurulu, dünyanın en önde gelen ajansları, reklamcıları, taşınabilir cihaz üreticileri, telekom operatörleri ve yazılım ve hizmet sağlayıcılarının temsilcilerinden oluşuyor.

MMA'nın küresel ve bölgesel üyeleri hep birlikte çalışarak, MMA'nın Asya Pasifik, Avrupa, Latin Amerika ve Kuzey Amerika bölgelerindeki endüstriye yönelik girişimlerini desteklemeye yönelik stratejilerini belirliyorlar.



Date: 8th July 2009

Reach: Turkey

Circulation: N/A

http://www.btnet.com.tr/wps/portal/mobil/hizmet/detay?wcm.haberId=btnethaber_1247037592894



MMA Global Yönetim Kurulu'nda yeni isim

2007'den bugüne Mobile Marketing Association (MMA) Avrupa Bölgesi yönetim kurulu'nda yer alan Arda Kertmelioğlu, 2009/2010 Avrupa Bölgesi Başkan Yardımcısı olarak seçildi ve MMA Global Yönetim Kurulu'na girdi.

İnterpromedya Haber Merkezi

08 Temmuz 2009 10:19

Mobil reklam ve pazarlama, 360 derece interaktif pazarlama hizmetleri ve telekom operatörlerine dönük bağlılık programları yaratma alanında uzmanlaşan Mobilera'nın Pazarlamadan Sorumlu Genel Müdür Yardımcısı Arda Kertmelioğlu, Mobile Marketing Association'ın 2009/2010 Avrupa Bölgesi Başkan Yardımcısı olarak seçildi ve MMA Global Yönetim Kurulu'na girdi.

Kertmelioğlu: "15 yıldır hizmet verdiğim mobil endüstride Türkiye, Doğu Avrupa ve Bağımsız Devletler Topluluğu ülkelerinde iş geliştirme, mobil pazarlama & reklam ve alternatif satış stratejileri oluşturma alanlarına odaklandım. Mobilera, 2007 yılında yapılan ilk bölgesel seçimlerden bu yana MMA Avrupa Bölgesi Yönetim Kurulu'nda üç dönem üst üste görev alan üç şirketten biri oldu. Yahoo!, Nielsen, Coca-Cola, Ogilvy Group, AKQA, Velti, Wunderman, Ericsson, Zed Worldwide ve Vodafone ile birlikte Mobilera'nın Avrupa Bölgesi Yönetim Kurulu'nda yer alması, Avrupa'da son derece zengin bir mobil pazarlama ekosistemi ve potansiyeli olduğunun en önemli göstergelerinden biri." dedi.

Date: 8th July 2009
Reach: Turkey
Circulation: N/A

http://www.chip.com.tr/konu/mobile-marketing-association-da-turk-izmasi_13824.html

Mobile Marketing Association'da Türk imzası

MMA 2009 Avrupa yönetim kurulunda başkan yardımcılığını artık bir Türk üstlenecek.

MMA 2009 Avrupa **Yönetim**

Kurulu, dünyanın en önde gelen ajansları, reklamcılarını, taşınabilir cihaz üreticileri, telekom operatörleri ve yazılım ve hizmet sağlayıcılarının temsilcilerinden oluşuyor.

2007'den bugüne Mobile Marketing Association (MMA) Avrupa Bölgesi yönetim kurulu'nda yer **alan** Arda Kertmelioğlu, 2009/2010 Avrupa Bölgesi Başkan Yardımcısı olarak seçildi ve MMA Global Yönetim Kurulu'na girdi.



Arda Kertmelioğlu aynı zamanda Mobilera'nın Pazarlamadan Sorumlu Genel Müdür Yardımcısı. Mobilera Mobil **reklam** ve pazarlama, 360

derece interaktif pazarlama hizmetleri ve telekom operatörlerine dönük bağlılık programları yaratma alanında uzmanlaşmış durumda.

Arda Kertmelioğlu aynı zamanda Mobilera'nın Pazarlamadan Sorumlu Genel Müdür Yardımcısı.

Arda Kertmelioğlu bu **yeni** gelişmeyi değerlendirirken "15 yıldır hizmet verdiğim mobil endüstride Türkiye, Doğu Avrupa ve Bağımsız Devletler Topluluğu ülkelerinde iş geliştirme, mobil pazarlama & reklam ve alternatif satış stratejileri oluşturma alanlarına odaklandım. Mobilera, 2007 yılında yapılan ilk bölgesel seçimlerden bu yana MMA Avrupa Bölgesi Yönetim Kurulu'nda üç dönem üst üste görev alan üç şirketten biri oldu. Yahoo!, Nielsen, Coca-Cola, Ogilvy Group, AKQA, Velti, Wunderman, Ericsson, Zed Worldwide ve Vodafone ile birlikte Mobilera'nın Avrupa Bölgesi Yönetim Kurulu'nda yer alması, Avrupa'da son derece zengin bir mobil pazarlama ekosistemi ve potansiyeli olduğunun en önemli göstergelerinden biri." dedi.

Date: 29th July 2009

Reach: Turkey

Circulation: N/A

<http://www.digitalage.com.tr/Haber/mma-turkiye-icin-calismalar-istanbulda-basladi/317d4d55-e86b-4911-a01c-29f0cf6acb38.aspx>

MMA Türkiye için çalışmalar İstanbul'da başladı



Digital Age

The Mobile Marketing Association (MMA) Türkiye'deki çalışmalarına başlayacağını Microsoft'un ev sahipliğinde yapılan toplantıda duyurdu. Toplantıyı The MMA Avrupa'nın Managing Director'u Paul Berney, Avrupa Chairman'i (Başkanı) Hervé Le Jouan ve Avrupa Vice Chairman'ı (Başkan Yardımcısı) Arda Kertmelioglu yönetti. Toplantıya, Dijital pazarlama (mobil ve web) ekosistemini oluşturan birçok farklı firma (reklamverenler, GSM operatörleri, mobil ve internet ajansları, medya ve reklam ajansları, pazar araştırma şirketleri) temsilcileri büyük ilk gösterdi.

Toplantıda, MMA yerel örgütlerinin eğitim, araştırma, ölçümleme, gelişim amaçlı çalışmaları ile ilgili örnek çalışmaları aktarıldı. Mevcutta MMA'ye üye olan firmaların yanısıra, potansiyel üyeler de MMA Türkiye kurulduğunda üye olacaklarını ve yakında hep birlikte MMA Türkiye yönetici adaylarını belirleyeceklerine dair bildirimde bulundular. MMA Türkiye lansmanını hemen takiben, Türkiye'deki öncelikli faaliyet amaç ve hedeflerinin ne olacağına karar verecek. Belirlenecek öncelik stratejisine göre, altı aylık dönem için ilişkilerin bu düzlemde devam edeceği bildirildi.

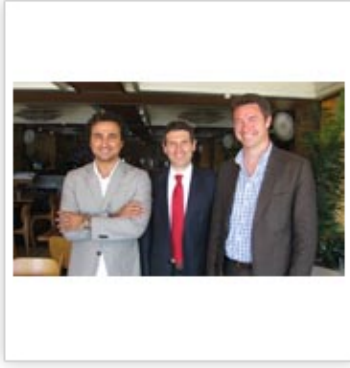
MMA Türkiye'nin Eylül ayının ilk haftalarında oluşturulacağı ve aktif görevine başlayacağı tahmin ediliyor.

Date: 29th July 2009

Reach: Turkey

Circulation: N/A

<http://www.mediacaonline.com/tr/news/details.asp?ID=9011>



MMA Türkiye için çalışmalar İstanbul'da başladı

29.07.2009

Dünyanın önde gelen mobil pazarlama birliği The Mobile Marketing Association (MMA) Türkiye'deki çalışmalarına başlayacağını Microsoft'un ev sahipliğinde yapılan toplantıda duyurdu. Toplantıyı The MMA Avrupa'nın

Managing Director'u Paul Berney, Avrupa Chairman'i (Başkanı) Hervé Le Jouan ve Avrupa Vice Chairman'ı (Başkan Yardımcısı) Arda Kertmelioğlu yönetti. Toplantıya, Dijital pazarlama (mobil ve web) ekosistemini oluşturan birçok farklı firma (reklamverenler, GSM operatörleri, mobil ve internet ajansları, medya ve reklam ajansları, pazar araştırma şirketleri) temsilcileri büyük ilk gösterdi. Toplantıda, MMA yerel örgütlerinin eğitim, araştırma, ölçümlleme, gelişim amaçlı çalışmaları ile ilgili örnek çalışmaları aktarıldı. Mevcutta MMA'ye üye olan firmaların yanısıra, potansiyel üyeler de MMA Türkiye kurulduğunda üye olacaklarını ve yakında hep birlikte MMA Türkiye yönetici adaylarını belirleyeceklerine dair bildirimde bulundular. MMA Türkiye lansmanını hemen takiben, Türkiye'deki öncelikli faaliyet amaç ve hedeflerinin ne olacağına karar verecek. Belirlenecek öncelik stratejisine göre, altı aylık dönem için ilişkilerin bu düzlemde devam edeceği bildirildi.

MMA Türkiye'nin Eylül ayının ilk haftalarında oluşturulacağı ve aktif görevine başlayacağı tahmin ediliyor.

Date: 2nd July 2009

Reach: Spain

Circulation: 1,767

<http://www.puromarketing.com/21/6237/la-asociacion-marketing-movil-lanza-nueva-version-manual-mejores-practicas-para-consumidor.html>

La Asociación de Marketing móvil lanza nueva versión del "Manual de Mejores Prácticas para el Consumidor"

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El manual incluye las estrategias de los cuatro carriers más importantes de los Estados Unidos: AT&T, Sprint, T-Mobile USA and Verizon Wireless, ofreciendo a la industria una guía única sobre el ecosistema del marketing móvil

Nueva York, Londres, Reino Unido, Singapore & Sao Paulo: Julio 2, 2009 – La Asociación de Marketing Móvil (MMA) lanzó la última versión del Manual de Mejores Prácticas de Estados Unidos (Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services). Actualizado regularmente, este manual es un conjunto de prácticas estandarizadas del sector para los carriers de contenido y servicios móviles como mensajes de texto (SMS), mensajes multimedia (MMS), códigos cortos, Respuesta de Voz Interactiva (IVR) y red móvil.

La nueva versión, Manual 4.0, es la primera que consolida las prácticas individuales de marketing móvil y códigos de conducta –conocidos como "carrier playbooks"- de cuatro grandes compañías Norteamericanas: Verizon Wireless, AT&T, Sprint and T-Mobile USA. Tal como se anunció en marzo de este año, este acuerdo, el primero de la industria, resulta fundamental para el crecimiento continuo del marketing móvil y para la eficiencia operativa de la industria que puede ser superior a \$200 millones anuales.

Producido por el Comité de Mejores Prácticas del Consumidor (CBP) de la MMA, este manual ofrece los procedimientos aceptables e inaceptables para las prácticas realizadas por todos los involucrados en el ecosistema de Estados Unidos. Esta nueva edición consta de 100 páginas y es un documento significativamente más amplio y completo que el manual anterior, además ofrece un consolidado de las mejores prácticas de los cuatro carriers en un solo documento.

Este manual además de ser un conjunto de prácticas estandarizadas, incluye también revisiones y adiciones en áreas claves como:

- Estandarización del lenguaje para "Cargos por mensajes y datos pueden aplicar"
- Mayor flexibilidad en la localización con PIN en mensajes que llegan al terminal del usuario (MT)
- Modificar el requerimiento de STOP en mensajes Opt-in MT

El Nuevo manual de mejores prácticas incluye una nueva herramienta de identificación que hace más fácil y rápido navegar el documento y encontrar la información. Este manual además de lograr estandarizar las prácticas de marketing de los más importantes carriers de Estados Unidos, mejorará la satisfacción del cliente y la comprensión de las campañas de marketing móvil.

"Verizon Wireless lleva mucho tiempo tratando de proteger a los consumidores de el marketing inescrupuloso" comentó Richard Williams, Director Ejecutivo de Marketing de Versión. "Por medio de esta iniciativa de compartir las mejores prácticas con otras compañías en el sector del marketing móvil esperamos llegar a otros mercados con un mensaje unificado."

"El último Manual de Mejores Prácticas para el Consumidor de la MMA tenía como objetivo cubrir las necesidades del ecosistema de una manera consistente y comprensible por medio de reglas, en un momento de cambios que nos retaba a seguir de cerca varios Códigos de Conducta de los carriers", afirmó Mike Wehrs, Presidente y CEO de la MMA. "Este nuevo manual unificado y estandarizado libera a los carriers, compañías de tecnología, compañías de medios, marcas y representantes de los clientes de preocuparse por la protección de sus usuarios de manera individual, de ésta manera pueden enfocarse en brindar una óptima experiencia y continuar expandiendo el canal móvil".

El Manual de Mejores Prácticas para el Consumidor (CBP) está disponible en www.mmaglobal.com/bestpractices.pdf

La MMA agradece a las siguientes compañías miembros de la asociación por su participación en el comité del Manual de Mejores Prácticas, ya que fueron piezas fundamentales para el desarrollo de esta nueva guía.

Date: 3rd July 2009

Reach: Spain

Circulation: N/A

<http://www.data-red.com/cgi-bin/estudios/ver.pl?id=200937195114>

"Manual de Mejores Prácticas para el Consumidor"

La Asociación de Marketing móvil lanza nueva versión del Manual de Mejores Prácticas para el Consumidor

El manual incluye las estrategias de los cuatro carriers más importantes de los Estados Unidos: AT&T, Sprint, T-Mobile USA and Verizon Wireless, ofreciendo a la industria una guía única sobre el ecosistema del marketing móvil

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[Ir a todas las publicaciones de Mobile Marketing Association](#)

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Date: 17th July 2009
Reach: Spain
Circulation: 1,767

<http://www.puromarketing.com/21/6292/las-principales-operadoras-apuestan-por-publicidad-codigos-bidi.html>

La Asociación de Marketing Móvil lanza programa de miembros afiliados



La Asociación de Marketing Móvil (MMA) anunció la creación de su programa de afiliación diseñado específicamente para los miembros de la asociación que operan en el mercado móvil. El programa Membresías MMA para Afiliados (MMA Affiliate Member), fue creado para beneficiar a los profesionales del mercadeo que cumplen con el Manual de Mejores Prácticas y el Código Global de Conducta, y son conscientes de las, cada vez más frecuentes, malas experiencias del usuario debido a una publicidad engañosa. Al convertirse en un miembro afiliado a la MMA, las compañías aceptan seguir las pautas establecidas en el Manual de Mejores Prácticas de Estados Unidos y en el Código Global de Conducta, y en retorno reciben el reconocimiento en la industria de ser profesionales que conocen y acatan las reglas de auto-regulación del sector que la MMA publica y mantiene.



Los afiliados a la MMA reciben por parte de la asociación educación en políticas recientes y decisiones auto-regulatorias, acceso a las iniciativas de la MMA y oportunidades de relacionamiento con otros profesionales de la industria. Operadores, creadores de contenido y agregadores forman un grupo de profesionales de confianza que conocen y aplican las mejores prácticas dentro de la industria. Los consumidores, por su parte, se benefician con la disminución de anuncios publicitarios engañosos que no cumplen con las normas del Manual de Mejores Prácticas.

Además del último anuncio, sobre la unificación de las estrategias de los principales proveedores de Estados Unidos en un sólo Manual de Mejores Prácticas creado por la MMA, el programa Membresías MMA para Afiliados (MMA Affiliate Member) es parte de una serie de iniciativas que la MMA está lanzando para reducir las barreras de crecimiento en la industria del marketing móvil y enriquecer la experiencia del consumidor.

Desde un principio compañías como Mobile Messenger, VeriSign® Messaging and Mobile Media, MX Telecom, PlayPhone, Cellfish Media y NextWeb Media han comprometido tiempo y energía y han apoyado la iniciativa del programa Membresías MMA para Afiliados (MMA Affiliate Member).

“PlayPhone se enorgullece en apoyar la MMA y sus esfuerzos con el programa Membresías MMA para Afiliados (MMA Affiliate Member) que mejora la experiencia entre mercaderes y consumidores” manifestó Ron Czerny, fundador y presidente de PlayPhone.

“Agradecemos y apoyamos la iniciativa de la MMA de lanzar el programa Membresías MMA para Afiliados (MMA Affiliate Member). Incrementar la adherencia a las guías y a las mejores prácticas de la MMA garantiza un terreno de juego limpio para aquellos que se interesan por el crecimiento de la industria, mientras que se protegen los intereses de los consumidores”, declaró Jill Labert, VP de marketing para NextWeb Media.

Date: 27th July 2009

Reach: Spain

Circulation: N/A

http://www.muycomputerpro.com/Centro-de-conocimiento/Casos-de-exito/La-suerte-a-traves-del-movil/_wE9ERk2XxDB601CE9hFV-kzMxWzyHMR8Q8B4tzbh8m1lnwEmy0dMQfTf5DwJbGeW

La suerte a través del móvil

La Bruja de Oro y Microsoft

Autor: Elisabeth Rojas **Fecha:** 27/07/2009

La administración de Sort (Lérida) que más lotería de Navidad vende en España, utilizó Microsoft Advertising para llegar a más de 18 millones de potenciales clientes en la pasada campaña de Navidad. La Bruja de Oro se convierte así en pionera en la venta y promoción de lotería por Internet móvil, a través de los servicios de MSN y Windows Live, en nuestro país.



Con **Microsoft Advertising**, la publicidad de **La Bruja de Oro** llega a los más de 1,5 millones de usuarios de **MSN** y los servicios **Windows Live** en móviles. El formato más novedoso dentro de publicidad móvil que ha contratado la administración catalana es el **click to call**, en el que el usuario puede acceder al call center de La Bruja de Oro simplemente **haciendo clic en cualquier banner**, previo aviso en una web, para comprar Lotería con total comodidad.

Esta campaña transversal se puede encontrar en **todos los servicios móviles de Windows Live**, como el correo electrónico Hotmail y Windows Live Messenger para el móvil. Los banners han sido diseñados para que se vean con nitidez en cualquier teléfono y para que no sean intrusivos para el usuario. Además, cumplen las pautas acordadas por la **Mobile Marketing Association (MMA)**, por lo que **se respeta plenamente al usuario**.

Además, la campaña de La Bruja de Oro también se ha planificado en los canales de MSN, en los servicios de Windows Live para el PC y en el buscador Windows Live, ampliando así su cobertura a los **más de 18 millones de usuarios** de la red de Microsoft Advertising.



Date: 1st July 2009

Reach: Russia

Circulation: N/A

http://www.iksmedia.ru/topics/thematic/additional_facility/2797715.html

Mobile marketing: Mayberry or the Wild West?

Protect consumers and you protect the opportunity. That maxim applies to mobile marketing, where U.S. expenditures on mobile marketing for 2009 are \$ 1.7 billion, according to MMA research. This prediction is expected to grow by about 26 percent to \$2.16 billion next year.

Like any other booming industry, mobile marketing is attracting hordes of newcomers, some of which don't know or don't care about the rules designed to protect consumers. In the process, these companies risk ruining both the user experience and the market opportunity.

Today the mobile marketing industry is at a crossroads. One path leads to the electronic equivalent of Mayberry, a boom town where consumers gladly shop along a Main Street free of hucksters. The other path leads to the Wild West, a backwater where con artists outnumber consumers and reputable merchants.

Here's an example of the latter: A company sends unsolicited text messages offering a free ringtone to recipients who click on a link in the message. They get the ringtone—and a nasty surprise: By clicking on the link, they've unwittingly subscribed to a \$9.99 per month service that sends daily horoscopes and jokes.

When their cell phone bill arrives, they see the charge and try to figure out how to cancel the service. Assuming that they can even find the company's contact information, there's also a good chance that by then, the company has closed its doors and reopened elsewhere under another name.

The choice is clear: community policing now, before problems get out of hand.

Law of the land

It would be cliché to say that there's a new sheriff in town because he's been around for several years: the Mobile Marketing Association (MMA), making the mobile channel safe for consumers and brands alike by publishing references such as U.S. Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services.

Industry-standard rules have two main benefits: First, they enable self-policing, where reputable brands, marketers, software developers and other companies use the guidelines to ensure that they're protecting consumers. The rules are particularly handy now because of the way that the mobile channel is rapidly evolving, creating new opportunities—and risks—almost weekly.

The second benefit is that a single set of rules makes compliance easier, faster and less expensive for all members of the mobile marketing ecosystem. Rulebooks such as the MMA's Consumer Best Practices literally put everyone on the same page in terms of guidelines for cross-carrier mobile content services such as text messaging (SMS), multimedia messaging (MMS), shortcode programs, mobile Web and interactive voice response (IVR).

In March 2009, the mobile marketing industry took another major step toward the Mayberry ideal when the MMA announced an industry-first agreement with the four largest U.S. wireless service providers—AT&T, Sprint, T-Mobile USA and Verizon Wireless—to consolidate their individual mobile marketing guidelines and codes of conduct into a single document.

Known as "carrier playbooks," the individual sets of guidelines provided brands, agencies and other members of the mobile ecosystem with valuable recommendations and requirements for using a particular carrier's network. The big catch is that mobile marketing campaigns typically span multiple carriers, forcing companies to master and implement multiple sets of rules.

That process is complex and time-consuming and often is the gating factor in a mobile campaign's roll-out—not a viable option if the campaign's timeline is dictated by something else, such as the release date for a new album or cross promotion with a movie debut. Following multiple, disparate playbooks is also expensive because it requires more resources, such as additional staff responsible for each playbook's implementation.

For example, some carrier playbooks required the term "Standard Message Rates Apply," while others use "Standard Data Rates May Apply." Consumer Best Practices frees brands and agencies from becoming experts in each of the four largest carriers' minutiae by allowing them to use standardized language such as "Message & Data Rates May Apply." In the process, consumers encounter consistent language, instead of having to wonder whether one carrier's phrase means something different than another's.

Although that example might sound like a minor issue, it adds up to a major headache when multiplied by hundreds of similar requirements and multiplied again by four carriers. By consolidating the four playbooks into Consumer Best Practices—beginning with the 4.0 edition, published this June—the industry will achieve operational efficiencies upward of \$200 million annually.

