



MOBILEMARKETINGASSOCIATION

# Rich Media Mobile Advertising Guidelines

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Version 1.0

Mobile Marketing Association

## 1.0 Rich Media Overview

This draft guidelines document provides information on the mobile advertising opportunities provided by Rich Media. It includes a high-level overview of Rich Media mobile ad units, criteria for creating and executing successful campaigns and how the authors propose to continue providing guidance to the market.

Rich Media is a development that allows mobile applications and browsers to provide experiences that go beyond displaying text, static and animated graphics or video. It enables multimedia applications to be encapsulated in virtually any context that displays on a mobile device. Examples include:

- Inserting media elements (e.g. ad banners) that expand across the page creating greater surface area for interaction and display of information.
- Invoking a Video player application on a Mobile Web site or App, without leaving the browsing context.
- Displaying real time content changes (stock prices, temperature, product availability, etc) on a Mobile Website without reloading the whole page.
- Assisting the consumer-to-brand conversation through simplifying interactions (e.g. click-to-call, location on maps, tear-and-share on social media sites, etc.)

While relatively new to mobile, Rich Media (a.k.a. Rich Internet Application, RIA, ref. [http://en.wikipedia.org/wiki/Rich\\_Internet\\_application](http://en.wikipedia.org/wiki/Rich_Internet_application)) is already common practice in the PC-based Internet and a key enabler to Web 2.0 used in state of the art Internet services like Facebook, eBay, Amazon, etc. Richer mobile experiences are already commonplace in Asia, in places like Japan and South Korea who have for sometime boasted a faster wireless infrastructure, e.g. mobile TV.

Among the technologies that enable Rich Media are open standards such as AJAX (featuring JavaScript, XHTML, CSS, SVG), HTML 5 and H264 video<sup>1</sup> as well as proprietary systems like Flash, AIR, JavaFX, Silverlight etc.<sup>2</sup> The rise of these technologies and formats will provide the ingredients for greater interactive experiences across mobile.

Rich Media is rapidly entering the global mobile market, it is supported on most recently sold high-end mobile devices already, and will soon become widely available across an even broader range of mobile phones, smartphones and other connected mobile media & computing devices . These devices all combine capability to make calls and send texts with music, camera, email, GPS maps, browsers, widgets and other differentiating applications.

This handset development is introducing exciting, much livelier experiences that are more easily accessible and attractive for users. It will represent a paradigm change for all players in the mobile content and media value chain, which includes of course, mobile marketing and advertising.

This promising development, however, comes with a few challenges. The introduction of Rich Media content in mobile will be much faster than it was in the PC-based Internet a few years ago. Increase of connection speed of mobile will out-pace the shift from dial-up to broadband on PC, as it is much easier to upgrade wireless infrastructure than fixed-line.

### *Rich Media & Real World*

*Being able to interact with real world surroundings by moving beyond Rich Media using Quick Response (QR) codes, Near Field Communication (NFC) technology and RFID sensors are already commonplace in some Asian mobile markets and are set to make their debut in Western mobile markets.*

<sup>1</sup> A significant portion of Rich Media content carries video elements.

<sup>2</sup> These are just examples for illustration purposes. No attempt has been made to provide a complete list of proprietary Rich Media systems.

Developers and content providers are also coming to mobile skilled on the underlying Rich Media techniques from years of Web 2.0 experiences as well from having run and monitored trials in countries that already boast fast mobile broadband access, but despite this still need to overcome the considerable issues created by a fragmented mobile device population. Support of Rich Media features on mobile devices varies by manufacturer, model and even between software releases of the same device. With online wired media you may be tackling rollout on 6 browsers. By comparison, on mobile you may well be tackling in excess of 600+ flavors. The result can be a disappointing user experience or even mobile device system crashes. Working with an experienced RMMA solution provider is therefore recommended. Careful testing prior to deployment and further industry alignment around Rich Media capabilities supported on mobile devices is necessary.

It is also important to note that mobile handset user experience is changing radically. For example, haptic interfaces such as touch screens overlay virtual content on top of real world content to provide mobile Augmented Reality.

