RICH MEDIA MOBILE ADVERTISING
WHITEPAPER

Contributors:

With the support of the MMA's Mobile Advertising committee the following companies provided contribution to this whitepaper:

This White Paper has been created by members of the Mobile Marketing Association and intended to provide insight into a new emerging area of focus. It should not be considered MMA policy nor is there a guarantee that any ideas contained here will be included in future MMA Guidelines, Best Practices and Standards.

To contribute to the creation of future Whitepapers or MMA Guidelines and Best Practices please email committees@mmaglobal.com.

INTRODUCTION

The purpose of this whitepaper is to educate the industry about the Rich Media Mobile Ad units that are available for use in mobile advertising. This whitepaper includes definitions, attributes and examples of Rich Media Mobile Advertising that are currently being used in the marketplace. The scope of this whitepaper does not include branded Rich Media Applications and Games.

This whitepaper is intended to encourage experimentation with Rich Media Mobile Ad Units, and invites companies to share best practices with the MMA's Mobile Advertising Committee to influence future Rich Media Mobile Advertising Guidelines.

MARKET SIZE AND GROWTH TRENDS

The MMA's 2009 US Mobile Marketing Industry Survey estimated that advertisers will spend about $1.7 billion on Mobile Marketing in 2009, growing to $2.16 billion in 2010.

In the U.S., in the fourth quarter of 2009, an average of 19% of mobile advertisers used Rich Media Mobile Ad Units [1]. As highly interactive and feature rich smartphones continue to dominate new mobile device sales, Rich Media Mobile Ad Units will comprise an ever-growing portion of the Mobile Advertisement display market in the U.S. and around the world.

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[1] Information sited from Millennial Media's S.M.A.R.T report, December 2009.

RICH MEDIA MOBILE ADVERTISING

a.   **Definition** (MMA): A **Rich Media** Mobile Ad Unit is an interactive and/or non-interactive ad unit displayed on a mobile web page and/or in a mobile application that offers one or more of the following:

   i.   inclusion of streaming video content or animated GIF[1] within the ad unit
   ii.   inclusion of sound
   iii. a richer interactive feature set than basic mobile click-through. This interactive feature set includes user interaction that occurs through input other than a "click" or "tap" (i.e. use of the gyroscope, accelerometer, camera, microphone, GPS, etc.)

b.   **Types of Rich Media Mobile Ads**

   i.   **Expandable:** An interactive format which allows for the mobile ad unit to expand from the traditional mobile banner size to a larger size. This format is in-line with content in the unexpanded state and then placed on top of existing content when expanded. Expanded formats include both expansion up and expansion down from the initial closed position.
   ii.   **Interactive:** An ad unit that requires user action to initiate / activate / execute the ad unit.
   iii. **Sound:** An ad unit that outputs a sound with or without user interaction. Note that an ad unit requiring sound *input* is considered an Interactive ad unit.
   iv.   **Animated:** An ad unit that displays changing graphical content through the use of technologies including video or animated file formats (i.e. Flash, Java, GIF, etc…)
   v.   **Floating:** An interactive or non-interactive ad unit that anchors to the screen as the user scrolls through the mobile application or mobile web page.

c.   **Mobile Rich Media Ad Unit Initial Placements**

Table 1: MMA Rich Media Mobile Ad Unit Classification Matrix[2]				
		Placement		
		Integrated	**Banner**	**Interstitial[3] / Prestitial**
Types of Mobile Rich Media	**Interactive**	X	X	X
	Floating	X	X	
	Expandable	X	X	
	Video / Animated	X	X	X
	Sound	X	X	X

The matrix above (Table 1) describes the types of Mobile Rich Media Ad units and the possible placement on the mobile device's screen.

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[1] The guidelines for Rich Media Mobile Ad Units containing animated GIF are included as a supplemental ad unit in the MMA's Mobile Advertising Guidelines. The guidelines can be found here: http://mmaglobal.com/mobileadvertising.pdf

[2] Note that Types of Rich Media Mobile Ads can be combined into placements. (i.e. Expandable banner with video, Interactive floating banner, or an Interstitial Interactive with sound ad unit) Placements cannot be combined in the matrix.