Мобильный контент

Date: 21st July 2009

Reach: Russia

Circulation: N/A

<http://pda.procontent.ru/news/13152.html>

ММА запускает партнерскую программу

21 июля, 2009

Источник: [ММА](#)

Некоммерческая торговая группа **[Ассоциация мобильного маркетинга](#)** (Mobile Marketing Association) анонсирует запуск новой членской программы **ММА Membership**, специально созданной для аффилированных компаний, работающих с мобильной платформой. По сообщению ММА, данная программа требует от участников соблюдения правил, описанных в кодексе правил организации «U.S. Consumer Best Practices and Global Code of Conduct». Компании, в свою очередь, соглашаются следовать и поддерживать рекомендации ММА и получают помощь в продвижении на рынке. Кроме того, компании также получают информацию о программах и сетевых возможностях ММА.

Date: 20th July 2009

Reach: Austria

Circulation: N/A

<http://www.computerwelt.at/detailArticle.asp?a=122720&n=1>

.01 Mobile Advertising: Viel gelobt, wenig gebucht

Als Universal Music Austria unlängst das neue "Black Eyed Peas"-Album via SMS bei jungen musikkaffinen iPhone-Besitzern bewarb, staunten die Verantwortlichen nicht schlecht über den Effekt: 6,9 Prozent klickten über den mitgelieferten Link direkt zu "iTunes" und kauften dort ein. "Wir waren überrascht von der Quote", meinte Martin Haider von Universal Music Austria, der seine Kampagne beim "Summit 09. Österreichs Digital-Marketing-Kongress" in Wien vorstellte.

Handy-Marketing wird seit langem als heißer Trend gehandelt und für seine interaktiven Möglichkeiten gelobt. So richtig durchgeschlagen hat die Werbung auf mobilen Endgeräten aber noch nicht. Nur 1,6 bis 2 Prozent der Online-Werbeausgaben in Österreich würden in mobile Kampagnen gesteckt, im gesamten westeuropäischen Raum gehe man von rund 3,2 Prozent aus, erklärte Aleksandra Schmid von der Mobile Marketing Association Austria (MMA) bei einer Diskussion über "bewegende Kampagnen".

ÖSTERREICHER INTENSIVE SMS-NUTZER

Dieser geringe Wert stehe nicht mit der intensiven Handynutzung und -Akzeptanz der Bürger im Einklang: Die Anzahl der verschickten SMS in Österreich sei von 2007 auf 2008 um 43 Prozent gestiegen (Laut Rundfunk und Telekom Regulierungs-GmbH RTR waren das 4,7 Mrd. SMS). In den USA würden Studien weiters belegen, dass 13 Prozent der dortigen Handybesitzer von ihrem mobilen Multimedia-Endgerät niemanden mehr anrufen, sondern sich ausschließlich mit anderen Zusatzfunktionen beschäftigen.

Die werbenden Firmen bzw. die beauftragten Agenturen würden das Handy als Werbemöglichkeit noch nicht von vornherein mitdenken. So dürften etliche Mobile-Kampagnen bis jetzt daran gescheitert sein, dass sie zu spät in den Gesamtplan integriert wurden. "Am Schluss fällt jemandem noch schnell ein, dass man unbedingt eine Mobile-Aktion dazumachen könnte. Für die Planung ist es dann oft zu spät", erklärte Schmid.

"MOBILE KAMPAGNEN HÄUFIG ABGESCHOSSEN"

Harald Winkelhofer von dem auf Mobile-Advertising spezialisierten Unternehmen IQ Mobile bestätigt dies: Eine mobile Werbeaktion könne nur dann erfolgreich sein, wenn sie von Anfang an in die Gesamtkampagne eingebunden ist, meinte er, und fügte an: "Es passiert leider immer wieder, dass die mobile Kampagne abgeschossen wird".

LATAM Coverage



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informação
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Date: July 2 2009

Circulation: 178,051

<http://www.baguete.com.br/noticiasDetalhes.php?id=3508510>

MMA lança nova versão das melhores práticas

02/07/2009 14:20 - Gláucia Civa



A Mobile Marketing Association (MMA) apresentou nesta quinta-feira, 02, a última versão norte-americana – 4.0 - de suas Melhores Práticas do Consumidor para Serviços de Conteúdo Móvel dos Carriers da Indústria.

As práticas, que serão atualizadas com regularidade, são padrão para fornecedores de serviços como mensagens de texto (SMS), mensagens multimídia (MMS), programas short code, resposta de voz interativa (IVR) e web móvel.

A versão 4.0 é a primeira a consolidar as pautas individuais de marketing móvel e códigos de conduta – conhecidos como “carrier playbooks” – dos quatro maiores fornecedores de serviços sem fio dos Estados Unidos: Verizon Wireless, AT&T, Sprint e T-Mobile USA.

Produzidas pelo Comitê de Normas de Melhores Práticas do Consumidor da MMA, as práticas oferecem medidas do que é ou não aceitável para todos os participantes do ecossistema norte-americano.

Com 100 páginas, o novo manual unifica as guias dos quatro carriers, incluindo modificações como a padronização das linguagens, maior flexibilidade para localizar o PIN nas mensagens terminadas (MT) e mudança do requisito Stop em mensagens Opt-in MT.

O documento foi organizado com a participação das empresas participantes do comitê de Melhores Práticas do Consumidor: AT&T, Bango, BrightKite, Buongiorno, Cellfish Media, Fox Mobile Entertainment, LavaLife Mobile, mBlox, Mobile Messenger, MX Telecom, NeuStar, OpenMarket, Publicis NA, Sprint-Nextel, Sybase 365, Telescope, Thumbplay, T-Mobile USA, VeriSign, Verizon Wireless e Yahoo!.

O download das novas práticas pode ser feito pelo link abaixo.

Nova presidência

O CEO da carioca Hanzo, o italiano Federico Pisani Massamormile, é o novo presidente global da Mobile Marketing Association (MMA) para o período 2009-2010.

O quadro da entidade mundial da América Latina será presidido por Omarson Costa, gerente sênior de Desenvolvimento de Negócios da Microsoft para a região.

Date: July 1 2009

Circulation: 1,520,339

<http://www.metaanalise.com.br/inteligenciademercado/momento/vai-vem/mobile-marketing-association-anuncia-nova-diretoria.html>

Mobile Marketing Association anuncia nova diretoria

Por Redação

01 de julho de 2009

Diretoria reúne os principais representantes do setor para buscar liderança e cooperação internacional.

A Mobile Marketing Association (MMA) anunciou esta semana os membros de seus Conselhos Regionais e a Diretoria Global para o período 2009-2010. Os Conselhos Regionais são representados pelas empresas membro de cada uma das regiões onde a MMA opera: Ásia-Pacífico, Europa, América Latina e América do Norte.

A Diretoria Global está composta por membros eleitos pelo Comitê Executivo de cada região, que trabalharão junto com todos os membros e o pessoal da MMA para administrar e continuar conduzindo a Mobile Marketing Association nos temas fundamentais que afetam o setor.

Global

Presidente Global: Federico Pisani Massamormile, CEO HANZO

Vice-presidente Global: Michael Becker, vice-presidente executivo de Desenvolvimento de Negócios, iLoop

Tesoureiro Global: Louis Gump, VP Mobile, CNN

Secretário Global: Geoffrey Handley, co-fundador e diretor de Novos Negócios, The Hyperfactory

MMA: Mike Wehrs, presidente e CEO

APAC

Presidente: Sean Rach, diretor executivo, OgilvyOne Hong Kong

Vice-presidente: Barney Loehnis, diretor de Redes, Isobar Ásia-Pacífico

Secretário: Dilip Mistry, diretor de Serviços Móveis, Microsoft Ásia

Tesoureiro: Geoffrey Handley, co-fundador e diretor de Novos Negócios, The Hyperfactory HK

Presidente Emérito: Jimmy Poon, diretor executivo, Puca Technologies

MMA: Rohit Dadwal, diretor executivo APAC

Europa

Presidente: Herve Le Jouan, diretor executivo, Europa, comScore

Vice-presidente: Arda Kertmelioglu, vice-presidente de Desenvolvimento de Negócios, Mobilera BV

Secretário: Mark Wächter, presidente, BVDW Section Mobile (MMA Alemanha)

Tesoureiro: Salvador Carrillo, fundador e CEO, Mobile Dreams Factory (MMA Espanha)

Presidente Emérito: Russell Buckley, vice-presidente de Alianças Globais, AdMob (também Presidente da GlobalEmeritus)

MMA: Paul Berney, diretor executivo EUR

LATAM

Presidente: Omarson Costa, gerente sênior de Desenvolvimento de Negócios - Latin America, Microsoft

Vice-presidente: Enrique Yuste, presidente, Wunderman América Latina

Tesoureiro: Fernanda Magalhaes, gerente Brasil, Mobext

Secretário: Roberto Vázquez Ferrero, diretor prática de Telecomunicações, América Latina, The Nielsen Company

Presidente emérito: Federico Pisani Massamormile, CEO, HANZO

MMA: Terence Reis, diretor executivo LATAM

América do Norte

Presidente: Maria Mandel, diretora executiva de Inovação Digital, Ogilvy Interactive

Vice-presidente: Michael Becker, VP, Estratégias Móveis, iLoop Mobile

Tesoureiro: Louis Gump, VP Mobile, CNN

Secretário: Paul Palmieri, presidente e CEO, Millennial Media

Presidente emérito: Tom Daly, gerente de Grupo, Estratégia e Planejamento, The Coca-Cola Company

MMA: Mike Wehrs, presidente & CEO (também representante de MMA para a Diretoria Global)

“A MMA é a primeira associação do setor que analisa, planeja e trabalha em cooperação com todos os seus sócios para resolver temas fundamentais do setor, para compartilhar perspectivas e casos de estudo em todas as regiões, para promover a tecnologia, processos e inovação de práticas e, por último, para estimular o crescimento do marketing móvel e a publicidade internacional”, explica o novo presidente global Federico Pisani Massamormile. “Tenho a honra de ocupar um cargo que me permite desenhar suas iniciativas, impulsionar o crescimento global e melhorar sua liderança no setor”, completa.

“A MMA é a primeira associação do setor que analisa, planeja e trabalha em cooperação com todos os seus sócios para resolver temas fundamentais do setor, para compartilhar perspectivas e casos de estudo em todas as regiões, para promover a tecnologia, processos e inovação de práticas e, por último, para estimular o crescimento do marketing móvel e a publicidade internacional”, explica o novo presidente global Federico Pisani Massamormile. “Tenho a honra de ocupar um cargo que me permite desenhar suas iniciativas, impulsionar o crescimento global e melhorar sua liderança no setor”, completa.

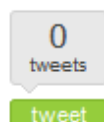
“A colaboração global do setor é chave para o sucesso do marketing móvel e para garantir a melhor experiência para o consumidor. A contribuição dos nossos sócios e diretoria para este processo em colaboração é extremamente importante, pois oferece experiência e conhecimento do mundo real,” diz o presidente e CEO da MMA, Mike Wehrs.

Date: July 1 2009

Circulation: 172,095

<http://www.merca20.com/la-mma-renueva-su-mesa-directiva/#more-21389>

La MMA renueva su mesa directiva



Nueva York, Nueva York.- La Asociación de Marketing Móvil dio a conocer el nombre de los integrantes de sus juntas regionales y globales que conformarán el periodo 2009-2010, a cargo de Federico Pisani. A continuación se presenta el listado de los directivos asociados:



Más sobre mercadotecnia de MMA:

[La asociación de marketing móvil en crecimiento](#)

[El marketing móvil mundial](#)

En el ámbito global se encuentran:

Vicepresidente: Michael Becker, vicepresidente ejecutivo de desarrollo de negocios, iLoop Mobile.

Tesorero: Louis Gump, vp *mobile* de CNN.

Secretariol: Geoffrey Handley, co-fundador y director de Nuevos Negocios, The Hyperfactory.

MMA: Mike Wehrs, presidente y ceo.

APAC

Presidente: Sean Rach, director de OgilvyOne Hong Kong.

Vicepresidente: Barney Loehnis, director de Isobar Asia Pacific.

Secretario: Dilip Mistry, Windows Live lead, Greater Asia Pacific.

Tesorero: Geoffrey Handley , co-founder & new business director de Hyperfactory HK Ltd.

Presidente emeritus: Jimmy Poon, director de Puca Technologies.

MMA: Rohit Dadwal, director de APAC.

Europa

Presidente: Herve Le Jouan, director de Europe comScore Inc.

Vicepresidente: Arda Kertmelioglu, vicepresidente y desarrollador de negcios de Mobilera BV.

Secretario: Mark Wächter, presidente de BVDW Section Mobile Alemania.

Tesorero: Salvador Carrillo, fundador y ceo de Mobile Dreams Factory España.

Presidente emeritus: Russell Buckley, vicepresidente de alianzas globales AdMob.

MMA: Paul Berney, director de EUR.

LATAM

Presidente: Omarson Costa, *senior business development manager* de Microsoft Latinoamérica.

Vicepresidente: Enrique Yuste, presidente de Wunderman América Latina.

Tesorero: Fernanda Magalhaes, *manager* de Mobext Brasil.

Secretario: Roberto Vázquez Ferrero, *director telecom practice* de Nielsen Latinoamérica.

Presidente emeritus: Federico Pisani Massamormile, *ceo* de HANZO.

MMA: Terence Reis, director de LATAM.

Norte América

Presidente: Maria Mandel, *executive director of digital innovation* de Ogilvy Interactive.

Vicepresidente: Michael Becker, *vp de mobile strategies*, iLoop Mobile.

Tesorero: Louis Gump, *vp mobile* de CNN.

Secretario: Paul Palmieri, *president & ceo* de Millennial Media

Presidente Emeritus: Tom Daly, *gerente de grupo, estrategia y planeación* The Coca-Cola Company.

MMA: Mike Wehrs, *Presidente y ceo*, además de representar a la MMA en la junta global.

<http://idgnow.uol.com.br/carreira/2009/07/01/federico-pisani-assume-presidencia-global-da-mobile-marketing-association/>

Federico Pisani assume presidência global da Mobile Marketing Association

São Paulo – Principal executivo da Hanzo, empresa brasileira de mídia móvel, assume comando global da entidade nesta quarta-feira (1/7).

A Mobile Marketing Association (MMA), entidade global voltada a iniciativas de marketing em dispositivos móveis, será comandada por Federico Pisani Massamormile, principal executivo da [empresa brasileira de marketing móvel Hanzo](#), anunciou a associação nesta quarta-feira (1/7), em um comunicado.

Pisani, um dos responsáveis por trazer a operação da [MMA para a América Latina no ano passado](#), assume hoje a função de Global Chair (presidente global) da entidade. A presidência mundial da MMA estava a cargo de [Mike Wehrs](#), que permanece no conselho global de diretores da associação.

O executivo, que atuava como presidente regional da MMA, é o primeiro integrante de uma empresa brasileira a assumir o comando da MMA. No novo cargo, Pisani será responsável por fortalecer a associação internacionalmente, consolidar seu posicionamento estratégico e acelerar o desenvolvimento do mercado de mídia e marketing móvel mundialmente.

O executivo, que atuava como presidente regional da MMA, é o primeiro integrante de uma empresa brasileira a assumir o comando da MMA. No novo cargo, Pisani será responsável por fortalecer a associação internacionalmente, consolidar seu posicionamento estratégico e acelerar o desenvolvimento do mercado de mídia e marketing móvel mundialmente.

O comando da MMA na América Latina fica a cargo de Omarson Costa, gerente sênior de negócios da Microsoft, como chairman regional. Costa tem a missão de ampliar a atuação da MMA na região e fortalecer o trabalho junto aos operadores, agências de publicidade, integradores de sistemas e órgãos regulamentadores.

A MMA conta com mais de 700 empresas afiliadas, que representam cerca de 40 países.



Date: July 1 2009
Circulation: 1,540,287

<http://www.teletime.com.br/News.aspx?ID=136417>

Federico Pisani é o novo chairman global da MMA

quarta-feira, 1 de julho de 2009, 17h50

O presidente da Hanzo, Federico Pisani, que até então era o chairman da Mobile Marketing Association (MMA) para América Latina, agora é o novo chairman global da entidade, substituindo Russel Buckley, executivo da Admob. Pisani venceu a eleição no conselho global da MMA por 17 votos a quatro, competindo contra um executivo internacional da Coca-cola. Mike Wehrs segue sendo o CEO mundial da MMA: ele é funcionário da entidade e tem uma função mais operacional que Pisani. Como novo chairman da América Latina assume Omarson Costa, da Microsoft no Brasil.

Date: July 1 2009

Circulation: 1,131,159

<http://www.todoenunclick.com/Notas/nota.php?kenota=18920>

La Asociación de Marketing Móvil anuncia los nuevos miembros de sus juntas regionales y global

01-07-2009 | La Asociación de Marketing Móvil (MMA) anunció los nuevos miembros de sus juntas regionales y los directores y miembros de su junta global para el periodo 2009 – 2010. Las juntas regionales tienen representación de las compañías que son miembros de la asociación en las diferentes partes donde opera la MMA: Asia-Pacífico, Europa, América Latina y América del Norte. Los miembros de la junta global fueron elegidos a partir del comité ejecutivo de cada región, ellos estarán a cargo de trabajar con todos los miembros de la asociación y con el equipo de la MMA para manejar, guiar y continuar el liderazgo mundial de la MMA en el manejo de asuntos claves que afectan la industria. El presidente de la junta global es Federico Pisani Massamormile, quien cuenta con el apoyo del Vice Presidente de la junta global Michael Becker, del presidente de la MMA Mike Wehrs, y del Presidente Emeritus de la junta global Russell Buckley.

A continuación la lista completa de los nuevos miembros de las juntas directivas regionales y de la junta global de la MMA para el periodo 2009-2010:

Global

- * Presidente Global: Federico Pisani Massamormile, CEO HANZO
- * Vice Presidente Global: Michael Becker, Vice Presidente Ejecutivo de Desarrollo de Negocios, iLoop Mobile
- * Tesorero Global: Louis Gump, VP Mobile, CNN
- * Secretario Global: Geoffrey Handley, Co-Fundador y Director de Nuevos Negocios, The Hyperfactory
- * MMA: Mike Wehrs, Presidente y CEO

APAC

- * Presidente: Sean Rach, Director, OgilvyOne Hong Kong
- * Vice Presidente: Barney Loehnis, Network Director, Isobar Asia Pacific
- * Secretario: Dilip Mistry, Windows Live Lead, Greater Asia Pacific
- * Tesorero: Geoffrey Handley, Co-Founder & New Business Director, The Hyperfactory HK Ltd
- * Presidente Emeritus: Jimmy Poon, Director, Puca Technologies
- * MMA: Rohit Dadwal, Director APAC

Europe

- * Presidente: Herve Le Jouan, Director, Europe, comScore Inc
- * Vice Presidente: Arda Kertmelioglu, Vice Presidente y Desarrollador de Negocios, Mobilera BV
- * Secretario: Mark Wächter, Presidente, BVDW Section Mobile (MMA Alemania)
- * Tesorero: Salvador Carrillo, Fundador y CEO, Mobile Dreams Factory (MMA España)
- * Presidente Emeritus: Russell Buckley, Vice President of Global Alliances, AdMob (además Presidente Global Emeritus)
- * MMA: Paul Berney, Director EUR

LATAM

- * Presidente: Omarson Costa, Senior Business Development Manager - Latin America, Microsoft
- * Vice Presidente: Enrique Yuste, President, Wunderman América Latina
- * Tesorero: Fernanda Magalhaes, Brazil Manager, Mobext
- * Secretario: Roberto Vázquez Ferrero, Director Telecom Practice, Latin America, The Nielsen Company
- * Presidente Emeritus: Federico Pisani Massamormile, CEO, HANZO
- * MMA: Terence Reis, Director LATAM

Norte América

- * Presidente: Maria Mandel, Executive Director of Digital Innovation, Ogilvy Interactive
- * Vice Presidente: Michael Becker, VP, Mobile Strategies, iLoop Mobile
- * Tesorero: Louis Gump, VP Mobile, CNN
- * Secretario: Paul Palmieri, President & CEO, Millennial Media
- * Presidente Emeritus: Tom Daly, Gerente de Grupo, Estrategia y Planeación, The Coca-Cola Company
- * MMA: Mike Wehrs, Presidente y CEO (además representante de la MMA en la junta global)

“La MMA es una asociación que discute, planea y trabaja de la mano de sus miembros para resolver problemas claves de la industria, para compartir perspectivas y casos de estudio a través de las diferentes regiones con el objetivo de promover las tecnologías, procesos y prácticas innovadoras, y además para incrementar el crecimiento del marketing y la publicidad móvil en todo el mundo. Me siento muy orgulloso de poder ser parte del quipo y ayudar a desarrollar nuevas oportunidades de negocio y aportar al crecimiento internacional de la asociación líder de la industria”, comento Federico Piasani Massamormille, nuevo Presidente de la junta global.

“Me siento muy emocionado de trabajar con un equipo de profesionales tan completo que a partir de hoy conforman la junta directiva de la MMA. La mezcla de aptitudes y experiencia es única, extremadamente valiosa y esencial en el camino a lograr nuestra misión como asociación y la de nuestros miembros. La colaboración y el trabajo en equipo de nuestros miembros y nuestra junta es fundamental para asegurar el éxito del marketing móvil y para poder ofrecerle al consumidor una mejor experiencia. Quiero agradecerle a los miembros de la pasada junta por toda su ayuda y compromiso con la MMA y darle la bienvenida a los nuevos miembros”, manifestó Mike Wehrs, Presidente de la MMA.

Date: July 1 2009
Circulation: 1,131,159

<http://www.todoenunclick.com/Notas/notaxsecc.php?kenota=19011&ksecc=9>

Asociación de Marketing Móvil lanza nueva versión de manual de mejores prácticas para carriers de contenido y servicios móviles

El manual incluye las estrategias de los cuatro carriers más importantes de los Estados Unidos: AT&T, Sprint, T-Mobile USA and Verizon Wireless, ofreciendo a la industria una guía única sobre el ecosistema del marketing móvil.

03-07-2009 | La Asociación de Marketing Móvil (MMA) (www.mmaglobal.com) lanzó la última versión del Manual de Mejores Prácticas de Estados Unidos (Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services). Actualizado regularmente, este manual es un conjunto de prácticas estandarizadas del sector para los carriers de contenido y servicios móviles como mensajes de texto (SMS), mensajes multimedia (MMS), códigos cortos, Respuesta de Voz Interactiva (IVR) y red móvil.

La nueva versión, Manual 4.0, es la primera que consolida las prácticas individuales de marketing móvil y códigos de conducta –conocidos como “carrier playbooks- de cuatro grandes compañías Norteamericanas: Verizon Wireless, AT&T, Sprint and T-Mobile USA. Tal como se anunció en marzo de éste año, éste acuerdo, el primero de la industria, resulta fundamental para el crecimiento continuo del marketing móvil y para la eficiencia operativa de la industria que puede ser superior a \$200 millones anuales.