Complementing application-based activity with opportunities around new technologies affords new ways to interact with publisher content, creating a more natural reading experience for digital magazines. Condé Nast's GQ Magazine for the iPhone as well as Wired's plan for eMagazines for the iPad are examples of this shift in mobile consumer experience. Each of these examples allow for more natural triggering of rich media and advertising experiences at full screen.

## 2.0 Rich Media as a mobile advertising opportunity

The delivery of mobile advertising using Rich Media is still at an early stage. While a lot can be learnt from Rich Internet Applications and IAB's rich media ad guidelines (ref. [http://www.iab.net/iab\\_products\\_and\\_industry\\_services/508676/508767/Rich\\_Media](http://www.iab.net/iab_products_and_industry_services/508676/508767/Rich_Media)), RMMA must be introduced with attention to the unique opportunities and limitations of mobile. Early considerations of best practice guidelines for discussion are contained here.

In the course of this document, the following serves as definition of Rich Media Mobile Advertising (RMMA): Mobile advertisements with which users can interact (as opposed to display & click-through only) in various mobile contexts, such as Mobile Web browsing or mobile applications.

From early best practice in RMMA, the key advantages over conventional display advertising are driven by both the enhancement and streamlining of the user experience and can be summarized as follows:

- *Increased creative scope and visibility:* Enhanced multimedia features like moving image or 3D can make ads much more eye-catching leading to increased click rates, engagements and conversions. Attention: Excessive use of visual effects may render an ad obtrusive.
- *Convenient response mechanisms built-in:* Features like expandable banners can capture consumer responses in a seamless and convenient way. There is no need for the consumer to be transferred to other Mobile Web sites, and no need for marketers to deploy a micro site just for quick information and collecting responses.
- *Graceful return to core content:* Consumers engage with an RMMA ad temporarily, and by moving away from the banner or by shrinking the expandable banner back to normal, the focus returns and remains with the publisher's core content.
- *Exploit mobile device capabilities:* Maximizes conversion by serving RMMA versions that best exploit mobile device capabilities (e.g. cover flow or scrolling, touch or mouse over, instant call-back or touch-to-call, sharing or tweeting with others, zip code or exact location, motion or 3D).
- *Value add:* RMMA units are usually traded at higher value compared to conventional banners, and ROI can be further increased by additional targeting and personalization, provided consumer privacy is adhered to.

- *Measurement of Engagement:* From exposure to interaction, whether expansion or video plays, through to viral effects of sharing with contacts; time-based and touch-based metrics can be captured.

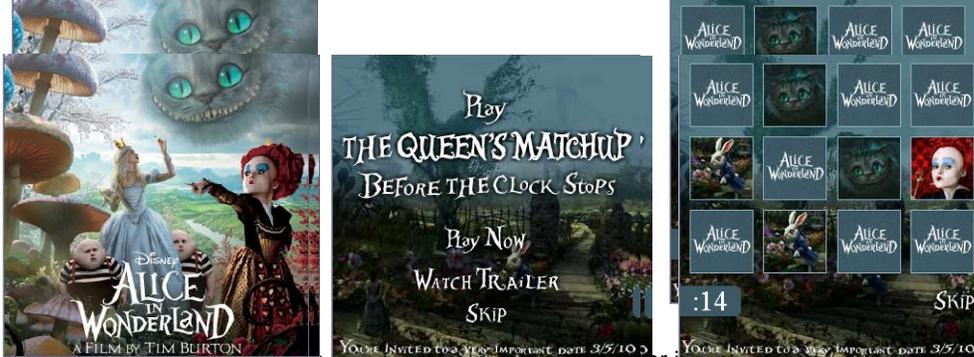
Table 1 summarizes the main reasons why many businesses believe that Rich Media creates unique mobile advertising opportunities.

Table 1: Why consider RMMA?