[3] According to the MMA Ad Guidelines, an interstitial (full page) ad should only occur within an Application, Mobile Video or MMS.

d.   Mobile Rich Media Examples

Table 2: Rich Media Mobile Ad Examples		
Floating Banner Ad Unit (Courtesy of Crisp Wireless)	**Expandable Banner Ad Unit** (Courtesy of The Weather Channel)	**Expandable Banner Ad Unit with Video** (Courtesy of Eyewonder)
This banner ad unit utilizes fixed ad placement technology. Characteristics include having a fixed position on the screen, disappears when the user is scrolling and reappears when stopped. It engages the consumer without disrupting browsing.	This banner ad unit utilizes the expansion feature. The ad unit starts out pre-expanded and automatically collapses after 5 seconds. Expanded size is 300x250. Collapsed size is 300x50. Collapse and expand controls are made available via the text-link located under the unit. Frequency capping is employed to limit exposure.	This banner ad unit expands from 300x50 to 300x300. Once the user engages the ad unit to view the video, the ad unit directs the user to the native video player on the mobile device.
Interstitial **Interactive Ad Unit** (Courtesy of Greystripe)		
This interstitial ad unit can be seen in mobile applications. The user is encouraged to interact with the ad unit through playing a game. The ad unit will then give the user the option to click out to video, or visit the advertisements landing page.		
Prestitial (Pre Roll) Interactive Ad Example (Courtesy of Rhythm NewMedia)		
In this full screen ad unit, the Pre-roll ad plays before the professional content. The icon 'i' leads viewer to 'tap' or interact with the video. Once the user engages the ad unit, options will appear to watch additional videos within the ad unit or visit the website.		

Expandable / Interactive / Video / Sound Banner Ad Unit (Courtesy of Medialets)

This Interactive Video Ad Units starts off as a standard banner size. One the user activates the banner, the ad unit expands to a full page video. The user can then interact with the video by utilizing the gyroscope (motion) feature, thereby changing the video content. At any time, the user can view the options to "View Album Info", "Close Ad", or "Shake to Edit Video".

TECHNICAL CONSIDERATIONS

a. Banner Ad Unit Sizes

The recommended universal Mobile Web Banner Ad widths are 120, 168, 216 and 300 pixels. Detailed standard ad unit sizes can be found in the MMA's Mobile Advertising Guidelines document (http://mmaglobal.com/mobileadvertising.pdf) and are listed below for easy reference:

Mobile Web Banner Ad Units in 6:1 Aspect Ratio:
- o 300x50 | 216x36 | 168x28 | 120x20

Mobile Web Banner Ad Units in 4:1 Aspect Ratio:
- o 300x75 | 216x54 | 168x42 | 120x30

b. Interstitial / Prestitial Ad Unit Sizes

The recommended Interstitial Ad widths are also 120, 168, 216 and 300 pixels. Detailed standard ad unit sizes can be found in the MMA's Mobile Advertising Guidelines document (http://mmaglobal.com/mobileadvertising.pdf) and are listed below for easy reference:

- X-Large Mobile Application Image (width 300 pixels)
- Large Mobile Application Image (width 216 pixels)
- Medium Mobile Application Image (width 168 pixels)
- Small Mobile Application Image (width 120 pixels)

Respective heights are according to the aspect ratio selected. The recommended aspect ratios include 16:9 and 4:3 ratios, and also a 1:1 (square) ratio.

c. File Sizes

Suggested initial load file sizes are 20KB. 50KB Max Load.

d. Programming Languages

Rich Media Ad Units may include the following technologies: Java, JavaScript, DHTML, and Flash.

e. Device Detection

Device detection is available to recognize the screen size and capabilities of a handset including high speed data and Wi-Fi. This provides a better user experience.

DESIGN CONSIDERATIONS

a. User Termination

To improve the user experience, the user should be able to terminate the Rich Media Mobile Ad Unit after initiating interaction either through a termination or close button. The termination or close button should be clearly displayed within the Ad Unit.

   i.   Close Button: Once a close button is selected on an expanded, floating or interstitial ad, the ad unit should return to its original dimensions so as to not cause an obstructed view of the mobile web page and/or mobile application.

   ii. Skip button: In the case of Rich Media Mobile Interstitial Ad Units, the skip button will "skip" the ad unit and continue to the next page or destination.

b. Asset Rendering

For the best end user experience, assets in any part of the Rich Media ad unit should not render until all of its component assets are loaded.

c. Click-Through / Mobile Analytics

The ad unit may contain click through (i.e. Click to locate, click to purchase, etc.) Click-through is an interaction which leads the user to a separate microsite. Example: If a user makes a purchase from the ad unit directly, it is not generally considered a click-through but a unique type of interaction. If the user clicks to go to a microsite to make a purchase, then a click-through may be recorded.