Producido por el Comité de Mejores Prácticas del Consumidor (CBP) de la MMA, este manual ofrece los procedimientos aceptables e inaceptables para las prácticas realizadas por todos los involucrados en el ecosistema de Estados Unidos. Esta nueva edición consta de 100 páginas y es un documento significativamente más amplio y completo que el manual anterior, además ofrece un consolidado de las mejores prácticas de los cuatro carriers en un solo documento.

Este manual además de ser un conjunto de prácticas estandarizadas, incluye también revisiones y adiciones en áreas claves como:

- * Estandarización del lenguaje para “Cargos por mensajes y datos pueden aplicar”
- * Mayor flexibilidad en la localización con PIN en mensajes que llegan al terminal del usuario (MT)
- * Modificar el requerimiento de STOP en mensajes Opt-in MT

El Nuevo manual de mejores prácticas incluye una nueva herramienta de identificación que hace más fácil y rápido navegar el documento y encontrar la información. Este manual además de lograr estandarizar las prácticas de marketing de los más importantes carriers de Estados Unidos, mejorará la satisfacción del cliente y la comprensión de las campañas de marketing móvil.

“Verizon Wireless lleva mucho tiempo tratando de proteger a los consumidores de el marketing inescrupuloso” comento Richard Williams, Directr Ejecutivo de Marketing de Versión. “Por medio de esta iniciativa de compartir las mejores prácticas con otras compañías en el sector del marketing móvil esperamos llegar a otros mercados con un mensaje unificado.”

“El último Manual de Mejores Prácticas para el Consumidor de la MMA tenía como objetivo cubrir las necesidades del ecosistema de una manera consiente y comprensible por medio de reglas, en un momento de cambios que nos retaba a seguir de cerca varios Códigos de Conducta de los carriers”, afirmó Mike Wehrs, Presidente y CEO de la MMA. “Este nuevo manual unificado y estandarizado libera a los carriers, compañías de tecnología, compañías de medios, marcas y representantes de los clientes de preocuparse por la protección de sus usuarios de manera individual, de ésta manera pueden enfocarse en brindar una óptima experiencia y continuar expandiendo el canal móvil”.

El Manual de Mejores Prácticas para el Consumidor (CBP) está disponible en www.mmaglobal.com/bestpractices.pdf

La MMA agradece a las siguientes compañías miembros de la asociación por su participación en el comité del Manual de Mejores Prácticas, ya que fueron piezas fundamentales para el desarrollo de esta nueva guía.

AT&T
Bango
BrightKite
Buongiorno
Cellfish Media
Fox Mobile Entertainment
LavaLife Mobile
mBlox
Mobile Messenger
MX Telecom
NeuStar
OpenMarket
Publicis NA
Sprint-Nextel
Sybase 365
Telescope Inc
Thumbplay
T-Mobile USA
VeriSign
Verizon Wireless
Yahoo!

Date: July 3, 2009
Circulation: 2,636,028

<http://www.revistaitnow.com/convergencia2/952-mejores-practicas>

Mejores Prácticas



VIERNES, 03 DE JULIO DE 2009 10:02

La Asociación de Marketing Móvil (MMA) lanzó la última versión del Manual de Mejores Prácticas de Estados Unidos (Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services).

Actualizado regularmente, este manual es un conjunto de prácticas estandarizadas del sector para los carriers de contenido y servicios móviles como mensajes de texto (SMS), mensajes multimedia (MMS), códigos cortos, Respuesta de Voz Interactiva (IVR) y red móvil.

La nueva versión, Manual 4.0, es la primera que consolida las prácticas individuales de marketing móvil y códigos de conducta, conocidos como carrier playbooks de cuatro grandes compañías Norteamericanas: Verizon Wireless, AT&T, Sprint and T-Mobile USA. Tal como se anunció en marzo de este año, este acuerdo, el primero de la industria, resulta fundamental para el crecimiento continuo del marketing móvil y para la eficiencia operativa de la industria que puede ser superior a \$200 millones anuales.

Este manual además de ser un conjunto de prácticas estandarizadas, incluye también revisiones y adiciones en áreas claves como:

- Estandarización del lenguaje para "Cargos por mensajes y datos pueden aplicar"
- Mayor flexibilidad en la localización con PIN en mensajes que llegan al terminal del usuario (MT)
- Modificar el requerimiento de STOP en mensajes Opt-in MT

El Nuevo manual de mejores prácticas incluye una nueva herramienta de identificación que hace más fácil y rápido navegar el documento y encontrar la información. Este manual además de lograr estandarizar las prácticas de marketing de los más importantes carriers de Estados Unidos, mejorará la satisfacción del cliente y la comprensión de las campañas de marketing móvil.

El Manual de Mejores Prácticas para el Consumidor (CBP) está disponible en www.mmaglobal.com/bestpractices.pdf

:: Publicidade Sem Fio | Life in a Small Screen ::

Date: July 3 2009

Circulation: ND

<http://www.publicidadesemfio.com.br/2009/07/mma-lanca-nova-versao-das-melhores.html>

MMA lança nova versão das melhores práticas

by Poliana Godinho | Quinta-feira, Julho 02, 2009 in *Best Practices, MMA, Mobile Marketing* |



A Mobile Marketing Association

(MMA) apresentou nesta quinta-feira, 02, a última versão norte-americana - 4.0 - de suas Melhores Práticas do Consumidor para Serviços de Conteúdo Móvel dos Carriers da Indústria.

As práticas, que serão atualizadas com regularidade, são padrão para fornecedores de serviços como mensagens de texto (SMS), mensagens multimídia (MMS), programas short code, resposta de voz interativa (IVR) e web móvel e consolida as pautas individuais de marketing móvel e códigos de conduta dos quatro maiores fornecedores de serviços sem fio dos Estados Unidos: [Verizon Wireless](#), [AT&T](#), [Sprint](#) e [T-Mobile USA](#).

Produzidas pelo Comitê de Normas de Melhores Práticas do Consumidor da MMA, as práticas oferecem medidas do que é ou não aceitável para todos os participantes do ecossistema norte-americano. Com 100 páginas, o novo manual unifica as guias dos quatro carriers, incluindo modificações como a padronização das linguagens, maior flexibilidade para localizar o PIN nas mensagens terminadas (MT) e mudança do requisito Stop em mensagens Opt-in MT. O documento foi organizado com a participação das empresas participantes do comitê de Melhores Práticas do Consumidor: AT&T, Bango, BrightKite, Buongiorno, Cellfish Media, Fox Mobile Entertainment, LavaLife Mobile, mBlox, Mobile Messenger, MX Telecom, NeuStar, OpenMarket, Publicis NA, Sprint-Nextel, Sybase 365, Telescope, Thumbplay, T-Mobile USA, VeriSign, Verizon Wireless e Yahoo!.

O download das novas práticas pode ser feito clicando [aqui](#).

Date: July 3 2009
Circulation: 449,086

<http://www.data-red.com/cgi-bin/estudios/ver.pl?id=200937195114>

"Informes: medición de audiencias, estudios de mercado, sondeos de opinión, tendencias..."

Tema: Distribución

Título: "Manual de Mejores Prácticas para el Consumidor"

La Asociación de Marketing móvil lanza nueva versión del Manual de Mejores Prácticas para el Consumidor

El manual incluye las estrategias de los cuatro carriers más importantes de los Estados Unidos: AT&T, Sprint, T-Mobile USA and Verizon Wireless, ofreciendo a la industria una guía única sobre el ecosistema del marketing móvil

Nueva York, Londres, Reino Unido, Singapore & Sao Paulo: Julio 2, 2009 – La Asociación de Marketing Móvil (MMA) lanzó la última versión del Manual de Mejores Prácticas de Estados Unidos (Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content

Services). Actualizado regularmente, este manual es un conjunto de prácticas estandarizadas del sector para los carriers de contenido y servicios móviles como mensajes de texto (SMS), mensajes multimedia (MMS), códigos cortos, Respuesta de Voz Interactiva (IVR) y red móvil.

La nueva versión, Manual 4.0, es la primera que consolida las practicas individuales de marketing móvil y códigos de conducta –conocidos como "carrier playbooks- de cuatro grandes compañías Norteamericanas: Verizon Wireless, AT&T, Sprint and T-Mobile USA. Tal como se anuncio en marzo de éste año, éste acuerdo, el primero de la industria, resulta fundamental para el crecimiento continuo del marketing móvil y para la eficiencia operativa de la industria que puede ser superior a \$200 millones anuales.

Producido por el Comité de Mejores Prácticas del Consumidor (CBP) de la MMA, este manual ofrece los procedimientos aceptables e inaceptables para las prácticas realizadas por todos los involucrados en el ecosistema de Estados Unidos. Esta nueva edición consta de 100 páginas y es un documento significativamente más amplio y completo que el manual anterior, además ofrece un consolidado de las mejores prácticas de los cuatro carriers en un solo documento.

Este manual además de ser un conjunto de prácticas estandarizadas, incluye también revisiones y adiciones en áreas claves como:

- Estandarización del lenguaje para Cargos por mensajes y datos pueden aplicar
- Mayor flexibilidad en la localización con PIN en mensajes que llegan al terminal del usuario (MT)
- Modificar el requerimiento de STOP en mensajes Opt-in MT

El Nuevo manual de mejores prácticas incluye una nueva herramienta de identificación que hace más fácil y rápido navegar el documento y encontrar la información. Este manual además de lograr estandarizar las prácticas de marketing de los más importantes carriers de Estados Unidos, mejorará la satisfacción del cliente y la comprensión de las campañas de marketing móvil.

"Verizon Wireless lleva mucho tiempo tratando de proteger a los consumidores de el marketing inescrupuloso" comento Richard Williams, Directr Ejecutivo de Marketing de Versión. "Por medio de esta iniciativa de compartir las mejores prácticas con otras compañías en el sector del marketing móvil esperamos llegar a otros mercados con un mensaje unificado.

"El último Manual de Mejores Prácticas para el Consumidor de la MMA tenía como objetivo cubrir las necesidades del ecosistema de una manera consiente y comprensible por medio de reglas, en un momento de cambios que nos retaba a seguir de cerca varios Códigos de Conducta de los carriers", afirmó Mike Wehrs, Presidente y CEO de la MMA. Este nuevo manual unificado y estandarizado libera a los carriers, compañías de tecnología, compañías de medios, marcas y representantes de los clientes de preocuparse por la protección de sus usuarios de manera individual, de ésta manera pueden enfocarse en brindar una óptima experiencia y continuar expandiendo el canal móvil.

La MMA agradece a las siguientes compañías miembros de la asociación por su participación en el comité del Manual de Mejores Prácticas, ya que fueron piezas fundamentales para el desarrollo de esta nueva guía.

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[Ver todos los estudios/Informes publicados sobre Distribución](#)
[Ir a todos los Informes publicados](#)



Date: July 3 2009
Circulation: 690,290

<http://www.channelplanet.com/?idcategoria=21803>

Manual de mejores prácticas para carriers de contenido y servicios móviles

Nueva York, Londres, Reino Unido, Singapore & Sao Paulo

El manual incluye las estrategias de los cuatro carriers más importantes de los Estados Unidos: AT&T, Sprint, T-Mobile USA and Verizon Wireless, ofreciendo a la industria una guía única sobre el ecosistema del marketing móvil

La Asociación de Marketing Móvil (MMA) lanzó la última versión del Manual de Mejores Prácticas de Estados Unidos (Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services). Actualizado regularmente, este manual es un conjunto de prácticas estandarizadas del sector para los carriers de contenido y servicios móviles como mensajes de texto (SMS), mensajes multimedia (MMS), códigos cortos, Respuesta de Voz Interactiva (IVR) y red móvil.

La nueva versión, Manual 4.0, es la primera que consolida las prácticas individuales de marketing móvil y códigos de conducta –conocidos como “carrier playbooks”- de cuatro grandes compañías Norteamericanas: Verizon Wireless, AT&T, Sprint and T-Mobile USA. Tal como se anunció en marzo de este año, este acuerdo, el primero de la industria, resulta fundamental para el crecimiento continuo del marketing móvil y para la eficiencia operativa de la industria que puede ser superior a \$200 millones anuales.

Producido por el Comité de Mejores Prácticas del Consumidor (CBP) de la MMA, este manual ofrece los procedimientos aceptables e inaceptables para las prácticas realizadas por todos los involucrados en el ecosistema de Estados Unidos. Esta nueva edición consta de 100 páginas y es un documento significativamente más amplio y completo que el manual anterior, además ofrece un consolidado de las mejores prácticas de los cuatro carriers en un solo documento.

Este manual además de ser un conjunto de prácticas estandarizadas, incluye también revisiones y adiciones en áreas claves como:

- Estandarización del lenguaje para “Cargos por mensajes y datos pueden aplicar”
- Mayor flexibilidad en la localización con PIN en mensajes que llegan al terminal del usuario (MT)
- Modificar el requerimiento de STOP en mensajes Opt-in MT

El Nuevo manual de mejores prácticas incluye una nueva herramienta de identificación que hace más fácil y rápido navegar el documento y encontrar la información. Este manual además de lograr estandarizar las prácticas de marketing de los más importantes carriers de Estados Unidos, mejorará la satisfacción del cliente y la comprensión de las campañas de marketing móvil.

“Verizon Wireless lleva mucho tiempo tratando de proteger a los consumidores de el marketing inescrupuloso” comentó Richard Williams, Director Ejecutivo de Marketing de Versión. “Por medio de esta iniciativa de compartir las mejores prácticas con otras compañías en el sector del marketing móvil esperamos llegar a otros mercados con un mensaje unificado.”

“El último Manual de Mejores Prácticas para el Consumidor de la MMA tenía como objetivo cubrir las necesidades del ecosistema de una manera consiente y comprensible por medio de reglas, en un momento de cambios que nos retaba a seguir de cerca varios Códigos de Conducta de los carriers”, afirmó Mike Wehrs, Presidente y CEO de la MMA. “Este nuevo manual unificado y estandarizado libera a los carriers, compañías de tecnología, compañías de medios, marcas y representantes de los clientes de preocuparse por la protección de sus usuarios de manera individual, de ésta manera pueden enfocarse en brindar una óptima experiencia y continuar expandiendo el canal móvil”.

El Manual de Mejores Prácticas para el Consumidor (CBP) está disponible en www.mmaglobal.com/bestpractices.pdf



Date: July 6, 2009

Circulation: 3,376

<http://www.terra.com.mx/articulo.aspx?articuloid=843736>

MÉDIA

19.- La Asociación de Marketing Móvil (MMA) (www.mmaglobal.com) lanzó la última versión del Manual de Mejores Prácticas de EUA (Consumer Best Practices Guidelines for Cross-Carrier Mobile Content Services). Actualizado regularmente, este manual es un conjunto de prácticas estandarizadas del sector para los carriers de contenido y servicios móviles como mensajes de texto (SMS), mensajes multimedia (MMS), códigos cortos, Respuesta de Voz Interactiva (IVR) y red móvil.

Date: July 6, 2009
Circulation: 504,077

<http://www.propmark.com.br/publique/cgi/cgilua.exe/sys/start.htm?UserActiveTemplate=propmark&infoid=53360&sid=6>

MMA lança manual

“Melhores Práticas” traz normas de conduta para mercado dos Estados Unidos

A MMA (Mobile Marketing Association) apresentou na última quarta-feira (1º) a mais recente versão norte-americana das suas Melhores Práticas do Consumidor para Serviços de Conteúdo Móvel dos Carriers da Indústria (www.mmaglobal.com/bestpractices.pdf). Estas práticas, que serão atualizadas anualmente, consolidam as pautas individuais de marketing móvel e códigos de conduta - conhecidos como “carrier playbooks” - dos quatro maiores fornecedores de serviços sem fio dos Estados Unidos: Verizon Wireless, AT&T, Sprint e T-Mobile USA.

Produzidas pelo Comitê de Normas de Melhores Práticas do Consumidor da MMA Estados Unidos, as práticas estabelecem o que é ou não aceitável para o mercado norte-americano. “Antes, nós tínhamos quatro manuais diferentes e, agora, está tudo consolidado em um só documento, além de existirem poucas diferenças entre eles”, disse Kristine van Dillen, diretora de indústria e parceria da MMA Estados Unidos.

Além de incorporar os padrões dos carriers, as novas práticas incluem modificações como padronização da linguagem; maior flexibilidade para localizar o PIN (Personal Identification Number - número pessoal de identificação) nas mensagens terminadas; e modificação do requisito STOP em mensagens opt-in. “As normas proporcionarão uma melhor experiência aos consumidores e vão colaborar para a melhora da eficiência do mercado”, afirmou Kristine.

Brasil

De acordo com Terence Reis, presidente da MMA Brasil, o novo documento será avaliado pelo comitê local para decidir se também haverá mudanças no Manual de Boas Práticas nacional. “Não é algo assim definido. Neste mês teremos reunião, mas há outros assuntos mais relevantes para nosso mercado”, afirmou Reis, referindo-se às mecânicas de interação, às regras para obtenção do opt-in, aos modelos de negócio e aos processos para aprovação e implementação de mobile marketing.

Date: July 6, 2009
Circulation: 564,278

<http://www.informabtl.com/2009/la-mma-protege-a-los-usuarios-moviles.php>

La MMA protege a los usuarios móviles

Nueva York. - La Asociación de Marketing Móvil (MMA) presentó la última versión del manual de *Mejores Prácticas para Carriers de Contenido y Servicios Móviles en Estados Unidos*. Este documento incluye códigos de conducta de las compañías [Verizon Wireless](#), [AT&T](#), [Sprint](#) y [T-Mobile](#), con el fin de que la industria de la mercadotecnia móvil sea más eficiente.



Producido por el Comité de Mejores Prácticas del Consumidor (CBP) de la [MMA](#), el manual ofrece procedimientos para las empresas involucradas con servicios como mensajes de texto (SMS), mensajes multimedia (MMS), códigos cortos, respuesta de voz interactiva (IVR) y red móvil operen de la mejor manera posible al servicio del consumidor.

Mike Wehrs, presidente y ceo de la [MMA](#), indicó que este compendio —unificado y estandarizado— libera a las compañías de tecnología, marcas y medios de la preocupación por la protección de sus usuarios de manera individual, porque de esta forma, los diferentes jugadores de la industria proporcionarían soluciones conjuntas.

Date: July 6, 2009
Circulation: 1,191,209

<http://www.movilsur.com/index.php/2009/07/07/la-asociacion-de-marketing-movil-actualiza-su-manual/>

La Asociación de Marketing Móvil actualiza su manual.

La MMA actualizó el **Manual de Mejores Prácticas** con el aporte de operadores de Estados Unidos que ya desarrollan campañas de Mobile Marketing: AT&T, Sprint, T-Mobile USA y Verizon Wireless.



La versión **“Manual 4.0”** se refiere a una estandarización del lenguaje para los cargos que se cobren por mensajes y datos; una mayor flexibilidad en la localización con PIN en mensajes que llegan al terminal del usuario; y modificar el requerimiento de “STOP” en los mensajes.

Date: July 6, 2009

Circulation: 10,388,832

<http://www.digitalmarketla.com/2009/07/2628>

La MMA anuncia los nuevos miembros de sus juntas regionales y global

Publicado: Julio 15th, 2009 por Redaccion Digital Market

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MMA News

- Mobile Marketing Association Names 2009 North American Board of Directors
- MOBILE MARKETING ASSOCIATION ANUNCIA NOVO COMITÉ DE DIRETORES DA AMÉRICA LATINA PARA 2009
- LA ASOCIACIÓN DE MARKETING MÓVIL NOMBRA A SU JUNTA DIRECTIVA DEL 2009 PARA AMÉRICA LATINA

Consumer Best Practices

The MMA's primary focus is on consumer p... since industry growth without consumer sa... sustainable. The MMA therefore strives to a... and industry stakeholders generally with oc... wants to ensure a positive mobile experiari

Case Studies

National Express (Rapid Communication) National Express East Coast has a target for written passenger feedback within 10 days &

La Asociación de Marketing Móvil anunció los nuevos miembros de sus juntas regionales y los directores y miembros de su junta global para el periodo 2009 – 2010. Las juntas regionales tienen representación de las compañías que son miembros de la asociación en las diferentes partes donde opera la MMA: Asia-Pacífico, Europa, América Latina y América del Norte.

Los miembros de la junta global fueron elegidos a partir del comité ejecutivo de cada región, ellos estarán a cargo de trabajar con todos los miembros de la asociación y con el equipo de la MMA para manejar, guiar y continuar el liderazgo mundial de la MMA en el manejo de asuntos claves que afectan la industria.

El presidente de la junta global es Federico Pisani Massamormile, quien cuenta con el apoyo del Vice Presidente de la junta global Michael Becker, del presidente de la MMA Mike Wehrs, y del Presidente Emeritus de la junta global Russell Buckley.

A continuación la lista completa de los nuevos miembros de las juntas directivas regionales y de la junta global de la MMA para el periodo 2009-2010:

Global

- Presidente Global: Federico Pisani Massamormile, CEO HANZO
- Vice Presidente Global: Michael Becker, Vice Presidente Ejecutivo de Desarrollo de Negocios, iLoop Mobile
- Tesorero Global: Louis Gump, VP Mobile, CNN
- Secretario Global: Geoffrey Handley, Co-Fundador y Director de Nuevos Negocios, The Hyperfactory
- MMA: Mike Wehrs, Presidente y CEO

APAC

- Presidente: Sean Rach, Director, OgilvyOne Hong Kong
- Vice Presidente: Barney Loehnis, Network Director, Isobar Asia Pacific
- Secretario: Dilip Mistry, Windows Live Lead, Greater Asia Pacific
- Tesorero: Geoffrey Handley, Co-Founder & New Business Director, The Hyperfactory HK Ltd
- Presidente Emeritus: Jimmy Poon, Director, Puca Technologies
- MMA: Rohit Dadwal, Director APAC

Europe

- Presidente: Herve Le Jouan, Director, Europe, comScore Inc
- Vice Presidente: Arda Kertmelioglu, Vice Presidente y Desarrollador de Negocios, Mobilera BV
- Secretario: Mark Wächter, Presidente, BVDW Section Mobile (MMA Alemania)
- Tesorero: Salvador Carrillo, Fundador y CEO, Mobile Dreams Factory (MMA España)
- Presidente Emeritus: Russell Buckley, Vice President of Global Alliances, AdMob (además Presidente Global Emeritus)
- MMA: Paul Berney, Director EUR

LATAM

- Presidente: Omarson Costa, Senior Business Development Manager - Latin America, Microsoft
- Vice Presidente: Enrique Yuste, President, Wunderman América Latina
- Tesorero: Fernanda Magalhaes, Brazil Manager, Mobext
- Secretario: Roberto Vázquez Ferrero, Director Telecom Practice, Latin America, The Nielsen Company
- Presidente Emeritus: Federico Pisani Massamormile, CEO, HANZO
- MMA: Terence Reis, Director LATAM

Norte América

- Presidente: Maria Mandel, Executive Director of Digital Innovation, Ogilvy Interactive
- Vice Presidente: Michael Becker, VP, Mobile Strategies, iLoop Mobile
- Tesorero: Louis Gump, VP Mobile, CNN
- Secretario: Paul Palmieri, President & CEO, Millennial Media
- Presidente Emeritus: Tom Daly, Gerente de Grupo, Estrategia y Planeación, The Coca-Cola Company
- MMA: Mike Wehrs, Presidente y CEO (además representante de la MMA en la junta global)

"La MMA es una asociación que discute, planea y trabaja de la mano de sus miembros para resolver problemas claves de la industria, para compartir perspectivas y casos de estudio a través de las diferentes regiones con el objetivo de promover las tecnologías, procesos y practicas innovadoras, y además para incrementar el crecimiento del marketing y la publicidad móvil en todo el mundo. Me siento muy orgulloso de poder ser parte del quipo y ayudar a desarrollar nuevas oportunidades de negocio y aportar al crecimiento internacional de la asociación líder de la industria", finalizó Federico Piasani Massamormille, nuevo Presidente de la junta global.