Company Type	Motivations
Advertisers/Agencies	<ul style="list-style-type: none"> <li>• <i>More compelling ads create more exciting user experience</i></li> <li>• <i>Interaction within display ad itself, no landing page necessary</i></li> <li>• <i>Convey more information in richer ad and better quality</i></li> <li>• <i>Interaction increases brand recall and purchase intent</i></li> <li>• <i>Better targeting of ads, and personalization for specific users</i></li> <li>• <i>Measurement of behavior in addition to views and clicks</i></li> <li>• <i>Adjust the campaign with a single change in the case that a dedicated RMMA server is used</i></li> </ul>
Publishers (including Mobile Network Operators)	<ul style="list-style-type: none"> <li>• <i>Keeping visitors on the site, avoiding redirection to landing pages for ad interaction purposes</i></li> <li>• <i>More user-friendly and compelling ad impressions to visitors</i></li> <li>• <i>Improve proposition towards advertisers</i></li> <li>• <i>Improve value and increased monetization of RMMA inventory</i></li> <li>• <i>Gain insight in user behavior</i></li> </ul>

Presenting advertising campaigns with RMMA delivers exciting user experiences and convenient ways of engagement with consumers. It enhances the unique value of mobile media and increases business for publishers, distributors, service providers and developers.

The following are examples of RMMA ad units, helping to visualize the features of RMMA:

Table 2: Rich Media Mobile Ad Examples		
<p>Floating Banner Ad Unit (Courtesy of Crisp Wireless)</p>	<p>Expandable Banner Ad Unit (Courtesy of The Weather Channel)</p>	<p>Expandable Banner Ad Unit with Video (Courtesy of Eyewonder)</p>
 <p>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 (standard online IAB size). Collapsed size is 300x50 (standard mobile MMA size). Collapse and expand controls are made available via the text-link located under the unit. Frequency capping is employed to limit exposure.</p>	 <p>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.</p>	 <p>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.</p>
<p>Interstitial Interactive Ad Unit (Courtesy of Greystripe)</p>		
		

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. '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)



Created by Medialets, this is one of the first Interactive Video Ad Units. The Ad Unit starts off as a standard banner size. Once 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. The user can always view the options to "View Album Info", "Close Ad", or "Shake to Edit Video".

### 3.0 RMMA Ad Units

As discussed in Section 2, there are many ways to deploy RMMA ads. Some methods are in commercial use, while others are still at the experimental stage. Common to most RMMA ads is the two-stage principle of *display* and *activation*, *Display* is the way an RMMA ad resides in a usual ad space of a host property (application or website) and calls for action in form of a banner or similar ad unit. Only when the user interacts with the displayed banner by clicking or swiping it, do the RMMA features become *activated*, showcasing their characteristic “rich” behavior.

Following is an overview of some ad units frequently observed:

- *Expanded RMMA Ad*: An Expanded RMMA Ad is a graphical banner element with one or more clickable content areas (e.g. a Scrolling or Cover Flow RMMA Ad). Clicking on one of those content areas leads to the activation of an extended ad display area. This area temporarily overlays the core content and/or the original banner space during the user’s interaction with the ad. The extended ad space can be used to display further content, solicit user feedback, play a short game or otherwise interact with the user. By clicking a close icon or by clicking outside the expanded ad display area, the user can make the ad expanded area disappear and reveal the core content and banner again for further use.
- *Overlay RMMA Ad*: An Overlay RMMA Ad is a graphical banner element with one or more clickable or mouse-over sensitive content areas. Upon user activation, one or more graphical ad elements appear, overlaying the core content and/or the original banner space for a short period of time. The overlay element(s) can appear anywhere on the screen, remain still or move across the screen, and can itself be still or use animated graphics. After the short display time period has elapsed or upon the user clicking anywhere on the screen, the overlay element(s) immediately disappear and reveal the core content and banner again for further use.
- *Interstitial RMMA Ad*: An Interstitial RMMA Ad is a full-screen graphical element with one or more clickable or interaction content areas. The ad displays for a short time period before disappearing and allowing the user to return to the core content. By clicking a skip icon, the user can make the Interstitial RMMA unit disappear and reveal the core content again for further use. Interstitial RMMA units may be placed as a bumper screen for the launch and exit of the application, or as a splash or jump page within an application. It may be used as the landing page from an earlier ad banner or stand-alone.
- *Scrolling RMMA Ad*: A Scrolling RMMA Ad is graphical banner element with clickable arrow icons (typically left and right end of the banner). Clicking on those icons allows the user to scroll through the banner content. This allows users to find more details or flip through multiple offers in the same banner asset. At any time, there is one or more clickable ad content areas (usually displayed between the arrow icons). Clicking on such content area will execute the interaction, e.g. by expanding (see Expandable RMMA Ad Unit), by linking to a micro site, etc.
- *Cover Flow RMMA Ad*: A Cover Flow RMMA ad is a graphical banner element (mainly used on touch screens) whereby a horizontal gesture over the banner leads to “rotation” of graphical elements (covers) within the banner content. This allows users to find more details or flip through multiple offers in the same banner asset. At any time, there