Renuevan manual del Marketing Móvil

La edición un documento más completo que el anterior, con las mejores prácticas de los cuatro principales carriers de EU.

La Asociación de Marketing Móvil (MMA) acaba de lanzar la versión más reciente del Manual de Mejores Prácticas de Estados Unidos (Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services), para los carriers de contenido y servicios móviles como mensajes de texto (SMS), mensajes multimedia (MMS), códigos cortos, Respuesta de Voz Interactiva (IVR) y red móvil.

La versión 4.0 del manual, es la primera que consolida las prácticas individuales de marketing móvil y códigos de conducta –conocidos como “carrier playbooks- de las cuatro grandes compañías de Estados Unidos: Verizon Wireless, AT&T, Sprint and T-Mobile USA. Este acuerdo es el primero de la industria y resulta fundamental para el crecimiento continuo del Marketing Móvil y para la eficiencia operativa de la industria que puede ser superior a \$200 millones anuales.

Desarrollado por el Comité de Mejores Prácticas del Consumidor (CBP) de la MMA, el manual ofrece los procedimientos aceptables e inaceptables para las prácticas realizadas por los involucrados en Marketing Móvil en Estados Unidos.

La edición tiene 100 páginas y es un documento más completo que el anterior, con las mejores prácticas de los cuatro carriers, e incluye revisiones y adiciones en áreas como:

- Estandarización del lenguaje para “Cargos por mensajes y datos pueden aplicar”
- Mayor flexibilidad en la localización con PIN en mensajes que llegan al usuario
- Modificar el requerimiento de STOP en mensajes Opt-in MT

Cabe mencionar que el manual mejorará la satisfacción del cliente y la comprensión de las campañas de marketing móvil.

El Manual de Mejores Prácticas para el Consumidor (CBP) está disponible en www.mmaglobal.com/bestpractices.pdf

Date: July 7 2009

Circulation: 178,051

<http://www.baguete.com.br/noticiasDetalhes.php?id=3508897>

MMA lança programa para profissionais

17/07/2009 13:53 - Maurício Renner



A Mobile Marketing Association (MMA) anuncia a criação do seu programa de afiliação especialmente desenhado para os profissionais de marketing que operam no mercado móvel.

O programa MMA Affiliate Member foi criado para beneficiar os profissionais do marketing associados que seguem o Manual de Melhores Práticas do Consumidor e o Código Global de Conduta.

Ao tornar-se um MMA Affiliate Member, as empresas aceitam seguir as regras da MMA descritas no Manual de Melhores Práticas do Consumidor nos EUA e no Código Global de Conduta, e também recebem o reconhecimento da indústria de que ambos conhecem e acatam as regras de auto-regulação do setor que a MMA publica e mantém.

Date: July 17 2009
Circulation: 3,490,937

<http://www.adnews.com.br/telecom.php?id=91210>

Mobile Marketing Association lança programa

17/07/09



A Mobile Marketing Association (MMA) (www.mmaglobal.com) anuncia a criação do seu programa de afiliação especialmente desenhado para os profissionais de marketing associados que operam no mercado móvel. O programa MMA Affiliate Member foi criado para beneficiar os profissionais do marketing afiliados que seguem o Manual de Melhores Práticas do Consumidor e o Código Global de Conduta, e aborda pontos cada vez mais frequentes, como a má experiência do usuário, resultado de práticas publicitárias enganosas.

Ao tornar-se um MMA Affiliate Member, as empresas aceitam seguir as regras da MMA descritas no Manual de Melhores Práticas do Consumidor nos EUA e no Código Global de Conduta, e também recebem o reconhecimento da indústria de que ambos conhecem e acatam as regras de auto-regulação do setor que a MMA publica e mantém.

Os MMA Affiliate Members se beneficiam ao receber informações sobre as políticas recentes e as decisões de auto-regulação, além de detalhes das iniciativas da MMA e de oportunidades de estabelecer contatos. As operadoras, os fornecedores de conteúdo e agregadores passam a fazer parte de um grupo de profissionais de marketing de confiança que conhecem e aplicam as melhores práticas da indústria. Os consumidores, por sua vez, se beneficiam com a redução considerável de anúncios enganosos, que não cumprem com o Manual de Melhores Práticas do Consumidor.

Além do recente anúncio - no qual se informa que a MMA incorporou as estratégias das principais operadoras norte-americanas no documento Manual de Melhores Práticas do Consumidor nos EUA. - o programa Affiliate Member faz parte de uma série de iniciativas que a MMA está lançando para reduzir as barreiras para o crescimento da indústria do marketing móvel e ao mesmo tempo enriquecem a experiência do consumidor.

Desde o princípio, companhias como Mobile Messenger, VeriSign® Messaging e Mobile Media, MX Telecom, PlayPhone, Cellfish Media e NextWeb Media, têm apoiado e dedicado tempo e energia para a iniciativa MMA Affiliate Members.

“A PlayPhone orgulha-se de apoiar a MMA e de seus esforços com o programa Affiliate Membership, que melhora ainda mais a experiência entre profissionais do marketing e consumidores”, diz Ron Czerny, Fundador e CEO da PlayPhone.

La Asociación de Marketing Móvil lanza programa de miembros afiliados



La Asociación de Marketing Móvil (MMA) anunció la creación de su programa de afiliación diseñado específicamente para los miembros de la asociación que operan en el mercado móvil. El programa Membresías MMA para Afiliados (MMA Affiliate Member), fue creado para beneficiar a los profesionales del mercadeo que cumplen con el Manual de Mejores Prácticas y el Código Global de Conducta, y son conscientes de las, cada vez más frecuentes, malas experiencias del usuario debido a una publicidad engañosa. Al convertirse en un miembro afiliado a la MMA, las compañías aceptan seguir las pautas establecidas en el Manual de Mejores Prácticas de Estados Unidos y en el Código Global de Conducta, y en retorno reciben el reconocimiento en la industria de ser profesionales que conocen y acatan las reglas de auto-regulación del sector que la MMA publica y mantiene.

Los afiliados a la MMA reciben por parte de la asociación educación en políticas recientes y decisiones auto-regulatorias, acceso a las iniciativas de la MMA y oportunidades de relacionamiento con otros profesionales de la industria. Operadores, creadores de contenido y agregadores forman un grupo de profesionales de confianza que conocen y aplican las mejores prácticas dentro de la industria. Los consumidores, por su parte, se benefician con la disminución de anuncios publicitarios engañosos que no cumplen con las normas del Manual de Mejores Prácticas.

Además del último anuncio, sobre la unificación de las estrategias de los principales proveedores de Estados Unidos en un sólo Manual de Mejores Prácticas creado por la MMA, el programa Membresías MMA para Afiliados (MMA Affiliate Member) es parte de una serie de iniciativas que la MMA está lanzando para reducir las barreras de crecimiento en la industria del marketing móvil y enriquecer la experiencia del consumidor.

Desde un principio compañías como Mobile Messenger, VeriSign® Messaging and Mobile Media, MX Telecom, PlayPhone, Cellfish Media y NextWeb Media han comprometido tiempo y energía y han apoyado la iniciativa del programa Membresías MMA para Afiliados (MMA Affiliate Member).

“PlayPhone se enorgullece en apoyar la MMA y sus esfuerzos con el programa Membresías MMA para Afiliados (MMA Affiliate Member) que mejora la experiencia entre mercaderes y consumidores” manifestó Ron Czerny, fundador y presidente de PlayPhone.

“Agradecemos y apoyamos la iniciativa de la MMA de lanzar el programa Membresías MMA para Afiliados (MMA Affiliate Member). Incrementar la adherencia a las guías y a las mejores prácticas de la MMA garantiza un terreno de juego limpio para aquellos que se interesan por el crecimiento de la industria, mientras que se protegen los intereses de los consumidores”, declaró Jill Labert, VP de marketing para NextWeb Media.

“Al reconocer una red pre-aprobada de afiliados, agregadores, proveedores y creadores de contenido se garantiza que los socios afiliados puedan enfocarse en nuevos productos y servicios, además de concentrarse en la protección del consumidor y en el desarrollo del ecosistema móvil”, dijo Alykhan Govani, presidente de América del Norte para MX Telecom.

"A través del programa Membresías MMA para Afiliados (MMA Affiliate Member), la MMA esta trabajando con el ecosistema móvil para asegurar que todos los involucrados en la industria sigan el Manual de Mejores Prácticas para mejorar así la experiencia móvil de los consumidores", afirmó Rob Kramer, director de ventas para VeriSign Messaging and Mobile Media. "Veri Sign es un miembro activo de la MMA y apoya completamente esta iniciativa ya que permite a la industria y a sus proveedores de contenido y socios beneficiarse con la guía y las mejores prácticas de la MMA".

"El programa Membresías MMA para Afiliados (MMA Affiliate Member) es el ejemplo más reciente de cómo la MMA identifica y, proactivamente, busca soluciones para un tema que afecta tanto a los consumidores como a la industria móvil en general", afirmó Mike Wehrs, presidente de la MMA. "Este nuevo programa es un gana – gana ya que significa que más individuos estarán siguiendo las guías y mejores prácticas de la MMA, beneficiando el ecosistema y los consumidores ya que están más protegidos de prácticas engañosas a través de su celular".

Para más información acerca del Nuevo Membresías MMA para Afiliados (MMA Affiliate Member), requisitos y registración, visite <http://mmaglobal.com/affiliates>.

Acerca de Mobile Marketing Association (MMA)

La Mobile Marketing Association (MMA) es la primera asociación global sin fines de lucro que se esfuerza por estimular el crecimiento del marketing móvil 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 Mobile Marketing Association 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).

Para obtener más información
www.mmaglobal.com

Asociación de marketing móvil lanza programa de miembros afiliados

El programa Membresías MMA para Afiliados (MMA Affiliate Member), fue creado para beneficiar a los profesionales del mercadeo que cumplen con el Manual de Mejores Prácticas y el Código Global de Conducta, y son concientes de las, cada vez más frecuentes, malas experiencias del usuario debido a una publicidad engañosa.

Nueva York, Londres, UK, Singapore y Sao Paulo.- La Asociación de Marketing Móvil (MMA) (www.mmaglobal.com) anunció la creación de su programa de afiliación diseñado específicamente para los miembros de la asociación que operan en el mercado móvil.

Al convertirse en un miembro afiliado a la MMA, las compañías aceptan seguir las pautas establecidas en el Manual de Mejores Prácticas de Estados Unidos y en el Código Global de Conducta, y en retorno reciben el reconocimiento en la industria de ser profesionales que conocen y acatan las reglas de auto-regulación del sector que la MMA publica y mantiene.

Los afiliados a la MMA reciben por parte de la asociación educación en políticas recientes y decisiones auto-regulatorias, acceso a las iniciativas de la MMA y oportunidades de relacionamiento con otros profesionales de la industria. Operadores, creadores de contenido y agregadores forman un grupo de profesionales de confianza que conocen y aplican las mejores prácticas dentro de la industria. Los consumidores, por su parte, se benefician con la disminución de anuncios publicitarios engañosos que no cumplen con las normas del Manual de Mejores Prácticas.

Además del último anuncio, sobre la unificación de las estrategias de los principales proveedores de Estados Unidos en un sólo Manual de Mejores Prácticas creado por la MMA, el programa Membresías MMA para Afiliados (MMA Affiliate Member) es parte de una serie de iniciativas que la MMA está lanzando para reducir las barreras de crecimiento en la industria del marketing móvil y enriquecer la experiencia del consumidor.

Desde un principio compañías como Mobile Messenger, VeriSign® Messaging and Mobile Media, MX Telecom, PlayPhone, Cellfish Media y NextWeb Media han comprometido tiempo y energía y han apoyado la iniciativa del programa Membresías MMA para Afiliados (MMA Affiliate Member).



Date: July 20 2009

Circulation: 1,131,159

<http://www.todoenunlick.com/Notas/nota.php?kenota=19374>

Asociación de Marketing Móvil lanza programa de miembros afiliados

20-07-2009 | La Asociación de Marketing Móvil (MMA) anunció la creación de su programa de afiliación diseñado específicamente para los miembros de la asociación que operan en el mercado móvil. El programa Membresías MMA para Afiliados (MMA Affiliate Member), fue creado para beneficiar a los profesionales del mercadeo que cumplen con el Manual de Mejores Prácticas y el Código Global de Conducta, y son concientes de las, cada vez más frecuentes, malas experiencias del usuario debido a una publicidad engañosa. Al convertirse en un miembro afiliado a la MMA, las compañías aceptan seguir las pautas establecidas en el Manual de Mejores Prácticas de Estados Unidos y en el Código Global de Conducta, y en retorno reciben el reconocimiento en la industria de ser profesionales que conocen y acatan las reglas de auto-regulación del sector que la MMA publica y mantiene.

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Además del último anuncio, sobre la unificación de las estrategias de los principales proveedores de Estados Unidos en un sólo Manual de Mejores Prácticas creado por la MMA, el programa Membresías MMA para Afiliados (MMA Affiliate Member) es parte de una serie de iniciativas que la MMA está lanzando para reducir las barreras de crecimiento en la industria del marketing móvil y enriquecer la experiencia del consumidor.

Desde un principio compañías como Mobile Messenger, VeriSign® Messaging and Mobile Media, MX Telecom, PlayPhone, Cellfish Media y NextWeb Media han comprometido tiempo y energía y han apoyado la iniciativa del programa Membresías MMA para Afiliados (MMA Affiliate Member).



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Circulation: 552,861

[http://www.acis.org.co/index.php?id=197&tx_mininews_pi1\[showUid\]=10258&cHash=e73a51e400](http://www.acis.org.co/index.php?id=197&tx_mininews_pi1[showUid]=10258&cHash=e73a51e400)

ASOCIACIÓN DE MARKETING MÓVIL LANZA PROGRAMA DE MIEMBROS AFILIADOS

Los afiliados a la MMA reciben por parte de la asociación educación en políticas recientes y decisiones auto-regulatorias, acceso a las iniciativas de la MMA y oportunidades de relacionamiento con otros profesionales de la industria

Nueva York, Londres, UK, Singapore y Sao Paulo: Julio 17, 2009 – La Asociación de Marketing Móvil (MMA) (www.mmaglobal.com) anunció la creación de su programa de afiliación diseñado específicamente para los miembros de la asociación que operan en el mercado móvil. El programa Membresías MMA para Afiliados (MMA Affiliate Member), fue creado para beneficiar a los profesionales del mercadeo que cumplen con el Manual de Mejores Prácticas y el Código Global de Conducta, y son conscientes de las, cada vez más frecuentes, malas experiencias del usuario debido a una publicidad engañosa. Al convertirse en un miembro afiliado a la MMA, las compañías aceptan seguir las pautas establecidas en el Manual de Mejores Prácticas de Estados Unidos y en el Código Global de Conducta, y en retorno reciben el reconocimiento en la industria de ser profesionales que conocen y acatan las reglas de auto-regulación del sector que la MMA publica y mantiene. Los afiliados a la MMA reciben por parte de la asociación educación en políticas recientes y decisiones auto-regulatorias, acceso a las iniciativas de la MMA y oportunidades de relacionamiento con otros profesionales de la industria. Operadores, creadores de contenido y agregadores forman un grupo de profesionales de confianza que conocen y aplican las mejores prácticas dentro de la industria. Los consumidores, por su parte, se benefician con la disminución de anuncios publicitarios engañosos que no cumplen con las normas del Manual de Mejores Prácticas. Además del último anuncio, sobre la unificación de las estrategias de los principales proveedores de Estados Unidos en un sólo Manual de Mejores Prácticas creado por la MMA, el programa Membresías MMA para Afiliados (MMA Affiliate Member) es parte de una serie de iniciativas que la MMA está lanzando para reducir las barreras de crecimiento en la industria del marketing móvil y enriquecer la experiencia del consumidor. Desde un principio compañías como Mobile Messenger, VeriSign® Messaging and Mobile Media, MX Telecom, PlayPhone, Cellfish Media y NextWeb Media han comprometido tiempo y energía y han apoyado la iniciativa del programa Membresías MMA

para Afiliados (MMA Affiliate Member). "PlayPhone se enorgullece en apoyar la MMA y sus esfuerzos con el programa Membresías MMA para Afiliados (MMA Affiliate Member) que mejora la experiencia entre mercaderes y consumidores" manifestó Ron Czerny, fundador y presidente de PlayPhone. "Agradecemos y apoyamos la iniciativa de la MMA de lanzar el programa Membresías MMA para Afiliados (MMA Affiliate Member). Incrementar la adherencia a las guías y a las mejores prácticas de la MMA garantiza un terreno de juego limpio para aquellos que se interesan por el crecimiento de la industria, mientras que se protegen los intereses de los consumidores", declaró Jill Labert, VP de marketing para NextWeb Media. "Al reconocer una red pre-aprobada de afiliados, agregadores, proveedores y creadores de contenido se garantiza que los socios afiliados puedan enfocarse en nuevos productos y servicios, además de concentrarse en la protección del consumidor y en el desarrollo del ecosistema móvil", dijo Alykhan Govani, presidente de América del Norte para MX Telecom. "A través del programa Membresías MMA para Afiliados (MMA Affiliate Member), la MMA esta trabajando con el ecosistema móvil para asegurar que todos los involucrados en la industria sigan el Manual de Mejores Prácticas para mejorar así la experiencia móvil de los consumidores", afirmó Rob Kramer, director de ventas para VeriSign Messaging and Mobile Media. "Veri Sign es un miembro activo de la MMA y apoya completamente esta iniciativa ya que permite a la industria y a sus proveedores de contenido y socios beneficiarse con la guía y las mejores prácticas de la MMA". "El programa Membresías MMA para Afiliados (MMA Affiliate Member) es el ejemplo más reciente de cómo la MMA identifica y, proactivamente, busca soluciones para un tema que afecta tanto a los consumidores como a la industria móvil en general", afirmó Mike Wehrs, presidente de la MMA. "Este nuevo programa es un gana - gana ya que significa que más individuos estarán siguiendo las guías y mejores prácticas de la MMA, beneficiando el ecosistema y los consumidores ya que están más protegidos de prácticas engañosas a través de su celular". Para más información acerca del Nuevo Membresías MMA para Afiliados (MMA Affiliate Member), requisitos y registración, visite <http://mmaglobal.com/affiliates>.



Date: July 17 2009

Circulation: 3,376

<http://www.terra.com.mx/articulo.aspx?articuloid=850123>

16.- La Asociación de Marketing Móvil (MMA) (www.mmaglobal.com) anunció la creación de su programa de afiliación diseñado específicamente para los miembros de la asociación que operan en el mercado móvil. El programa Membresías MMA para Afiliados (MMA Affiliate Member), fue creado para beneficiar a los profesionales del mercadeo que cumplen con el Manual de Mejores Prácticas y el Código Global de Conducta, y son concientes de las cada vez más frecuentes malas experiencias del usuario debido a una publicidad engañosa. Al convertirse en un miembro afiliado a la MMA, las compañías aceptan seguir las pautas establecidas en el Manual de Mejores Prácticas de Estados Unidos y en el Código Global de Conducta, y en retorno reciben el reconocimiento en la industria de ser profesionales que conocen y acatan las reglas de [auto](#)-regulación del sector que la MMA publica y mantiene.

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Circulation: 564,278

<http://www.informabtl.com/2009/la-mma-desarrolla-programa-de-afiliacion.php>

La MMA desarrolla programa de afiliación

Sao Paulo, Brasil.- La Asociación de Marketing Móvil (MMA) creó un programa de afiliación para los miembros de su asociación que cumplen con los estatutos del manual de mejores prácticas y el código global de conducta. El beneficio que obtienen las empresas de la industria del mercado móvil es el reconocimiento profesional, educación sobre políticas regulatorias, contacto con otros participantes y acceso a las iniciativas del organismo.



Las compañías que, en primera instancia, se unieron a este proyecto de la MMA, son las siguientes: **Mobile Messenger, VeriSign, MX Telecom, PlayPhone, Cellfish Media y NextWeb Media.**

El objetivo de esta acción es promover un atención honesta y eficiente para los consumidores de servicios móviles.



Date: July 18 2009
Circulation: 742,302

<http://informativo.moviles.com/noticia/97089>

La Asociación de Marketing Móvil lanza programa de miembros afiliados

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Lunes, 20 de Julio del 2009

El programa Membresías MMA para Afiliados (MMA Affiliate Member), fue creado para beneficiar a los profesionales del mercadeo que cumplen con el Manual de Mejores Prácticas y el Código Global de Conducta, y son conscientes de las, cada vez más frecuentes, malas experiencias del usuario debido a una publicidad engañosa. Al convertirse en un miembro afiliado a la MMA, las compañías aceptan seguir las pautas establecidas en el Manual de Mejores Prácticas de Estados Unidos y en el Código Global de Conducta, y en retorno reciben el reconocimiento en la industria de ser profesionales que conocen y acatan las reglas de auto-regulación del sector que la MMA publica y mantiene.

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Para más información acerca del Nuevo Membresías MMA para Afiliados (MMA Affiliate Member), requisitos y registración visite <http://mmaglobal.com/affiliates>.

Acerca de Mobile Marketing Association (MMA)

La Mobile Marketing Association (MMA) es la primera asociación global sin fines de lucro que se esfuerza por estimular el crecimiento del marketing móvil 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 Mobile Marketing Association 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).

Para obtener más información
www.mmaglobal.com



Date: July 18 2009
Circulation: 400,945

<http://www.mundodomarketing.com.br/10409,mobile-marketing-association-incentiva-crescimento-de-marketing-movel.htm>

Mobile Marketing Association incentiva crescimento de Marketing Móvel MMA lança programa de afiliação para profissionais associados

A Mobile Marketing Association (MMA) anuncia a criação do seu programa de afiliação desenvolvido para os profissionais de Marketing associados que operam no mercado móvel. O programa MMA Affiliate Member foi criado para beneficiar os profissionais que seguem o "Manual de Melhores Práticas do Consumidor" e o "Código Global de Conduta". O programa aborda pontos cada vez mais frequentes, como a má experiência do usuário, resultado de práticas publicitárias enganosas.

Os MMA Affiliate Members se beneficiam ao receber informações sobre as políticas recentes e as decisões de auto-regulação, além de detalhes das iniciativas da MMA e de oportunidades de estabelecer contatos. O Programa faz parte de uma série de iniciativas que a MMA está lançando para incentivar o crescimento da indústria do Marketing móvel e enriquecer a experiência do consumidor.

Desde o princípio, companhias como Mobile Messenger, VeriSign Messaging e Mobile Media, MX Telecom, PlayPhone, Cellfish Media e NextWeb Media, têm apoiado e dedicado tempo e energia para a iniciativa MMA Affiliate Members. Mais informações em <http://mmaglobal.com/affiliates>.

MMA: programa exclusivo para profissionais de marketing móvel



Marketing - Artigos

por e-Thesis

17-Jul-2009

marketing A Mobile Marketing Association (MMA) anunciou a criação do programa de afiliação especialmente voltado para profissionais de marketing que operam no mercado móvel. O programa MMA Affiliate Member foi criado para os profissionais que seguem o Manual de Melhores Práticas do Consumidor e o Código Global de Conduta, e aborda pontos cada vez mais frequentes, como a má experiência do usuário, resultado de práticas publicitárias enganosas. Ao tornar-se um MMA Affiliate Member, as empresas aceitam seguir as regras da MMA e também recebem o reconhecimento da indústria de que conhecem e acatam as regras de auto-regulação do setor que a MMA publica e mantém.

Os MMA Affiliate Members recebem informações sobre as políticas recentes e as decisões de auto-regulação, além de detalhes das iniciativas da MMA e de oportunidades de contatos. As operadoras, os fornecedores de conteúdo e agregadores passam integrar um grupo de profissionais de marketing de confiança. Os consumidores, por sua vez, se beneficiam com a redução considerável de anúncios enganosos, que não cumprem com o Manual de Melhores Práticas do Consumidor.

Date: July 20 2009

Circulation: 852,349

<http://www.mobilepedia.com.br/prod/2009/07/20/mma-cria-programa-de-afiliacao/>

MMA CRIA PROGRAMA DE AFILIAÇÃO

20 de Julho de 2009

por Pedro Bombonatti



A Mobile Marketing Association (MMA) anunciou a criação da [MMA Affiliate Member](#), programa de afiliação voltado para os profissionais do mercado de mobile.

A afiliação foi criada para beneficiar os profissionais que seguem as regras do [Manual de Melhores Práticas no Trato do Consumidor](#) e o [Código Global de Conduta](#). Para quem quiser se tornar um membro da afiliação deve aceitar estas regras e, em troca, recebe o reconhecimento de que conhece e cumpre as regras de auto-regulação do setor que a MMA publica e mantém.



Date: July 20 2009
Circulation: 4,466,826

http://www.gsmd.com.br/port/abre_varejodigital.aspx?id=2327

Varejo Digital

20/07/2009

Mobile Marketing Association incentiva crescimento de Marketing Móvel

A Mobile Marketing Association (MMA) anuncia a criação do seu programa de afiliação desenvolvido para os profissionais de Marketing associados que operam no mercado móvel. O programa MMA Affiliate Member foi criado para beneficiar os profissionais que seguem o "Manual de Melhores Práticas do Consumidor" e o "Código Global de Conduta". O programa aborda pontos cada vez mais frequentes, como a má experiência do usuário, como resultado de práticas publicitárias enganosas. Os MMA Affiliate Members se beneficiam ao receber informações sobre as políticas recentes e as decisões de auto-regulação, além de detalhes das iniciativas da MMA e de oportunidades de estabelecer contatos. O Programa faz parte de uma série de iniciativas que a MMA está lançando para incentivar o crescimento da indústria do Marketing móvel e enriquecer a experiência do consumidor.

North America Coverage

June 30, 2009
FierceMobileContent



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

Mobile marketing: Mayberry or the Wild West?

Protect consumers and you protect the opportunity. That maxim applies to mobile marketing, where U.S. expenditures on mobile marketing for 2009 are \$ 1.7 billion, according to **MMA** research. This prediction is expected to grow by about 26 percent to \$2.16 billion next year.

Like any other booming industry, mobile marketing is attracting hordes of newcomers, some of which don't know or don't care about the rules designed to protect consumers. In the process, these companies risk ruining both the user experience and the market opportunity.

Today the mobile marketing industry is at a crossroads. One path leads to the electronic equivalent of Mayberry, a boom town where consumers gladly shop along a Main Street free of hucksters. The other path leads to the Wild West, a backwater where con artists outnumber consumers and reputable merchants.

Here's an example of the latter: A company sends unsolicited text messages offering a free ringtone to recipients who click on a link in the message. They get the ringtone--and a nasty surprise: By clicking on the link, they've unwittingly subscribed to a \$9.99 per month service that sends daily horoscopes and jokes.

When their cell phone bill arrives, they see the charge and try to figure out how to cancel the service. Assuming that they can even find the company's contact information, there's also a good chance that by then, the company has closed its doors and reopened elsewhere under another name.

The choice is clear: community policing now, before problems get out of hand.

Law of the land

It would be cliché to say that there's a new sheriff in town because he's been around for several years: the **Mobile Marketing Association (MMA)**, making the mobile channel safe for consumers and brands alike by publishing references such as U.S. Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services.

Industry-standard rules have two main benefits: First, they enable self-policing, where reputable brands, marketers, software developers and other companies use the guidelines to ensure that they're protecting consumers. The rules are particularly handy now because of the way that the mobile channel is rapidly evolving, creating new opportunities--and risks--almost weekly.

The second benefit is that a single set of rules makes compliance easier, faster and less expensive for all members of the mobile marketing ecosystem. Rulebooks such as the **MMA's** Consumer Best Practices literally put everyone on the same page in terms of guidelines for cross-carrier mobile content services such as text messaging (SMS), multimedia messaging (MMS), shortcode programs, mobile Web and interactive voice response (IVR).

In March 2009, the mobile marketing industry took another major step toward the Mayberry ideal when the **MMA** announced an industry-first agreement with the four largest U.S. wireless service providers--AT&T, Sprint, T-Mobile USA and Verizon Wireless--to consolidate their individual mobile marketing guidelines and codes of conduct into a single document.

Known as "carrier playbooks," the individual sets of guidelines provided brands, agencies and other members of the mobile ecosystem with valuable recommendations and requirements for using a particular carrier's network. The big catch is that mobile marketing campaigns typically span multiple carriers, forcing companies to master and implement multiple sets of rules.

That process is complex and time-consuming and often is the gating factor in a mobile campaign's roll-out--not a viable option if the campaign's timeline is dictated by something else, such as the release date for a new album or cross promotion with a movie debut. Following multiple, disparate playbooks is also expensive because it requires more resources, such as additional staff responsible for each playbook's implementation.

For example, some carrier playbooks required the term "Standard Message Rates Apply," while others use "Standard Data Rates May Apply." Consumer Best Practices frees brands and agencies from becoming experts in each of the four largest carriers' minutiae by allowing them to use standardized language such as "Message & Data Rates May Apply." In the process, consumers encounter consistent language, instead of having to wonder whether one carrier's phrase means something different than another's.

Although that example might sound like a minor issue, it adds up to a major headache when multiplied by hundreds of similar requirements and multiplied again by four carriers. By consolidating the four playbooks into Consumer Best Practices--beginning with the 4.0 edition, published this June--the industry will achieve operational efficiencies upward of \$200 million annually.

Just as important, consolidation minimizes some of the kinds of problems that can set the stage for the Wild West: an ignorance of rules or indifference developed out of the frustration trying to figure out which ones apply when and where.

Self-police or self-destruct

By agreeing on and adopting industry-standard rules, mobile marketing is avoiding the Wild West environment that other industries created by failing to police themselves. Banking is one cautionary tale. In 1999, the Treasury Department blasted banks for selling customers' personal information to telemarketers in return for a commission on sales.

"While it might be unfair to burden an entire industry with legislation aimed at curbing the poor conduct of a few institutions, the persistent failure of the industry itself to address abusive conduct creates a fertile seedbed for legislation," John D. Hawke, Jr., the Treasury's comptroller of the currency, said in a speech to bankers.

It's equally important that industries be forward-thinking when self-policing. For example, today's cell phones and smartphones have advanced browser capabilities, and they run on networks that provide broadband speeds. All of that creates the opportunities for mobile marketing campaigns centered on the mobile Web.

Hence the need for industry-standard mobile Web guidelines designed to protect consumers and ensure the optimal user experience. The **MMA** website also makes it easy for consumers to report suspicious campaigns, which the **MMA** then investigates.

All members of the mobile marketing ecosystem have a vested interest in identifying and heading off practices that could jeopardize the consumer experience. The alternative is the Wild West, where reputable brands stay away--an alternative no one wants.

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

July 1, 2009
DM News

DMNews

<http://www.dmnews.com/Top-mobile-carriers-speaking-same-language-with-latest-MMA-guidelines/article/139418/>

Top mobile carriers speaking same language with latest MMA guidelines

The **Mobile Marketing Association** announced on July 1 it has released the latest version – its fourth -- of its US Consumer Best Practices Guidelines for Cross-Carrier Mobile Content Services. **MMA** updates the guidelines twice a year.

The latest version includes what the association calls a “milestone”: it consolidates the individual mobile marketing guidelines, aka “carrier playbooks,” of the four largest US wireless service providers: Verizon Wireless, AT&T, Sprint and T-Mobile USA. That eliminates the need for marketers to refer to four separate sets of carrier rules and guidelines, since the four carriers are now collaborating on standards for the industry.

Kristine van Dillen, director, Industry Initiatives and Partnerships at **MMA**, said this should greatly simplify the process for technology enablers and marketers to execute short code messaging program. “It currently takes six weeks to get a [typical] mobile marketing program approved” because of a complicated string of processes and approvals with carriers that have until now been using different terminology, van Dillen said. “[With the new guidelines,] it becomes cheaper and easier for them to implement mobile marketing campaigns.” She added that it also “gives a brand the ability to give more peace of mind to the consumer that they are following best practice guidelines.”

The guidelines were produced by **MMA's** Consumer Best Practices committee, which includes member companies such as AT&T, Publicis NA, Fox Mobile Entertainment and Yahoo. The committee solicited feedback from more than 200 industry stakeholders at about 120 member companies.

July 1, 2009
TMCnet



<http://ivr.tmcnet.com/topics/ivr-voicexml/articles/59147-new-guidelines-available-cross-carrier-mobile-content-services.htm>

New Guidelines Available for Cross-Carrier Mobile Content Services

In an effort to beef up the solutions and services that are offered to customers across the mobile landscape, the **Mobile Marketing Association** has released the latest version of the U.S. Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services.

The guidelines are updated regularly and provide an industry standard for cross-carrier mobile content services, including text messaging (SMS), multimedia messaging (MMS) shortcode programs, Interactive Voice Response (IVR) and mobile Web.

The new guidelines, known as version 4.0, are the first to consolidate the individual mobile marketing guidelines and codes of conduct, known as carrier playbooks, of the four largest U.S. wireless service providers, including Verizon Wireless, AT&T, Sprint and T-Mobile USA.

This industry-first agreement was announced in March of 2009 and is considered to be a milestone toward the continued growth of mobile marketing. The guidelines are also expected to help push operational efficiencies for the industry in the range of \$200 million annually.

While these guidelines are important for streamlining the way in which mobile providers offer services to customers, it is also important that mobile carriers understand their customers. In demonstrating an ability to deliver what customers need and want, these carriers can drive loyalty and increased revenues.

Produced by the **MMA's** CBP Committee, the guidelines are designed to provide measures of acceptable and unacceptable practices for all players in the U.S. ecosystem. This document is considered to be significantly more comprehensive than the previous edition. At the same time, it is also considered to be more concise and eliminates the need for companies to each have their own playbook.

As a standard, the guidelines also offer a new reference ID system that is designed to make it fast and easy to navigate the document and find information. These guidelines help to standardize practices across the industry and provide a better experience for customers by ensuring the consistency of mobile marketing campaigns across the four major U.S. carriers.

"Verizon Wireless has a long history of trying to protect our customers against unscrupulous marketing practices," said Richard Williams (News - Alert), Verizon executive director of marketing, in a statement. "By sharing best practices with other companies in the mobile marketing ecosystem, we hope to drive these practices out of the wireless marketplace altogether."

It will be interesting to watch these four major players as they embrace these guidelines and yet still aggressively compete against each other. While a standard across the industry is certainly good for the customer base, will it emerge as being beneficial for these players?

"The latest **MMA** Consumer Best Practices Guidelines are an industry milestone toward meeting the ecosystem's need for a concise yet comprehensive set of rules at a time when rapid growth increases the challenge of following multiple playbooks," said Mike Wehrs (News - Alert), president and CEO of the **MMA**. "By providing a single, industry-standard reference, the new guidelines free carriers,

technology companies, brands, media companies and consumer advocates to focus on protecting consumers, providing the optimal user experience and continuing the mobile channel's growth.”

While carriers are embracing these guidelines and establishing standards by which to serve their customers, some companies are missing the boat altogether in regards to the opportunities in the mobile space.

As mobile Internet is gaining in use among the consumer and business sectors, companies need to be capturing the among of traffic that comes to their site. Research shows that many of these companies do not conduct such due diligence and are therefore missing out on significant opportunities.

Companies could stand to gain significant benefit by understanding these guidelines and even embracing them within their own environments to maximize the opportunities within the mobile marketing space. To do so could prove to be extremely profitable.

July 1, 2009
Wireless Week



<http://www.wirelessweek.com/article.aspx?id=170548>

MMA Releases Mobile Content Guidelines

The **Mobile Marketing Association (MMA)** has released the latest version of best practice guidelines for cross-carrier mobile content services in the United States.

The guidelines are the first to consolidate the individual mobile marketing guidelines and codes of conduct of the four largest carriers: Verizon Wireless, AT&T, Sprint Nextel and T-Mobile USA. Major aggregators and content owners including Yahoo! and Fox Mobile Entertainment also supported the effort.

"Verizon Wireless has a long history of trying to protect our customers against unscrupulous marketing practices," said Richard Williams, Verizon executive director of marketing, in a statement. "By sharing best practices with other companies in the mobile marketing ecosystem, we hope to drive these practices out of the wireless marketplace all together."

The **MMA** claims the industry-first agreement will spur the growth of mobile marketing and save the industry over \$200 million on an annual basis by streamlining operations.

The agreement covers content such as text messaging, multimedia messaging and mobile Web and features a new reference ID system.

It also includes changes to key areas such as standardizing the language "Msg & Data Rates May Apply," allowing for more flexibility with PIN location in message-terminated (MT) messages and modifying the STOP requirement in opt-in MT messages.

The guidelines ensure that advertisers have a standard set of practices to follow. Before they were put in place, advertisers had to adjust for each carrier's particular guidelines.

"By providing a single, industry-standard reference, the new guidelines free carriers, technology companies, brands, media companies and consumer advocates to focus on protecting consumers, providing the optimal user experience and continuing the mobile channel's growth," said Mike Wehrs, president and CEO of the **MMA**, in a statement.

<http://sbj.net/main.asp?SectionID=18&SubSectionID=23&ArticleID=85009&TM=58165.79>

Text-message marketing taps interested customers

By Kathryn Wall

From coupon clippings to sales flyers to Web site promotions, businesses have long recognized the need to reach out to customers, and some are using modern technology for a more direct approach.

Arkansas-based SumoText and its sales agents are helping a growing number of area businesses connect with customers through texting, a technological twist on direct marketing.

Ken Childers, a local SumoText agent since August, said that unlike other passive forms of advertising, such as TV commercials or e-mails, text-message ads are immediate and can create a dialogue between the company and the consumer.

"It's the ultimate in permissions marketing," Childers said text-message marketing, because customers request to hear from the company, and the immediacy of getting a text message feels less like an advertisement to the consumer. "It feels like a special message from a friend."

Customers sign up for the messages, which cost them the standard text messaging rate through their phone service providers, so they can take advantage of contests and discounts. Business owners benefit from direct advertising to those customers who have already expressed interest in the products being sold, Childers added.

After an initial \$100 set-up fee, merchant fees start at \$79 per month for 1,000 outbound messages - and the more outbound messages a business signs up for, the more the price declines.

If businesses exceed the chosen message limit, they pay a prorated amount for additional messages and have the option of modifying their plan.

"It's kind of a happy predicament because if you've got that many and you're getting those kind of responses and you want to send those out, then you're going to want to increase your pool (of messages)," Childers said.

Direct customer contact

The technology behind mobile mass marketing is being used by national brands such as Coca-Cola and the Bravo TV station, and local businesses are taking note.

Among Childers' local SumoText clients are Pyramid Foods, My 31 TV, Classic Sports and Staxx Apparel in downtown Springfield.

Nicholas Cloyd, Staxx creative and marketing director, said the retailer uses text messages to notify clients of new brand arrivals, and anyone who signs up for the Staxx text messages in June is in the running to win one of two \$100 gift cards to be presented at the end of the month.

"I would definitely recommend this service to any business," Cloyd said, noting that in the two months Staxx has been using SumoText, there has been an increase in customer foot traffic at the store.

The Branson Convention and Visitors Bureau is another entity taking advantage of the text-messaging trend to reach people.

Working with SumoText co-owner John Coleman and Branson SumoText agent Jennifer McCullough of Jennifer McCullough Marketing & PR, the Branson CVB uses text messages to share information on special attraction offers and Branson news, and to garner entries for local promotions.

Lynn Berry, director of public relations for the Branson CVB, said the organization's leadership decided to enlist SumoText because they felt the service was a cutting-edge marketing tool, and she said it helped that the process was easy to learn.

"They didn't laugh at us when we said we didn't know how to text," Berry said. "I'm not kidding - we're old fuddy-duddies!"

Managing a new medium

Once customers sign up for text messages from a specific company, business owners can ask questions and use the results to determine customer interests, which would enable them to customize text messages to specific groups of customers who prefer a specific brand or type of food, Childers said.

Guidelines from the Federal Communications Commission and the **Mobile Marketing Association's** Code of Conduct protect consumers from getting more than they bargained for via text message.

For example, text-message marketers must notify customers of the terms and conditions for signing up for mobile messages when they subscribe, and each text message must clearly tell consumers how to cancel the messages. The text messages also must include security features and the sending party must be clearly identified in every message.

The FCC also strictly forbids spam messages, which means a user must have subscribed to the text-message service specifically and not provided the business with their phone number for other reasons. Violations can result in fines up to \$10,000, Childers said.

In the coming weeks, SumoText will be Web-based and accessible from any computer, but Childers said for now, clients use one in-house computer to send text messages, which can be scheduled weeks in advance.

July 1, 2009
Wireless and Mobile News



http://www.wirelessandmobilenews.com/2009/07/MMA_updates_cross-carrier_mobile_content_best_practices.html

MMA Updates Cross-Carrier Mobile Content Best Practices

The **Mobile Marketing Association (MMA)** released the latest version of its U.S. Consumer Best Practices Guidelines for Cross-Carrier Mobile Content Services.

They say that their guidelines are the industry standard for cross-carrier mobile content services such as text messaging (SMS), multimedia messaging (MMS), shortcode programs, Interactive Voice Response (IVR) and mobile Web.

In addition to incorporating carrier standards, the new guidelines include revisions and additions to key areas such as:

- Standardizing the language "Msg & Data Rates May Apply"
- Allowing for more flexibility with PIN location in message-terminated (MT) messages
- Modifying the STOP requirement in Opt-in MT messages

The guidelines also feature a new reference ID system designed to make it fast and easy to navigate the document and find information. The guidelines help standardize practices across the industry which provides a better experience for customers by ensuring the consistency of mobile marketing campaigns across the four major U.S. carriers.

The guidelines are available for download at www.MMAglobal.com/bestpractices.pdf.

The new, version 4.0 guidelines are the first to consolidate the individual mobile marketing guidelines and codes of conduct - known as "carrier playbooks" - of the four largest U.S. wireless service providers: Verizon Wireless, AT&T, Sprint and T-Mobile USA..

Produced by the **MMA's** CBP Committee, the guidelines provide measures of acceptable and unacceptable practices for all players in the U.S. ecosystem. At 100 pages, the new CBP document is significantly more comprehensive than the previous edition, yet it provides the industry with the first concise, inclusive set of guidelines by eliminating the need to refer to four separate carrier playbooks.

July 1, 2009
Mobile Marketing Watch



<http://www.mobilemarketingwatch.com/MMA-releases-new-us-consumer-best-practices-v40/>

MMA Releases New US Consumer Best Practices, V4.0

The **Mobile Marketing Association** has released the latest version of its “U.S Consumer Best Practices Guidelines for Cross-Carrier Mobile Content Services. More simply, its the latest iteration of guidelines in terms of cross-carrier mobile content services such as SMS, MMS, shortcode services, Interactive Voice Response (IVR) and the mobile Web.

Dubbed version 4.0, the new guidelines represent the first time the individual mobile marketing guidelines and codes of conduct, known as “carrier playbooks,” of the four largest U.S. wireless service providers: Verizon Wireless, AT&T, Sprint and T-Mobile USA have been consolidated into one integrated “rule book” so to speak.

The new version is significant in the world of mobile marketing because it eliminates the need to refer to four different “carrier playbooks,” and instead brings them all together in one 100+ page manual.

Like previous versions, the guidelines provide measures of acceptable and unacceptable practices for all players in the U.S. ecosystem.