*Scalable ad unit*

*Today’s creative practices follow the scheme of multiple fixed dimensions as per MMA’s Mobile Advertising guidelines. MMA does not define banner dimensions of more than 300 pixel wide. The authors would like to start discussing the notion of a scalable ad unit where the inventory is flexible in dimension (yet fixed in its aspect ratio) and the creative is provided in a scalable format (e.g. SVG) to fill the inventory of any dimension. Ideally, this would give publishers more freedom in creating inventory in different mobile browser or application contexts, and would save agencies from providing many different dimensions of the same creative. This topic is further discussed in chapter **Error! Reference source not found.** below.*

is one clickable ad content area (usually the one cover displayed in the foreground). Clicking this content area will execute the interaction, e.g. by expanding (see Expandable RMMA Ad Unit), by linking to a micro site, etc.

For a better understanding of the mobile contexts (e.g. Mobile Web or mobile applications) in which RMMA Ad Units are used, please refer to the MMA Mobile Advertising Overview (<http://mmaglobal.com/mobileadoverview.pdf>) and the MMA Mobile Advertising Guidelines (<http://mmaglobal.com/mobileadvertising.pdf>).

Note: The ad-unit descriptions provided in this document are a basis for discussion rather than finite definitions. In fact, RMMA ad units are still subject to ongoing usability and consumer acceptance studies.

## 4.0 RMMA ad serving considerations

Today's modern mobile devices vary considerably in their form factors (large, small screens), user interface (mouse or touch screen) and support of Rich Media capabilities. It is unrealistic to expect either advertisers or publishers to test each new RM campaign on all handsets, which leads to three concerns:

- There is no guarantee that ads will be presented and interaction will work as intended across all RM-enabled mobile devices. This creative malfunction is bound to have effects on advertiser perception and/or campaign success.
- Malfunctioning RM ads may disrupt or impair the users' utilisation of the property being advertised in.
- Implications for campaign management and rollout times can become factors.

It is important to note that many of the scalability issues for RMMA are replicates of issues faced in the early days of online PC-based display ad serving, namely:

- No agreed ad standards for size, shape, file size or function.
- Lack of marketer control over production rollout.

Independent verification of agreed sizes and standards, as well as 3rd party ad management systems focussed on usability for agencies, which can in turn take the production headaches away from publishers, will eventually solve some of the key issues that the RMMA serving community faces.

Other considerations include the need for some level of direction in the relationship with publishers which would improve scalability to agency stakeholders. Overcoming the need to manage creative activity on a one-to-one basis with each publisher would help reducing rollout times and creative costs. Media agencies would also benefit from cross-publisher data, being able to compare handsets or user activity by campaign in stead of by publisher.

### 4.1 Agreed cross-publisher templates

One way of ensuring consistent cross-device and cross-publisher RM campaigns would be to limit the RM capabilities to a fixed set of routines (RM templates) that have been tested with a sufficient number of mobile devices.

In this model publishers, ad servers and advertisers will agree on one or more RM templates where the JavaScript code or vector graphics profile and thus the ad behaviour are fixed. Advertisers will dynamically provide the variable content (images and text) and potentially also certain execution options, e.g. direction of movement and display duration for an overlay image.