Among many enhancements, the new guidelines also feature a new reference ID system designed to make it fast and easy to navigate the document and find information. The guidelines help standardize practices across the industry which provides a better experience for customers by ensuring the consistency of mobile marketing campaigns across the four major U.S. carriers. Other major revisions and key additions include:

- Standardizing the language “Msg & Data Rates May Apply”
- Allowing for more flexibility with PIN location in message-terminated (MT) messages
- Modifying the STOP requirement in Opt-in MT messages

In an ecosystem where best practices and industry guidelines can be easily overlooked, the new version of the **MMA**’s “carrier playbook” can finally provide a central reference point for anyone looking to play by the rules in terms of mobile marketing and interaction with any of the major US carriers. The new manual can be downloaded [here](#).

July 2, 2009
Media Post

MediaPostNEWS

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=109076

MMA Releases New Mobile Marketing Guidelines

By Mark Walsh

The **Mobile Marketing Association** has released the latest version of its consumer best practice guidelines for mobile content services, setting out standards for things like SMS text messaging, MMS, shortcode programs and the mobile Web.

The new guidelines mark the first time the **MMA** has consolidated the "playbooks," or codes of conduct, of the four major U.S. carriers-- Verizon Wireless, AT&T, Sprint and T-Mobile USA. The wireless operators in March had agreed to align their mobile marketing practices to create a uniform set of guidelines. The **MMA** estimated the step would result in \$200 million in reduced costs industrywide.

Key revisions include standardizing the language for how messaging and data rates apply. The guidelines are available for download at www.MMAglobal.com/bestpractices.pdf.

July 2, 2009
Mobile Marketer

Mobile Marketer
THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

<http://www.mobilemarketer.com/cms/news/associations/3598.html>

Mobile Marketing Association updates best practices for cross-carrier mobile content

By Dan Butcher

The **Mobile Marketing Association** has released the latest version of its U.S. Consumer Best Practices Guidelines for Cross-Carrier Mobile Content Services, providing the first single reference for the mobile marketing ecosystem.

Updated regularly, the guidelines are the industry standard for cross-carrier mobile content services such as text messaging (SMS), multimedia messaging (MMS), short code programs, Interactive Voice Response (IVR) and the mobile Web/WAP. The new version 4.0 guidelines are the first to consolidate the individual mobile marketing guidelines and codes of conduct—known as “carrier playbooks”—of the four largest U.S. wireless service providers: Verizon Wireless, AT&T, Sprint and T-Mobile USA.

“This points to the collaboration of the four major carriers and how they will work together to increase efficiency within the industry going forward,” said Kristine Van Dillen, director of industry initiatives and partnerships for the **MMA**, New York. “They can now all see each other’s playbooks, which is fundamental to what this industry needs in order to grow.

“All of the major players were involved, which is absolutely phenomenal, because now mobile content providers have one source to go to, instead of having to approach each carrier individually,” she said. “We’ve made phenomenal progress when it comes to cross-carrier terminology, and it is absolutely critical to the wireless industry to standardize best practices.

“We see it as being step one of multiple steps of really trying to increase the efficiency of the mobile marketing ecosystem.”

The **MMA** is a global nonprofit trade association established to lead the growth of mobile marketing and its associated technologies.

The **MMA** is designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth and evangelize the use of the mobile channel.

The more than 700 member companies, representing over forty countries worldwide, include all areas of the mobile media ecosystem.

Originally announced in March 2009, the **MMA** claims that this industry-first agreement is a milestone toward the continued growth of mobile marketing and will achieve operational efficiencies for the industry upwards of \$200 million annually.

Produced by the **MMA**’s CBP Committee, the guidelines provide measures of acceptable and unacceptable practices for all players in the U.S. ecosystem.

At 100 pages, the new CBP document is significantly more comprehensive than the previous edition, yet it provides the industry with the first concise, inclusive set of guidelines by eliminating the need to refer to four separate carrier playbooks.

In addition to incorporating carrier standards, the new guidelines include revisions and additions to key areas such as standardizing the language “Msg & Data Rates May Apply,” allowing for more flexibility with PIN location in message-terminated (MT) messages and modifying the STOP requirement in opt-in MT messages.

The guidelines also feature a new reference ID system designed to make it easier to navigate the document and find information.

The guidelines help standardize practices across the industry, which provides a better experience for customers by ensuring the consistency of mobile marketing campaigns across the four major U.S. carriers.

The guidelines are available for download at <http://www.MMAglobal.com/bestpractices.pdf>.

In addition to AT&T, Sprint-Nextel, T-Mobile USA and Verizon Wireless, various **MMA** member companies participated in the CBP committee and collaborated in the development of the new guidelines.

These include Bango, BrightKite, Buongiorno, Cellfish Media, Fox Mobile Entertainment, LavaLife Mobile, mBlox, Mobile Messenger, MX Telecom, NeuStar, OpenMarket, Publicis NA, Sybase 365, Telescope Inc., Thumbplay, VeriSign and Yahoo.

The CBP is a guidepost and path to successfully launching and running mobile marketing campaigns.

“The CBP is a mechanism where the carriers can agree on a common set of guidelines that they’ll all support for the most common mobile marketing activities that are applicable across all networks, such as standard opt-in and opt-out user flows for text alert programs,” said iLoop Mobile’s Michael Becker, global vice chairperson for the **MMA**.

“The more commonality the industry achieves with these guidelines, the easier it will be to execute programs, ensure compliance across all carriers and deliver value to consumers,” he said.

“Carrier contributions to a common set of rules that are generally applicable across all networks are immensely valuable to the industry and will save time, money and stimulate overall industry health and growth.”

July 6, 2009
Kansas City Star

KansasCity★.com

<http://www.kansascity.com/business/story/1309608.html>

Text marketing gets message into hands of on-the-go consumers

Texting: It's not just for teens any more.

Cell phone penetration is soaring, consumers are more tech-savvy than ever and the volume of text messages sent exceeds the number of phone calls made. It was only a matter of time before marketers began using text messaging to reach on-the-go consumers.

"I do everything with my cell phone except take showers," said Anthony Santaularia, president of SansMobile, a text-messaging service provider in Kansas City. "Texting can help businesses attract more new customers, as well as increase the number of repeat customers."

The concept is simple, said Mike Wehrs, president and CEO of the **Mobile Marketing Association** in New York City

"Text marketing means using the text-messaging function of cell phones to deliver a marketing or advertising message," he said. "Any business can benefit from mobile marketing. One of the huge benefits is geography. You can target a message to customers within a three-mile radius of your store if you want."

Business owners create a short word or phrase that potential customers can text to a five- or six-character number. Consumers who opt in will receive an automated response from the business. A restaurant, for example, may send that evening's dinner specials. Customer numbers are stored in a database for future text campaigns, although participants can opt out.

"Real estate agents, restaurants, bars, schools — any business model out there can use text messaging to reach their customer base," Santaularia said. The concept for SansMobile grew out of Santaularia's background in large real estate projects.

"The biggest issue I found was trying to obtain timely information on a piece of property, such as price or square footage," he said. "I would call up the agent and often get a voice message. I thought there had to be a better way to distribute information." Real estate was one of the first markets Santaularia addressed when he started his business late last year.

"We have a platform to provide this information to potential buyers for real estate," he said. "We also provide Realtors with the cell number of the potential buyer so they can follow up with them." Dwayna Ramsey, manager of enrollment services for EdisonLearning in Wichita, began experimenting with text marketing in April. EdisonLearning operates a number of private schools, including several in the Kansas City area.

"Right now, we are using text marketing in a program with Provost Academy, a private high school in South Carolina," she said. "We are using multiple marketing messages for online enrollment."

Text messaging complements rather than replaces the company's existing media mix of print and radio advertising, she said. These ads encourage readers and listeners to text for more information.

Blue Sushi, a chain of six restaurants in Omaha that is considering moving into the Kansas City market, also is trying text marketing.

"We started out with a large e-mail blast that gave us pretty good results," marketing coordinator Ryan Heimes said. "We are able to e-mail 15,000 customers who have opted in to our e-mail lists. We now want to take that to another level with mobile phones and PDAs."

The restaurant currently sends the same messages to all customers.

"We hope to be able to tailor messages to a specific location," Heimes said. "If one store is having a slow night, for an example, we can send a message to customers in that area instead of a mass text."

Text marketing is a relatively new medium, and many businesses are learning as they go. But those who are further along offer a few tips to those that are just starting out.

Complement existing media. Including a text option can enhance newspaper advertising or other marketing efforts.

Spread the word. There are any number of creative ways for businesses to promote their text service.

"Clients generally list it on in-store promotions," Santaularia said. "Restaurants can use it on menus and table tops. Put the key word in your advertising and on your Web site."

Keep it fresh. Customers will quickly tire of seeing the same message more than once.

"Clients can go on our Web site and change their message as often as they want," Santaularia said. "Bar owners, for example, may want to update their message early in the day so it can go out before happy hour, when they are busy"

Don't overdo it. Receiving too many text messages also can be annoying.

"I tell customers to not send messages just to be sending them," Santaularia said. "Always offer something of perceived value. Restaurants may send a message right before dinner time promoting 50 percent-off hamburgers."

Understand pricing. Billing practices may differ from those of more traditional media. SansMobile, for example, has plans that start at a flat \$12.99 per month, plus volume-based distribution fees.

"The most important thing is to understand the pricing structure," Heimes said. "Know how you will be charged and what it will cost."

Don't fear the economy.

"Text marketing makes even more sense in the current economy because of the very high conversion rates," Wehrs said. "Remember, people have their cell phone in their pocket or purse 18 hours a day. When it rings or vibrates, they stop what they are doing and give it their full attention."

Experiment. There is no right or wrong approach to text marketing. Any business can start with a basic strategy and develop a program that is specific to their needs and customer base.

July 6, 2009
Adotas



<http://www.adotas.com/2009/07/michael-jackson-and-text-messaging/>

Michael Jackson and text messaging

The King of Pop died two weeks ago. Now, that's not news to anybody, but the way that we all found out about it may be.

You definitely remember exactly where you were and how you found out about 9-11, don't you? What were you doing when the O.J. verdict was announced? You remember the details when Lady Diana's car crashed and when Elvis died. And, if you are old enough, you remember where you were and how you found out when John F. Kennedy, Bobby Kennedy, and Martin Luther King were assassinated.

On Friday, I learned that Michael Jackson died via text message. The text message wasn't sent by a friend. It was sent by a radio station that I listen to. I was in my car. I immediately turned off my Green Day CD and tuned in to the radio station to find out more details. Other than the cell phone, the only other medium that I had with me was my radio.

That's why these two mediums are such a great match. According to Knowledge Network, 60 % of us have our cell phones with us 24 hours per day. I couldn't find a similar statistic concerning radio, but the only time I'm not near a radio is when I'm working out at the gym. I have a radio at home, I have a radio at work, and I have a radio in my car.

Just like most Americans. And, the trend is continuing, especially if your target market is young adults.

According to the Center for Disease Control and Prevention, 18% of all American households are now cell phone only. That means that these households have cut the cord of having a home phone. Why bother?

Like many American businesses, radio is struggling with tighter advertising budgets. But, the marriage of radio and cell phone can help pull radio out of those doldrums and above the din caused by the proliferation of the American advertising market.

Forward-thinking radio stations have been using text messaging, now known as "mobile marketing," for several years. It started out as a bastion of the promotions department, but has since moved to the sales department.

"Text messaging started out as a promotions tool, but it's now a sales tool," said Bret Dunlap, chief executive officer at Spark Network Services which operates 84444.com—a do-it-yourself mobile marketing service that sells to radio stations.

"We've had CHR stations that couldn't get in on the 12-24 demo for soft drink buys, but when they added a mobile marketing sponsorship, they got in on the buys," said Dunlap. "We've had other radio stations sell sponsorships of their text messages and get double what we charge them for the online text message solution."

Cost is about \$499 per month for most mid-size market radio stations. This gets the radio station up to 10,000 text messages per month.

The key to a successful radio mobile marketing campaign is the creation of an opt-in database of listeners. This is normally done through a sweepstakes program. Radio stations often use ticket giveaways to create its opt-in list of P-1 listeners. Then, when a newsworthy event like the Jackson death happens, a station can send a broadcast text message and be the first to notify its listeners.

July 8, 2009

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=109408

Forrester Not Predicting Year Of Mobile In 2009 (or 2010)

You can't accuse Forrester Research of being overly effusive about mobile marketing. In its latest interactive forecast, the firm describes mobile as "one of the most anticipated, least adopted interactive channels in the mix."

Forrester analyst Shar VonBoskirk goes on to cite hurdles such as complexity around metrics, carrier relationships and limited consumer mobile data use as stifling mainstream mobile marketing today. The firm doesn't expect mobile spending to pick up until mid-2011 as brands continue to rely on more established avenues for flogging products and services.

Over the next five years, Forrester projects 27% annual growth in U.S. mobile marketing spend from \$391 million this year to \$1.3 billion in 2014. Compare that to eMarketer's forecast, which predicts mobile ad spending will hit \$3.3 billion by 2013. Even assuming the larger figure, that amount is still tiny compared to the \$37.2 billion eMarketer projects for online ad dollars by 2013.

Certain factors weigh in mobile's favor, though. Among key trends fueling growth are increasing mobile data use, branded mobile apps and the overall maturing of the medium, according to Forrester. The last of these trends includes a growing body of standards from groups like the **Mobile Marketing Association**. At the same time, the spread of services like mobile search, from established players like Google, Microsoft and Yahoo, will provide familiar types of ad inventory.

Emerging technologies like near field communication will also play a role in mobile growth by turning devices into the equivalent of debit cards. Now if they could just come pre-loaded with cash.

July 8, 2009
Wireless Week



<http://www.wirelessweek.com/article.aspx?id=170654>

FirstNews Briefs for July 8, 2009

The **Mobile Marketing Association** has elected Herve Le Jouan, managing director of the comScore Census Solutions Group, to its Global Board of Directors. Le Jouan will also sit as chair on the board's European committee.

July 9, 2009
Mobile Marketer

Mobile Marketer
THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

<http://www.mobilemarketer.com/cms/news/media/3640.html>

The Weather Channel optimizes mobile site for smartphones

By Dan Butcher

The Weather Channel Interactive has launched the newest version of its Weather.com Mobile Web site, which is optimized for smartphones.

Available at <http://www.weather.com> for Apple's iPhone and iPod touch, Palm Pre and HTC's T-Mobile G1 and G2 devices, the site includes a customizable interface and new content. TWCi's Mobile Web 3.0 site features animated radar weather maps and enhanced current conditions pages to help consumers keep up with the weather forecasts most relevant to them.

"Updating the mobile Web site is about bridging the gap between the traditional Web and the mobile Web," said Cameron Clayton, the newly appointed vice president of mobile for The Weather Channel Interactive, Atlanta, GA. "We look to bring the complete set of great content The Weather Channel offers together with the speed and form of new mobile devices.

"Our mobile site was already the number one content site on the mobile Web, but we needed to optimize more for what the new devices can do," he said. "With all product enhancements, we also review consumer comments and take that feedback seriously to better fit users' needs."

TWCi is a leading provider of broadband and wireless weather products, including Weather.com, The Weather Channel Desktop and The Weather Channel Mobile.

TWCi reaches more than 38 million unique users online each month and is the most popular source of online weather, news and information according to Nielsen//NetRatings.

TWCi also provides consumers mobile services, including downloads, messaging, the mobile Web site and mobile video.

The Weather Channel Mobile is consistently one of the top five mobile Web sites in the United States. It offers advertisers mobile ad products that include geo-targeted and weather-triggered ads.

Users of the new Weather.com for mobile now have the option of tailoring their homepage to prominently feature weather content that best fits their lifestyle, such as airport delays, current conditions, severe weather alerts, school day forecast and pollen activity.

Enhanced future forecasts are available in hourly, 36-hour, 10-day, school day and weekend reports.

The site offers new content in its Pets section, with pet-specific data such as the overnight low, a pet comfort index and mosquito activity; its Green Living section, which provides daily conservation tips; and its photo galleries.

The most popular features from the earlier version have been preserved and enhanced for the new Mobile Web 3.0, including local video forecasts, local and national weather maps, severe weather alerts and the Hurricane Central section.

TWCi's mobile strategy continues to evolve

The Weather Channel Interactive hosted its second-annual mobile-themed promotion to give away a BlackBerry every day throughout June (see story).

The Weather Channel Interactive, in partnership with home improvement retailer Home Depot Inc., launched an updated Weather.com section dedicated to do-it-yourself home improvement projects (see story).

"There will be a continued focus on the whole mobile product portfolio of The Weather Channel, including the mobile Web site, messaging, video and download products," Mr. Clayton said.

"TWC has been at the top of the industry with mobile marketing efforts, and we will continue that thought leadership as we move ahead with a particular focus on mobile advertising and positioning TWC as a leader in mobile advertising," he said.

"TWC's mobile products will also see a renewed focus on the user experience, with a number of improvements still in the works to truly meet the expectations of our customers."

Weather is one of the most popular categories among mobile applications and the mobile Web.

"Our target demographics span everyone from mobile weather enthusiasts to casual weather consumers, including business travelers, active families, outdoor enthusiasts and any consumers who keep up with daily weather," he said.

Mr. Clayton will be a member of the **Mobile Marketing Association's** Board of Directors.

"As part of the board, and as a TWC priority, I will help provide leadership and strategic guidance for the **MMA** while working to grow the mobile marketing industry and to lead the industry in supporting the growth of mobile advertising," he said.

July 10, 2009
Media Post

MediaPost **BLOGS**

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=109531

The Seven Myths Of Mobile Advertising

With a clearer distinction between what's realistic today and what's been mystified by industry hype, brands, agencies and publishers alike can start leveraging the mobile medium now as an easy-to-use, creative, targeted, and measurable new revenue opportunity.

The myths that surround mobile are holding back many brand marketers and publishers from leveraging it for a competitive advantage, despite the fact that mobile is gaining more buzz every day. The industry needs a clearer picture of what's possible and how to put dynamic mobile marketing solutions to work today. Here are some of the myths we hear time and time again, as well as insight to help set the record straight.

Myth # 1: Smaller screen, smaller effect. Many marketers assume that because mobile phones have a smaller screen, advertisements will look more cluttered, and be less effective. In fact, CTRs have been found to be higher on small mobile screens than traditional PCs, and ads on mobile devices often look cleaner than on the Web. Content clarity overall is more vivid.

Myth #2: Low CPMs. Publishers often assume lower CPMs on mobile versus the traditional Web, and in turn, lower revenue opportunities. The reality is, CPMs can go up to \$15-\$20 for premium mobile Web sites, and as the mobile advertising industry grows, so will these rates.

Myth #3: Mobile ads are harder to design. I have found that a large percentage of advertisers believe it's harder to create campaigns for the mobile medium. However, the only real difference is that banner sizes are smaller. Any good designer can build them, and the **Mobile Marketing Association** offers standards <http://www.MMAglobal.com/mobileadvertising.pdf> to help guide you through it.

Myth #4: No unique user detection and targeting. On the Web, cookies enable advertisers and search engines to track unique visitors and who clicks on what link. It's just as simple on in mobile. By using multiple identity parameters in the ad requests, like the device, WAP IP, or session info, it's easy to detect unique users on mobile. And with that ability, concepts like frequency capping, demographic targeting and enhanced user targeting options prove mobile advertising a useful new marketing tool.

Myth #5: Creating a mobile Web site is difficult and expensive. Building a mobile content page is the first necessary step before launching a mobile ad campaign, and there are many free tools available to make it easy and painless. Mofuse, DotMobi and Ubik, for example, can help you build a mobile site, or simply translate your regular Web content into a mobile format. Then you can set it up to automatically extract your online content through RSS and feed it into your mobile site. Don't get overwhelmed -- if you have content already on the Internet, this can be done very quickly. The more automated, the easier it will be for you.

Myth #6: A perceived lack of ROI. The nature of mobile advertising allows you to capture conversions in a much more innovative way than the Web. The power of click2call actions, lead generation forms, and click2pay make it simple for advertisers to run mobile campaigns, determine effective conversions, and calculate ROI for their spend much faster and easier.

Myth #7: SMS is the only type of mobile advertising. Many assume mobile advertising is just SMS, which lacks user interaction and dynamic content, and offers limited ad text. Advances in mobile technologies have made it possible to expand advertising into interactive text and banners, and embed ads in mobile games and smartphone applications. The enhanced support for rich media on the iPhone, Android, Nokia and other smartphones has made it possible for advertising to take a step forward and offer more streamlined brand exposure.

With a clearer distinction between what's realistic today and what's been mystified by industry hype, brands, agencies and publishers alike can start leveraging the mobile medium now as an easy-to-use, creative, targeted, and measurable new revenue opportunity.

July 10, 2009
TMCnet



<http://www.tmcnet.com/usubmit/2009/07/10/4267814.htm>

Mobile Marketing Association Releases Updated Version of U.S. Consumer Best Practices

Jul 10, 2009 (Close-Up Media via COMTEX) -- The **Mobile Marketing Association (MMA)** announced it has released the latest version of its U.S. Consumer Best Practices (CBP) Guidelines for Cross-Carrier Mobile Content Services.

Updated regularly, the guidelines are the industry standard for cross-carrier mobile content services such as text messaging (SMS), multimedia messaging (MMS), shortcode programs, Interactive Voice Response (IVR) and mobile Web.

The version 4.0 guidelines consolidate the individual mobile marketing guidelines and codes of conduct - known as "carrier playbooks" - of Verizon Wireless, AT&T, Sprint and T-Mobile USA.

In addition to incorporating carrier standards, the new guidelines include revisions and additions to areas such as: - Standardizing the language "Msg & Data Rates May Apply" - Allowing flexibility with PIN location in message-terminated (MT) messages - Modifying the STOP requirement in Opt-in MT messages "The latest **MMA** Consumer Best Practices Guidelines are an industry milestone toward meeting the ecosystem's need for a set of rules at a time when rapid growth increases the challenge of following multiple playbooks," said Mike Wehrs, President and CEO of the **MMA**. "By providing a single reference, the new guidelines free carriers, technology companies, brands, media companies and consumer advocates to focus on protecting consumers, providing the optimal user experience and continuing the mobile channel's growth." **Mobile Marketing Association (MMA)** is a non-profit trade association established to lead the growth of mobile marketing and its associated technologies.

July 11, 2009
MediaNewsLine

MEDIANEWSLINE.COM

<http://www.medianewsline.com/news/146/ARTICLE/4794/2009-07-11.html>

OgilvyOne Sean Rach elected Chairman

Ogilvy Hong Kong has announced that Sean Rach, Managing Director, OgilvyOne Worldwide Hong Kong, has been elected to the 2009 Global Board of Directors of the **Mobile Marketing Association (MMA)** and has been named as Chairman of **MMA APAC** .

Ogilvy has been an active participant of the **MMA** and served on the board for the past three years.

"Ogilvy's efforts at the cutting edge of mobile marketing span the region with noteworthy work in India, Australia, Singapore, Hong Kong, China, the Philippines, Korea and Japan. The mobile medium offers marketers a uniquely personal and engaging platform that, due to its very nature, must be handled appropriately," said Mr Rach.

"The **Mobile Marketing Association's** efforts in developing marketing guidelines and standards, researching consumer acceptance of mobile marketing and providing a common forum for all parts of the mobile marketing eco-system are praiseworthy. I am honoured to have been selected to lead my peers for the coming year and appreciate the support of the members, board members and especially our executive committee of Barney Loehnis (Isobar), Dilip Mistry (Microsoft), and Geoffrey Handley (The Hyperfactory) as well as our Chairman Emeritus, Jimmy Poon (Puca)," he said.

"The **MMA** Global Board of Directors has a key part to play in both the **MMA** and the industry by offering strategic oversight and real-world expertise, enabling the **MMA** to identify and create the framework necessary for the mobile marketing industry to thrive," said Mike Wehrs, President and CEO of the **MMA**. "I am happy to be able to welcome Sean back to the Global Board of Directors for 2009 and as Chairman of the APAC Regional Board. I thank him for his dedication to the association and the mobile marketing industry as a whole. Together we can continue to make great progress for the entire ecosystem."

July 15, 2009
FierceMobileContent



http://www.fiercemobilecontent.com/story/MMA-launches-affiliate-member-program/2009-07-15?utm_medium=nl&utm_source=internal

MMA launches affiliate member program

By Jason Ankeny

Non-profit industry trade group the **Mobile Marketing Association** announced the introduction of a new **MMA** Membership program specifically created for affiliate marketers operating on the mobile platform. According to the **MMA**, the program--launched to address the increasing numbers of poor user experiences resulting from misleading advertiser practices in premium short-code efforts--requires **MMA** Affiliate Members to consent to following rules outlined in the organization's U.S. Consumer Best Practices and Global Code of Conduct; in turn, they will receive industry recognition that they are both educated in and agree to adhere to self-regulation guidelines published and maintained by the **MMA**. In addition to education in new policy and self-regulatory decisions, members will also earn insight into **MMA** initiatives and networking opportunities.

July 15, 2009
Media Post



http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=109863

MMA Unveils Affiliate Member Program

Expanding its effort to clean up mobile marketing, the **Mobile Marketing Association** Wednesday announced a new membership program aimed at affiliate marketers on cell phones.

By joining the program, companies agree to follow the **MMA** guidelines outlined in its U.S. Consumer Best Practices and Global Code of Conduct. In return, affiliate marketers will receive industry recognition that they comply with the voluntary guidelines promulgated by the **MMA**. They also benefit from education about recent policy and self-regulatory decisions as well as increased networking opportunities.

The affiliate initiative is meant to cut back on misleading advertising in premium short code marketing programs. Among companies supporting the **MMA** Affiliate Marketers program are Mobile Messenger, VeriSign Messaging and Mobile Media, MX Telecom, PlayPhone, Cellfish Media and NextWeb Media.

"By recognizing a pre-approved network of affiliates, aggregators, carriers and content providers can focus on new products and services, this initiative will provide assurance that affiliate partners will be focused on consumer protection, leading to overall development of the mobile ecosystem," said Alykhan Govani, CEO of North America for MX Telecom, in a prepared statement.

Earlier this month, the **MMA** released the latest version of its consumer best practice guidelines for mobile content services, setting out standards for things like SMS text messaging, MMS, shortcode programs and the mobile Web.

The new guidelines mark the first time the **MMA** has consolidated the "playbooks," or codes of conduct, of the four major U.S. carriers-- Verizon Wireless, AT&T, Sprint and T-Mobile USA.

July 15, 2009
Mobile Marketer



<http://www.mobilemarketer.com/cms/news/associations/3684.html>

Mobile Marketing Association implements affiliate member program

By Jordan Crook

The **Mobile Marketing Association** is broadening its reach once again with the creation and implementation of a membership program designed with the mobile affiliate marketer in mind.

The affiliate program was created to reward the affiliate marketers who stay in line with the **Mobile Marketing Association's** Consumer Best Practices and Global Code of Conduct. With this new implementation comes the opportunity to put an end to the increasing accounts of bad user experiences due to deceptive advertising practices in short-code programs.

In order to become an **MMA** affiliate member, companies must agree to follow the **Mobile Marketing Association's** guidelines, which can be found in the U.S. Consumer Best Practices and Global Code of Conduct.

Companies who agree to this stipulation will receive recognition within the industry and the opportunity to be educated in industry self-regulation guidelines which are published and updated by the **MMA**.

Other benefits of being an **MMA** affiliate member include insight into the **Mobile Marketing Association's** initiatives and numerous networking opportunities.

With this implementation, wireless carriers, content providers and aggregators will have a variety of acquisition marketers to choose from who can be trusted to abide by industry best practices.

The **MMA** Affiliate Member program not only benefits the major players in the mobile space, but trickles its rewards on down to the consumer who will surely enjoy the reduction of misleading advertisements.

Moreover, the fewer deviations there are from consumer best practices within the mobile space, the easier it will be to acquire consumers who are comfortable participating in mobile campaigns and initiatives.

The affiliate member program is one part of a large-scale multifaceted initiative from the **MMA** to eliminate the barriers that stand in the way of the mobile marketing industry's growth and the happiness of the mobile consumer.

Companies involved in the development and support of the **Mobile Marketing Association's** Affiliate Members program are Mobile Messenger, Verisign Messaging and Mobile Media, MX Telecom, PlayPhone, Cellfish Media and NextWeb Media.

Verisign, an active member of the **Mobile Marketing Association**, claims that it fully supports this initiative as it enables the industry and its content providers' marketing partners to benefit from the **MMA** guidelines and best practices.

The **MMA** claims that this new program is the most recent example of the **MMA's** dedication to identifying and proactively addressing issues in the mobile space, whether they affect consumers or the mobile channel, itself.

The **Mobile Marketing Association** is a global non-profit trade association which was created to push forward in the growth of mobile marketing and its associated technologies.

The **MMA** prides itself on being an action-oriented organization that eliminates obstacles to market development, establishes guidelines for the industry and educates players on opportunities in the mobile space.

July 15, 2009
Wireless Week



<http://www.wirelessweek.com/article.aspx?id=170810>

MMA Launches Affiliate Program

The **Mobile Marketing Association (MMA)** today announced the creation of a membership program designed for the affiliate marketer operating in the mobile space.

The **MMA** Affiliate Member program was created to benefit the affiliate marketers that follow the Consumer Best Practices and Global Code of Conduct and simultaneously address the increasing instances of poor user experience that result from misleading advertising practices in premium short-code programs.

By becoming an **MMA** Affiliate Member, companies agree to follow **MMA** guidelines outlined in the U.S. Consumer Best Practices and Global Code of Conduct. In turn, participating companies receive industry recognition that they are both educated in and agree to abide by industry self-regulation guidelines published and maintained by the **MMA**.

“The Affiliate Members program is the latest example of how the **MMA** identifies and proactively addresses issues that affect both consumers and the mobile channel opportunity,” said **MMA** President and CEO Mike Wehrs. “This new program is a win-win because it means more individuals will follow **MMA** guidelines and best practices, benefiting the ecosystem, while consumers will be better protected from misleading advertising while interacting with their mobile device.”

July 16, 2009
Thomson Local



<http://www.businessstrata.com/Win/News-Archive/Marketing-News/?storyId=83003&title=Direct+marketing+campaigns+can+target+more+people+with+mobile+integration>

Direct marketing campaigns can target more people with mobile integration

Growing businesses should consider integrating mobile into their direct marketing campaigns to target the most consumers possible, according to one expert.

Mike Wehrs, president of the **Mobile Marketing Association**, claims that at least 50 per cent of the global population own a mobile phone and keep them close by throughout the day.

In an interview with MobiThinking.com, the expert claims that no other direct marketing channel can allow a brand to "reach target customers for the 18 hours a day it is in their pocket or purse".

He added a mobile is also the top thing consumers ensure they have on them when they leave the house.

Mr. Wehrs said: "By not integrating mobile into your marketing campaigns you miss out on conveying your message to a huge portion of consumers."

Dianna Dilworth recently wrote on Dmnews.com that businesses can enhance their customer relationship management by using mobiles in their existing direct marketing campaigns.

July 17, 2009
GPS Business News



http://www.gpsbusinessnews.com/Location-based-Ads-privacy,-interview-with-Kristine-van-Dillen,-MMA_a1645.html

Location-based Ads & privacy, interview with Kristine van Dillen, MMA

GPS Business News interviewed with Kristine van Dillen, Director of Industry Initiatives & Partnerships at the **Mobile Marketing Association (MMA)**, ahead of the Metaplaces conference (San Jose, CA, Sept. 22-23).

Kristine van Dillen joined the **Mobile Marketing Association** in 2008. In her role, Kristine facilitates the global initiatives of the **MMA** including coordinating and publishing guidelines, best practices and educational tools for mobile media and marketing. In her previous position as Director, Product Development at Vindigo, a mobile applications developer, Kristine managed the development of downloadable applications including MapQuest Mobile and MovieGoer. Prior to that, Kristine was working with Accenture in the Communications Industry business unit.

GPS Business News: Can you briefly introduce us to the **MMA**?

Kristine van Dillen: The **MMA** is a non-profit trade association established to lead the growth of mobile marketing. We have more than 700 member companies, representing over forty countries around the globe. Our members span out the whole mobile media ecosystem.

GPS BN: You will be speaking at the forthcoming Metaplaces conference about profiling and location-based advertising. What is the key message you want to convey to the attendees?

KvD: As a trade association our focus is on growing the mobile marketing and mobile advertising markets; to reach this goal we need to ensure that consumers want to engage with marketers which means a certain amount of restraint from the marketer's side. This is why the **MMA** published a global code of conduct in July 2008 which has regular updates. The code has five pillars which are Notice, Choice & Consent, Customization & Constraint, Security, and Enforcement and Accountability. I will not detail each of these five categories now, but the whole idea is to provide mobile marketers with privacy principles.

GPS BN: Can you give us some examples with relation to location-based advertising?

KvD: Sure. If we talk about the "notice" category - which is informing the consumer about the terms and conditions of the marketing program - then a location-based ad program should clearly disclose for which purpose the location is used and captured. Now if we talk about the "security" category, the marketer should make sure that the user's location is protected from unauthorized use, third party access, etc.

As you can understand the code of conduct is not detailing specific rules, it is much more a framework to self-regulate the mobile marketing industry and ultimately make sure that consumers are at ease with these marketing programs.

GPS BN: In terms of location accuracy and profile data what do you think is really needed by advertisers and what is not?

KvD: We have not yet set rules at that level. In an ideal world the consumer would know exactly the level at which he wants to share his personal information with a brand. The consumer should have full control of that. There are still questions in the market place about what information is very sensitive and what is not. And also don't forget that local laws are still defining that.

What advertisers need in terms of location accuracy and profiling also varies from one campaign to another. For example the need is very different between a campaign in which the goal is to drive consumers into stores and another where the interaction is starting when the consumer is actually in

the store. There are also campaigns where a marketer doesn't need to retain information about the consumers, but there are others, like loyalty programs, where customer information is retained over time.

GPS BN: Do you think there should be some privacy gatekeeper in the mobile industry? Who do you believe is the best placed to play this role? Wireless operators?

KvD: I think it currently varies by region. But ideally the consumer should be the gatekeeper. Consumers should have the choice and have the control over their location and the way they want it to be shared (or not) and displayed.

GPS BN: OK, but it does assume that consumers are aware of location technologies and mobile marketing which is far from being the case today. Don't you think there should be more protection than that?

KvD: We believe that the very important point is that consumer should be made aware. In addition they should also be rewarded. What I mean by that is that they should be rewarded against the value of the information they provide.

GPS BN: Now let's talk specifically about the business of location-based advertising: how far are we from making it a real business? Do you see a real interest from advertisers?

KvD: I believe we are still today at a very early stage in location-based advertising. I truly believe that advertisers are very excited to use the mobile as a marketing channel and know where that consumer is.

I am still waiting to see the market evolve and innovate though: we are only just scratching the surface today. I think there is much more to come.

In addition, I think the industry still has difficulties in building programs that scale with that level of information. What I mean is that there is not yet a massive availability of consumers opting-in for location-based advertising programs.

GPS BN: In terms of adoption of mobile marketing and location-based advertising do you see a real difference between large and small companies?

KvD: The larger brands have more money to experiment with while smaller companies don't. Smaller companies are looking for an immediate return on investment and proven marketing channels. Therefore mobile advertising and especially location-based advertising is less likely to be on their agenda.

GPS BN: And what about metrics for mobile marketing?

KvD: We are still at an early stage with mobile. Although there are easy to use metrics for display advertising such as impression and click through rate, for applications and messaging it is more difficult to define metrics. I have seen many, many things. For example in one Smartphone advertisement the metric was around how long the user shakes the phone for. This was the metric used because it was the most effective way to estimate the consumer engagement with the brand. For another brand the success was calculated on how much buzz they got about their mobile campaign in the media. So you see it can be very different. This is also why the **MMA** is working with other industry bodies to standardize metrics and practices; however it is going to be a while before we have a bucket of tools used by everybody.

Meanwhile we see more and more agencies including mobile as part of their marketing tools. For each budget and each campaign they are thinking about mobile as a de facto channel inside their marketing mix.

GPS BN: Thank you for your time!

KvD: You are most welcome.

Metaplaces will take place in San Jose, California on September 22-23, 2009. GPS Business News is a media partner of the conference.

July 17, 2009
QSR Web



<http://www.qsrweb.com/article.php?id=15234&prc=66&page=58>

Experts weigh in on adoption of mobile ordering for QSRs

With Pizza Hut's debut of its mobile ordering application this week, it could be a good sign that restaurants will be adopting the technology. While at least two quick-service brands are testing such apps, the question remains about how soon the industry will offer this type of ordering.

For pizza chains, it makes sense to offer a mobile ordering app since they've been offering online ordering for several years. But what about for QSRs?

In a story posted earlier this week, QSRweb.com reported how GoMobo is working with Burger King and Subway to test mobile ordering. After the story posted, we received varying comments about the likelihood of QSRs adopting this technology. *Read also, Mobile ordering coming to a QSR near you.

Internet technology not quite there

Ola Ayeni, DVM, president and CEO of Mobile Dialog, a provider of mobile marketing, advertising and loyalty solutions, offered the following:

"Ordering over the phone can be applied to any QSR product provided the ordering is delivered to the QSR locations in real time, which is already done right now (by) several brands, including Burger King, McDonald's (in South Korea), Pizza Hut and Subway..."

"There are over 283 million cell phones in the United States according to **Mobile Marketing Association (MMA)**. With over 95 percent of these cell phones capable of sending and receiving text messages. According to Juniper Research, today there are over 63 million mobile web users in the United States with a projection of 60 percent over the next two years."

Ayeni said three types of services are available to allow consumers to order ahead via their cell phone, including:

By registering first online at the brand's Web site and providing payment information, consumers can then order from their cell phone by sending a text message to the provided short code

By sending a text message to a provided short code. Payment is made either with credit card or added to a customer's cell phone bill.

Via a downloadable application on the phone

"Consumer adoption has been seen to be increasing greatly every year with mobile ordering," Ayeni said.

For example, Papa John's celebrated, in November of last year, their mobile ordering program when the company reached 1 million mobile web orders.

"Other companies are also moving in the same directions," Ayeni said. "(However), mobile ordering is going to take off only when many consumers have real-time broadband Internet access on their phone."

Mobile ordering not a fad

Laurent Sanchez, director of alliances for mobile software solutions provider ACCESS Systems America, said she sees mobile ordering fitting into consumers' busy lifestyles. The adoption will only grow as mobile Internet access outpaces desktop access.

"Mobile ordering is not a fad. Around the world, consumers are already using mobile devices that have the capability to make payments, purchases and more. As of May this year, diners in the U.S. can use their mobile phone to place orders at quick-service restaurant chains like Burger King," he said.

"Mobile ordering is a perfect example of how mobile widget technology can make life easier for consumers. Widgets are appealing to consumers because they can be accessed without having to open the handset's browser, automatically acquiring and displaying the latest information from the Web. That means faster, customized access to the information you want.

"In the case of mobile ordering, for example, once a consumer selects their restaurant or venue of choice, a widget could allow them to select friends from their address book and invite those who are nearby to join them. A map widget would immediately bring that application to the screen, letting them know the fastest way to get to the restaurant."

Mobile widgets, he said, also are a great way for restaurants to profile users and track consumer spending patterns to send targeted coupon or discount offers as well as inform them about new services or special promotions.

Just because it's available ...

Matt Rozen, co-founder of candygurus.com and a tech marketer, questions whether consumers will actually adopt mobile ordering. He posted this message on the ReadWriteWeb blog about the release of the Pizza Hut mobile ordering app.

"Just because the technology exists to do something doesn't mean it should be done. First and foremost, new apps for whatever platform should be solving a problem; making more eye candy is fun for devs to learn how to code something and great for marketers to trumpet, but unless it does something different than what I could do before, it will be short-lived."

In a follow up e-mail, Rozen said:

"Technology is great, and I'm all for the latest new gadgets and apps. But I'm not convinced that for us customers to have a new way to electronically connect with coffee places, restaurants, etc., will mean more money for (operators).

"Talking my order is just so much faster than clicking through menus on a small device. For marketers, the apps are great. They provide new ways to get the brand out, a new set of metrics, new ways to experiment with messages even.

"But as a Starbucks goer — will I use an iPhone Starbucks app to get coffee? Not sure. Perhaps if it offers a value add I didn't have before. Like, you can't call in a coffee order, but there's a line for texted-in coffee orders, and I can run in and get in that line. Or if there are payments associated with it and I get a virtual receipt; order and pay for the coffee via the app, walk in to the store, flash the iPhone receipt, and pick up my brew. These are value adds that I think will make specialized apps more than just a fad."

Do you have an opinion about the likelihood of adoption of mobile ordering technology by QSRs? Twitter users can take our poll: twtpoll.com/617lgg

What about the order pickup experience?

The staff at QSRweb.com also wondered whether consumers would truly adopt this technology for quick-service.

As a mobile phone user, sure it sounds convenient to order ahead. But when I get there, does that mean I'll have to get out of my car? I can't see myself using convenience technology only to have to take the time to park, get out of my car and walk inside a store with a drive-thru. Sure, I've bypassed the line and have already paid, but I still had to get out of my car.

One staff member suggested that mobile ordering is more likely to be a boon for brands such as Subway, if the company would combine mobile ordering with curbside service at their stores. Consumers could bypass the line of customers waiting for their sandwiches to be custom-made and suddenly get a service that in essence offers the drive-thru convenience that chain now lacks.

With the app still in testing at QSRs, we'll have to wait to see whether we even need to ask these questions.

July 20, 2009
Cell Phone News 2.0



[http://www.cellphonenews2.com/stories/490947/MMA Welcomes Mobile Affiliate Marketers.html](http://www.cellphonenews2.com/stories/490947/MMA_Welcomes_Mobile_Affiliate_Marketers.html)

MMA Welcomes Mobile Affiliate Marketers

In a move intended to help protect mobile consumers from misleading advertising and commercial practices in the mobile environment, the **Mobile Marketing Association (MMA)** has opened a special membership program targeted at mobile affiliate marketers.

July 20, 2009
TMCnet



<http://fixed-mobile-convergence.tmcnet.com/topics/mobile-communications/articles/60233-globaltel-media-announces-new-capabilities-alirti-product.htm>

Globaltel Media Announces New Capabilities in Alirti Product

Globaltel Media has reportedly updated its Alirti product with mobile video capabilities. Now users can utilize Alirti to send full video content to video capable wireless devices via SMS messaging option itself and need not have to pay high-cost carrier premiums.

Globaltel Media said that it is the first company to provide true two-way text dialog with rich media from any PC to any mobile phone and back regardless of the wireless technology, wireless operator or wireless device.

The company said that Alirti lets media be sent from users' Alirti-enabled Web site to any mobile device. Users must update their Web site with a few lines of Alirti's code and their entire site is enabled for wireless delivery of the rich content the Web site's customers demand.

The Alirti service can be used to send images and audio files as SMS text messages. Now Globaltel has upgraded the service so that it can be used to deliver video from online computers to any video capable mobile device.

Globaltel sends video content through its Alirti service as embedded URL links in an SMS text message, so the content need not have to be rendered by the video delivery service based on device type, operating system, application suite, data plan and screen size of the mobile handset but are rendered by the wireless carrier itself when the content is accessed.

The company has made all its applications to be fully compliant with the **Mobile Marketing Association** and certified on all U.S. cellular carriers. The firm predicted that it is going to make video content viral because the mobile user can forward the Alirti text video link to colleagues, friends and family.

"Our patent-pending ability to send rich video content as a text message opens up endless uses, from entertainment to marketing and customer relations, to healthcare and emergency response applications," Robert Sanchez, CEO at Globaltel Media said in a statement. "We provide a cost-effective and reliable way to deliver instructional, entertaining or even life-saving video content to targeted mobile recipients, and then engage in interactive dialog."

Globaltel said that Alirti technology can play a crucial role in day-to-day applications. For example in post-op care the technology can enable doctors to provide their patients with the appropriate rehabilitation information in video format at any time. It is a great convenience and time saver to be able to provide clear instructions and examples as video directly to the patients' mobile devices. Globaltel system also lets doctors interact with their colleagues via text messages for urgent consultation while away from the office.

July 20, 2009
FierceMobileContent



<http://www.fiercemobilecontent.com/story/startups-its-all-about-bottom-line/2009-07-20>

For startups, it's all about the bottom line

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

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.

That preference shouldn't come as a surprise, considering how the economy has venture capitalists 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 dot-com 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 capitalizing 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.

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 the best chance of being profitable quickly. By demonstrating a clear, fast return on investment to potential customers, a mobile marketing company creates value not just in the eyes of those customers, but of VCs, too. Because mobile marketing offers such a great rate of return in brand lift, CPM, CPC and CPA depending on what the customer is looking to measure, startups in the mobile marketing area can be highly attractive investments to fund. At the **MMA** we study our members and do research on them and aggregate that information to see the trends. It is clear that despite the state of the economy and the difficult funding environment, many of our small- to medium-size member companies that are specialized in delivering mobile marketing and mobile advertising campaigns are having a very good year with record revenues and profits.