The benefit this model provides to the ad servers and advertiser is the confidence that the campaign will display and behave consistently and predictably on a broad range of mobile devices and publishers without the need for repeated time-consuming and costly device testing. To the publisher, it safeguards the portal or

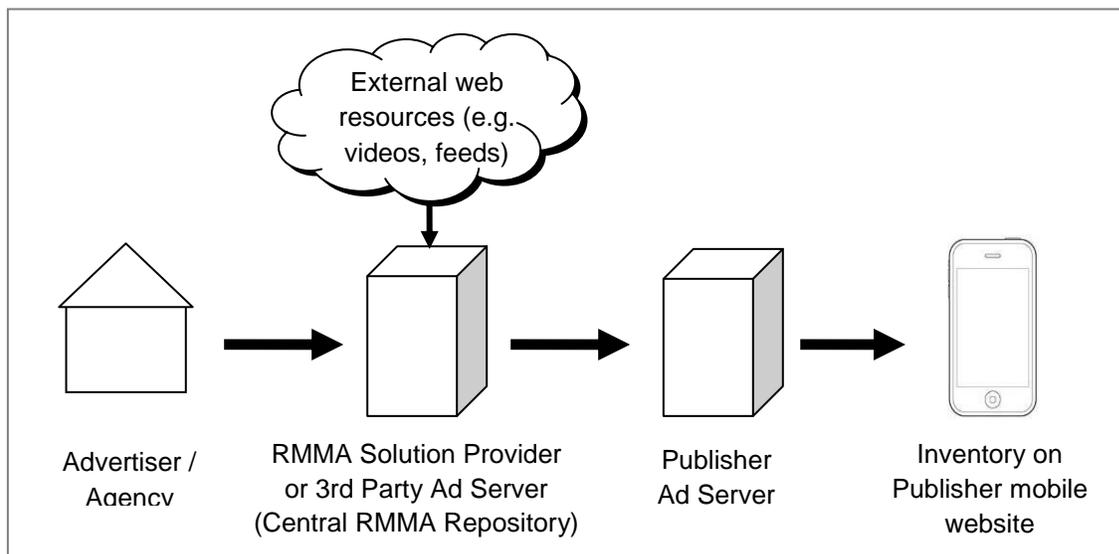
other property from malfunctioning JavaScript code or vector graphics, and also maintains consistency of the ad experience as well as the overall user experience of the property.

However, it should be recognised that this method effectively locks down some of the ad behaviour; i.e. creative agencies will be limited to the functionality offered by the respective RM template.

#### 4.2 Integrated workflow to accomplish varying capabilities

Another way of tackling the variety of different mobile devices' and their different levels of RM support would be for a cross-mobile handset campaign to provide & utilize a range of creative variants of RMMA ad units

There will be a logistical challenge of distributing and maintaining variants of creative material to accommodate for handset differences and to maximise reach of a campaign. When considering ad serving architectures, it might be worth considering a central repository for campaign creative material. Besides hosting and maintaining the ad creative material, such a repository could serve to detect mobile device capabilities in real time, to serve and measure ad unit deliveries and interaction behaviour and to inject dynamic RMMA ad components (e.g. video, weather, time, product availability, stock price, etc.). 3rd party ad serving partners or RMMA solution providers are addressing these types of challenges.



Building RMMA creative from multiple feeds allows for varied ad composition of content for messaging, language or videos. The ability for a consumer to take RMMA content elements, such as video, and repurpose them such as posting to a social media site or forwarding to contacts adds further to the unique opportunities of RMMA.

#### 4.3 Legacy support

As discussed previously RMMA capabilities are only just entering the mobile market with any real scale. For campaigns that require a wider reach than just high-end RMMA enabled mobile devices, a hybrid approach to ad serving is recommended, whereby some or all of the following ad unit types can be deployed:

- Advanced RMMA ad units to serve latest high-end mobile devices.
- Basic RMMA ad units that serve the mid to high-end tier mobile device range.
- Conventional image or animated graphics display ads to serve the wider range of older and low to mid tier mobile phones and devices.

RMMA solution providers or 3rd specialized party ad servers are usually able to ensure smooth ad serving across a wide range of mobile devices to accommodate appropriate reach and targeting.

Ad serving with legacy support applies auto-filtering of creative executions based on real-time detection of handset capabilities such as screen resolution, connection bandwidth capabilities, RM feature support etc.

#### 4.4 Targeting and rendering

Delivering targeting information to the ad server to enable reliable ad selection based on relevant information is an evolving concern in mobile advertising. This applies to RMMA as well.