"We work with about 18 mobile advertising companies, and we're clearly seeing a handful pulling away from the pack and earning more of our advertisers' dollars," said John Hadl, founder and CEO

of Brand in Hand, which advises mobile companies and major brand marketers, with clients that include Procter & Gamble, Red Bull, American Express and General Mills.

Nothing sells like success

Effective mobile marketing benefits not only the brand but also the mobile marketing company in terms of revenue and profitability. For young companies seeking funding, the good news is that there are plenty of success stories to emulate. Some examples:

In November 2008, Cricket Nirvana wanted to build awareness of its new mobile Internet site throughout India and parts of Asia Pacific. Its partner, mKhoj, designed banner ads with content--including live game scores--that refreshed every 60 seconds. Within the first week, the Cricket Nirvana mobile site averaged an incremental 72 percent page views per day. In the first three months, the site hit 8 million page views per month. The campaign helped Cricket Nirvana increase its brand awareness and its user base, and it encouraged repeat visits from existing users. As the traffic grew, so did the monetization opportunities because the site began to attract ads.

In December 2008, Intel worked with Madhouse to launch a treasure hunting campaign on the mobile Internet to promote the Intel Centrino 2 processor. The campaign featured a mix of mobile ad formats, including video, banners and text links. In 18 days, 13,574 mobile users participated in the game, and 8,271,838 icons were collected.

In February 2009, Hyper worked with Golden Gekko on behalf of Universal Pictures to develop an iPhone application to promote the new movie "The Unborn." The app was the world's first interactive movie trailer, and with no promotions, it went straight to the iTunes App Store's 10 most-downloaded free apps and stayed there for two weeks. Universal Pictures was so pleased with the campaign's success that it's now integrating mobile into its overall marketing strategy for the remainder of 2009.

These individual success stories also benefit the sector as a whole by helping convince other brands and agencies that mobile marketing is highly effective, with a clear, fast ROI. In the process, these successes also help convince VCs that the sector is a good place to look for young companies capable of becoming profitable quickly and self-funding soon after that.

"Mobile advertising is clearly a maturing medium," says Hadl, who also is an adviser to the VC firm U.S. Venture Partners. "Marketers are finding real value and ROI."

The bottom line is the bottom line. Demonstrating fast and significant ROI to customers and investors alike is critical. Today's funding environment is cutthroat and is focused on the business basics not on the hype. The opportunity that mobile brings allows innovative companies to deliver unprecedented value in a way that has never been possible before. For these reasons, it is the hot space to be in.

July 21, 2009
DMNews



<http://directline.dmnewsblogs.com/2009/07/20/MMA-debuts-affiliate-member-program/>

MMA debuts Affiliate Member program

The **Mobile Marketing Association (MMA)** has created a new **MMA** Membership program specifically tailored for affiliate marketers in mobile. Mobile Messenger, VeriSign Messaging and Mobile Media, MX Telecom, PlayPhone, Cellfish Media and NextWeb Media are founding members.

The idea behind the **MMA** Affiliate Member program is to benefit the Affiliate Marketers that follow Consumer Best Practices and Global Code of Conduct, as well as to address misleading advertising that has resulted from affiliate programs on the mobile phone. As the Wild West of the mobile space continues to grow, it is nice to see the **MMA** taking a proactive approach.

July 22, 2009
WebProNews



<http://www.webpronews.com/topnews/2009/07/22/dos-and-donts-of-successful-mobile-campaigns>

Do's and Don'ts of Successful Mobile Campaigns

WebProNews recently ran an article looking at a study, which indicated that spending on mobile advertising would reach \$760 million in 2009 (20% more than last year). A spokesperson with mobile advertising firm Crisp Wireless took notice and set us up with a Q&A with Chief Revenue Officer and former member of Yahoo Search's Strategic Alliances team, Tom Foran.

It's looking more and more like mobile marketing will become unavoidable for businesses in the future. As competitors get on board, it's going to be harder to ignore for a company that doesn't want to get left in the dust. Have you tried out mobile marketing in any form? Tell us about your results.

People have their mobile devices with them 18 hours a day, as Mike Wehrs, President and CEO of the **Mobile Marketing Association (MMA)** recently told WebProNews. "Why wouldn't you want to be able to deliver relevant information to them?" he added. "Because if you do it well, it doesn't become an advertisement. It becomes information that they were looking for anyway."

Following is the Q&A with Tom Foran.

WebProNews: Do you think mobile marketing will become unavoidable for marketers?

Tom Foran: Mobile marketing has matured to be a viable medium for many different types of marketers and brands. The categories experiencing the most success so far are Entertainment, Automotive and Financial Services. I believe national retailers will be the next wave, taking advantage of the increasing market share of devices supporting location-based targeting.

WPN: How far off are we from mobile marketing being essential?

TF: In 2009 we are seeing nearly all major brands embrace mobile in some fashion. After these trailblazers have set the bar, direct response marketers will follow suit.

WPN: I'm told that your company has worked for publishers like Time, CNN Money, and USA Today. What kind of mobile campaigns have these publishers ran? Please tell me a little bit about their results.

TF: Crisp has built a reputation as a leading mobile vendor after working with major media and entertainment companies such as Time, CNN Money, and USA Today to mobilize their web content. Now we are extending these relationships to help premium publishers fully monetize this content via "beyond the banner" mobile advertising. Instead of relegating their inventory as remnant to mobile ad networks, we assist publishers in selling their mobile ad inventory through engaging rich media ad units, ad reporting, advertiser landing sites, and collaborative sales support - all to maximize their mobile revenues.

WPN: What are some do's and don'ts of mobile advertising?

TF: Successful mobile campaigns recognize what will appeal to consumers while they are mobile. Mobile is not simply a repurposed desktop campaign; it must leverage the utility of the device (e.g. click-to-call, click-to-video, click-to-map a dealer/retail location, click-to-buy on iTunes). The biggest mistake you can make is being too cautious to give it a try. The mobile landscape is uncluttered and generating CTRs and user engagement. Now is the time to be seen on mobile.

WPN: What do you think the most effective form of mobile advertising is?

TF: In our experience so far, rich media "beyond-the-banner" advertising generates the highest levels of engagement with consumers. Our full-screen home page takeover ad, which can be served as content is loading, has seen double-digit CTRs.

WPN: Do you think most consumers want to be marketed to through their mobile devices?

TF: I think whenever you ask consumers if they want to be marketed to on any medium the answer will be no. However, take a look at how many people really install ad blockers online. It is a tradeoff we become accustomed to. I think if you ask them if they would rather spend \$5/mo to access the New York Times on their mobile phone or tolerate some well-targeted, well-executed, non-invasive advertising, I would bet they'd choose the advertising.

WPN: How can a marketer avoid annoying consumers when marketing to them through their mobile device?

TF: The most important factor is relevancy. If an ad is well-targeted and relevant to the consumer, they will not find it annoying. Second, we offer options like frequency-capping and 'skip this ad' features to ensure a positive user experience.

WPN: What are some trends you see growing in the industry in the present? The future?

TF: I see a growing seriousness around mobile advertising. This correlates into serious campaign funding and a close look at campaign metrics. The onslaught of the iPhone and other large screen devices have opened up the industry in ways nothing else could. Now, not only do advertisers have the real estate to advertise, they can do so in a much more effective manner.

WPN: If there's anything else you'd like to say regarding the mobile advertising industry, please feel free to do so.

TF: We see premium publishers moving away from dependence upon mobile ad networks to embracing direct mobile ad sales. Ad networks dominated the first inning of mobile advertising. Now the tide is turning, at least among premium publishers. In the future, ad networks will continue to service remnant inventory and long-tail publishers.

Wrapping Up

I would like to thank Mr. Foran for answering our questions, and providing his insight into the growing industry of mobile marketing.

July 22, 2009
Zero Strategy



<http://www.zerostrategy.com/mobile-marketing/1060123-mobile-marketing-technology-set-to-take-off/>

Mobile marketing technology set to take off

Mobile marketing technology continues to gather pace, with customer relationship management (CRM) software the latest solution set to take off in the near future.

A recent survey by Econsultancy and customer insight software provider Speed-Trap, found that the vast majority of organisations are now looking to develop a multi-channel strategy for marketing, combining online and offline activities.

Almost two-thirds said they wanted to link internet and hard copy data to optimise the user experience.

Paul Berney, managing director for Europe at the **Mobile Marketing Association**, says that there is a growing expectation among consumers that they will be able to instantly interact with brands and organisations.

He suggests that leveraging mobile CRM technology could help to increase communication between marketers and their clients as phones are the "ultimate on-demand device".

The advantage for businesses using this type of software is that it allows them to specifically target their campaigns.

"It's always easier to get business from your existing customers than it is to find new ones," Mr Berney asserts.

A recent report by the Internet Advertising Bureau (IAB), found that expenditure on mobile advertising in the UK exceeded expectations last year, totalling £28.6 million.

The study found that adspend doubled on a like-for-like basis in 2008 and increased by 99.2 per cent year-on-year, with display advertising accounting for almost half of the investment, totalling £14.2 million in 2008.

Paid-for search advertising generated £14.4 million for the market, gaining a 50.2 per cent share of expenditure, and the IAB says that the growth of this platform strongly reflects the early days of online advertising.

Andrew Lim, editorial director at UK Web Media, asserts that the improvement of handsets and the acceleration of the mobile and internet marketing sector go hand in hand.

"I think with the opportunities now of combining technology with advertising, it's just about using the power that's there to advertise a product at the time you are there," he explains.

"So if you are out shopping, you are at a makeup counter or buying clothes, things like that, you would get adverts that would be of interest to you depending on what you were doing. Mobile offers that option and they should take advantage of that," he suggests.

"It has to be opt-in, but I imagine a lot of people would be really interested in that," Mr Lim adds.

Whatever the technology, whether it is used for mobile marketing, email campaigns or online advertising, businesses want to see good return on investment (ROI), according to Riley Samuda, sales executive at The Marketer.

“I think that’s the buzz thing at the moment and anything which generates ROI, that’s another buzz word, any sort of platform that can show advertisers how they can do that [will be popular in 2009],” he stated.

“For the last three years we’ve been talking about mobile marketing without it really taking off. It hasn’t really done what it promised. It should start [to fulfil its potential] with all these smartphones, such as the iPhones and Blackberrys,” he concluded.



<http://searchenginewatch.com/3634512>

Mobile Coupons Offer Multiple Benefits

Mobile advertising's promise of one-on-one dialogues with millions of consumers, and its ability to influence purchase decision-making at the point of purchase has generated a lot of interest from major brands. It just hasn't generated a lot of advertising dollars yet.

And while mobile advertising's "next big thing" status is sort of like the boy who cried wolf, we need to keep our focus and learn what works today for mobile advertising. Particularly while the opportunities are relatively cheap (thanks to the economic environment), and the ability to develop key learnings is high.

Weekly Reading & A Rant

The Interactive Advertising Bureau (IAB) has published their first Mobile Buyers Guide. I was happy to see the IAB's Mobile Advertising Committee was releasing a document to help "educate marketers and agencies on the strength of mobile advertising as a marketing vehicle."

Interestingly, however, only one paragraph and four bullet points in the entire 23-page document were dedicated to the topic of paid search. Proof, once again, that display gets all of the ink and interest, and search gets no respect. But revenge is sweet; search delivers the sales and purchase behavior data.

Now Back to Our Originally Scheduled Topic

A perfect storm is forming to help enable mobile coupons to grow rapidly, providing marketers with two major benefits: the ability to influence purchasers in real time at point of purchase, and the opportunity to stitch together information from online/mobile usage to offline purchase.

Let's look at the research statistics:

- A recent PROMO magazine poll revealed that more than 25 percent of U.S. marketers were investing in SMS and digital coupons, but that still trailed far behind investing in other digital media like e-mail, blogs, display, and search (Source: PROMO magazine, "2009 Promo Interactive Marketing Survey" conducted by Penton Research, April 2009, provided to eMarketer, June 2009).
- Twenty-four percent of U.S. mobile phone users who have participated in a mobile marketing campaign receive alerts for special sales or discounts for products and services, while 22 percent obtain mobile coupons that can be redeemed at stores or restaurants (Source: **Mobile Marketing Association**, "2008 Mobile Attitude & Usage Study" conducted by Synovate, provided to eMarketer, November 2008).
- Fifty-seven percent of consumers said they would want to receive a coupon on their phone (Source: Deloitte).

Typically, early adopters of technology, including mobile phones, haven't been the core demographic for sales promotion and couponing programs. However, one benefit from the worldwide economic downturn is a universal desire to save money and capture the best price across all demographic and psychographic groups. Benjamin Franklin's parable "a penny saved is a penny earned" is finally gaining traction after the free-spending practices of the past few years.

Strategy

A successful mobile couponing program should focus on understanding and leveraging a core marketing process.

It's amazing how often agencies and advertisers will enter into a test program tactically without a defined strategy. So, start with the basics, and define a high-level plan of action designed to achieve a particular goal.

One sample goal for trial programs could be: "Quantify and better understand mobile marketing's impact on driving purchase selection and purchase frequency." The goal then helps define how the test is structured, and facilitates a plan with tactics employed to achieve the goal.

Offer

Offers in the couponing world can take many forms. Below are just a few ideas. For more information, see the guidelines developed by the Association of Coupon Professionals.

- Buy one, get one free.
- Cross-sell/up-sell where consumers are rewarded with a cost-saving offer for extending a purchase to additional products.
- Trial, free, or highly discounted offers to incent first time or repeat purchase.

Delivery Method(s)

- Search generated: Many consumers in the purchase research process will search phrases such as "Bose coupons" or "Bose offers"; the terms "coupon" and "coupons" alone generated over 36 million searches on Google in June.
- Short code/number: Consumers input a short code/number and then receive an e-mail coupon or link to offer details.
- Application: Device-specific applications that provide consumers with coupons and offers based on geography and product/service category.
- E-mail: Coupons "pushed" to consumers based on user-determined opt-in category requests for offers.
- Other media: Outdoor, print, and broadcast messages embedded with links or short code/numbers to receive coupon/offers.

Redemption and Clearing

There are a number of details associated with this aspect of a mobile coupon program. The **Mobile Marketing Association** has developed a best practices document, which is a terrific resource for understanding your options in this area.

Measurement

As I've stated in previous articles, coupons are a good method for connecting online and mobile search behavior to offline and walk-in purchases. Redemption and clearing methods that rely on UPC (Uniform Code Council) codes are ideal for collecting success metrics. Other methods require merchants to log redemptions with individual serialized codes (to limit redemption fraud) off of the user's mobile device.

As local search continues expanding how consumers shape purchase decisions online and via mobile devices, smart marketers will leverage tried and true marketing techniques to grow market share in an increasingly complex media environment. Mobile coupons are a good way to influence purchasers at point of purchase and enable marketers to bridge online/mobile search behavior usage to purchase.

July 24, 2009
WebProNews



<http://www.webpronews.com/topnews/2009/07/22/dos-and-donts-of-successful-mobile-campaigns>

Mobile Marketing Without Being Annoying

By Chris Crum

Former Yahoo Exec Talks Mobile Marketing Strategies

WebProNews recently ran an article looking at a study, which indicated that spending on mobile advertising would reach \$760 million in 2009 (20% more than last year). A spokesperson with mobile advertising firm Crisp Wireless took notice and set us up with a Q&A with Chief Revenue Officer and former member of Yahoo Search's Strategic Alliances team, Tom Foran.

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People have their mobile devices with them 18 hours a day, as Mike Wehrs, President and CEO of the **Mobile Marketing Association (MMA)** recently told WebProNews. "Why wouldn't you want to be able to deliver relevant information to them?" he added. "Because if you do it well, it doesn't become an advertisement. It becomes information that they were looking for anyway."

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mistake you can make is being too cautious to give it a try. The mobile landscape is uncluttered and generating CTRs and user engagement. Now is the time to be seen on mobile.

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Wrapping Up

I would like to thank Mr. Foran for answering our questions, and providing his insight into the growing industry of mobile marketing. What are your thoughts?

July 28, 2009
Media Post



http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=110645

Starcom: Mobile Data Users Connecting To Ads In Other Media

Almost two-thirds of mobile content consumers use their handheld devices to act on advertising in other media like out-of-home ads and digital videos, especially while on the go, according to new research from Starcom USA.

That's among the key findings from the second phase of the agency's ongoing study of mobile consumer behavior and attitudes toward mobile advertising. Starcom released an initial set of research findings in January 2008 based on a survey of both light and heavy users of mobile data in Chicago, Houston, New York and San Francisco.

Among the earlier results was that while people are not averse to advertising on mobile devices, they object to the lack of relevant ads. Working with comScore on its latest round of mobile research, Starcom found 63% of mobile data subscribers are using mobile phones as a way to access ads or offers in other media.

"What's happening is the mobile device is becoming a gateway to further dive into brands or advertising to get more information about products being promoted," said Brandon Starkoff, senior vice president and mobile activation director at Starcom. That can range from billboard ads featuring mobile short codes to in-store promotions to print and TV advertising.

A study by the **Mobile Marketing Association** earlier this year showed that the Internet is the medium that advertisers are most often integrating mobile efforts with, at 70%. Trade shows and other promotional events were the next most popular, at 36%.

The latest Starcom research also found mobile data users are most likely to act on mobile ads for higher-end product categories, like automotive, electronics and computers. That wasn't so surprising given that mobile data users tend to be more sophisticated about technology and more affluent than average consumers.

Because mobile fits seamlessly into consumers' daily activities, Starcom advises marketers to develop ad strategies that tie into their behavior, especially through location-based services. "So if someone is searching for restaurants in a certain area you can have an ad pop up for a restaurant or bar in that location," said Starkoff.

Such location- and intention-based advertising is far more effective than the more common SMS text ad messages which mobile users find invasive. Starkoff said the agency has worked with client Research in Motion on a campaign that shows ads based on what type of device someone is using. An existing BlackBerry user might see an ad for an upgraded phone and showing nearby retail locations, while a Palm user might get an ad encouraging them to switch devices. "We've already started to apply these learnings," said Starkoff, who added that mobile spending by clients had increased despite the economic downturn.

"Overall as an agency we're seeing a really strong level of growth in spending in mobile and a lot of clients doing more testing," he said. "They're thinking of mobile as part of their overall plans as opposed to a separate line item."

He acknowledged that brands continue to vary widely in mobile budgets "from zero to \$3 million," with technology and automotive clients tending to spend more than consumer packaged goods and financial services advertisers.

July 29, 2009
Destination CRM



<http://www.destinationcrm.com/Articles/CRM-News/Daily-News/Marketers-and-Mobile-Carriers-Put-Best-Practices-in-Motion-55000.aspx>

Marketers and Mobile Carriers Put Best Practices in Motion

The **Mobile Marketing Association (MMA)** recently released the fourth version of its "U.S. Consumer Best Practices Guidelines for Cross-Carrier Mobile Content Services" (You can find the report registration and cost-free here: <http://www.MMAglobal.com/bestpractices.pdf>).

The report details industry standards produced by the **MMA's** Consumer Best Practice (CBP) Committee in collaboration with mobile carriers, mobile advertising agencies, brands, and technology enablers. The purpose of the document, explains Christine van Dillen, director of industry initiatives and partnerships at the **MMA**, is to protect the consumer's best interest around cross-carrier mobile content services. With the release of the **MMA** guidebook, the top four United States mobile carriers-AT&T, Sprint, T-Mobile, and Verizon Wireless-have eliminated their own "carrier playbooks." Now, van Dillen says, "all of the consumer best practices to protect consumers are in this single document."

Cross-carrier mobile content services account for:

- text messaging (SMS);
- multimedia messaging (MMS);
- short code programs;
- interactive voice response (IVR); and
- mobile Web.

Earlier this past March, the **MMA** made the announcement that the top four U.S. carriers had agreed to collaborate with the organization to create one industry guideline. "What this points to is the industry's commitment to protecting the consumer," van Dillen says. "This is where the industry weight is." Once these guidelines are actively adopted, the **MMA** predicts that industry-wide savings can amount to at least \$200 million annually.

For technical reasons, the Consumer Best Practices is applies specifically to the U.S., but was created keeping in mind a "global code of conduct," van Dillen says. Because of the way short code programs are implemented and regulated in various regions-as determined by the specific carriers-it is therefore very difficult to apply global regulations.

The CBP committee consists of 30 members who represent different areas of the mobile marketing ecosystem, all of whom weigh into the creation of the CBP document. Committee members bring ideas to the table which is then shared with the group and is included in revised document. The committee then participates in a democratic vote on the new and existing proposals before the document is finalized. "The theory is that every time we create a new version," van Dillen says, "we're identifying the best practices to protect consumers."

As it exists, the mobile marketing community is self-regulated and the **MMA** aims to keep it as such. "We don't want different regulations for different regions, or different states for that matter," van Dillen says. "We want one global standard, so implementing a program globally can be very simple." Brands engaged in mobile marketing initiatives are required by carriers to follow these guidelines in order for their programs to be approved. If in violation, they are subject to campaign termination.

Moreover, she believes that the mobile marketing industry should be run by those who are its strongest advocates. "We've got thought leaders on all the technology that's evolving," she says. "We know what's coming up. We're able to see and predict what type of issues will affect consumers,...and make sure the marketing and advertising is what they expect and what works for them."

While the **MMA** is comprised of officials in the mobile space, consumers are encouraged to review documents published by the organization. Moreover, consumers are invited to "report unsolicited or inappropriate mobile marketing messages" on the **MMA** Web site at **MMA**global.com.

The decision by the carriers to collaborate with the **MMA** was long-awaited after fears of losing a competitive advantage were assuaged. The CBP guidelines focus on standards that need to occur for the growth of the overall industry, van Dillen says. When carriers previously had their own "playbooks," confusion in the market inadvertently resulted in term violation simply because marketers were unaware or the terms were too complex and varied. For instance, instead of "standard rates may apply," which formerly caused confusion among customers, the **MMA** now requires marketers to use variations of the message: "Message and Data Rates May Apply" (others include, "Msg&Data Rates May Apply, or "Msg&data rates may apply.") Ultimately, these regulations will simplify the way the industry is able to run a mobile program, and in turn, increase time to market and, ideally, increase return on investment.

No matter where the industry is headed and what new-fangled technology comes out onto the market- Proximity marketing? Location-based services?-the consumer will always be top priority. "They're given a choice on how they're being target, how information is being used," van Dillen says. "We need to make sure that these marketing programs are valuable to them."