Different types of information may be sent to the ad server for targeting purposes:

- Device information (e.g., screen size for ad rendering, user agent to retrieve device capabilities or characteristics in a handset database)
- Carrier or country information
- Geographic location
- User data (e.g., user nickname, user demo, preferences) or application-unique ID if user data is unavailable
- Contextual information
- Demographic profile or preference information that is collected from the user
- Advanced frequency capping ensuring sequencing of ads based on prior exposure to any given creative message.

However, all targeting capabilities must comply with existing country-specific regulatory and legal frameworks covering privacy and the use of personal data. User concerns and expectations also need to be carefully managed. Long term success depends largely on ensuring that users fully understand any proposal to use their personal data for targeting, as well as providing a clear choice to opt in or out of this type of usage.

## 5.0 RMMA response capabilities

Flexible and convenient response mechanisms are the key strengths of RMMA ad units. They feature integrated content deliveries and responses as part of the ad unit interaction which help consumers avoid leaving the host application context (e.g. browser, widget, or mobile application). Such built-in capabilities allow for a range of interactions such as entering contact details to receive coupons or more information, entering competitions, voting and online surveys. Integrating device features such as cameras facilitates the ability to upload content to social media sites, or the use of augmented reality in advertising. It is anticipated that mapping & navigation as well as downloads, videos and buying transactions will be made available through RMMA ads in future. Next generation mobile devices may increasingly allow users to interact with the world in new and exciting ways as they become environmentally aware through the use of sensors, allowing users to be able to use the motion controller to facilitate games within ads or change contrast based on lighting conditions, even shake for new updated content etc.

If leaving the host application context is required as part of delivering the ad message or interaction, the full set of click-through response capabilities is available, i.e. click-to-mobile website, click-to-SMS, click-to-call, etc. However, click-through response capabilities have dependencies on the host application, the runtime environment it is executed in and its way of making mobile device features available within and outside the host application context.<sup>3</sup> The advancement of haptic touch screen capabilities allows the ability to see the

<sup>3</sup> For mobile applications, refer to MMA Mobile Advertising Overview, chapter 4.7 (<http://mmaglobal.com/mobileadoverview.pdf>).

click evolve to become a roll-over or even a zoom in using finger swipes, thus bringing a more natural response mechanism to the end user and introduce new ways for them to engage with brands.

## 6.0 How to buy RMMA

Designing successful mobile advertising campaigns that use RMMA requires insights into how the target audience uses and appreciates those multimedia features. The catch is that access to that information is currently limited to individual publishers and RMMA solution providers experimenting with the format. All parties involved will need to cooperate in order to provide transparency for planners and buyers and to promote the ad opportunity in RMMA.

Rich media ad servers brought scalability and insight to this process by being publisher agnostic and taking a holistic viewpoint to serving and measurement across the online landscape. The same is happening now in mobile environments, yet publisher adoption of 3rd party solutions is still in its infancy and mimics the early days of rich media on the web.

Buying RMMA is similar to buying Rich Media display advertising on the Internet. RMMA ad impressions can be purchased on a cost per thousand (CPM) or a cost per click (CPC) basis, the latter being highly undesirable for measuring experiences that are more brand driven or that do not rely an external outcome to the ad unit. The built-in RMMA response capabilities also allow for more advanced transaction models such as cost per interaction (CPI) or cost per acquisition (CPA) to be used, though these can be difficult to ascertain as are creative dependent and vary amongst vertical sectors.

## 7.0 RMMA specification considerations

RMMA is still in nascent stage of market development, too early to provide firm guidelines. However, some local media associations have already published early RMMA guidelines for JavaScript enabled ad units, e.g. IAB Netherlands (see [http://iab.nl/Taskforce\\_area/Mobile\\_Advertising/Downloads](http://iab.nl/Taskforce_area/Mobile_Advertising/Downloads)).

Re-use of RMMA ad units across Mobile Web and Mobile Applications is already common practice, whereby application developer SDKs usually need amendments to ensure proper functioning across various application runtime environments on mobile devices.

Following are some considerations regarding possible future RMMA specification components:

*Aspect Ratios* – Some best practice is starting to shape around using the 6:1 and 4:1 MMA Mobile Web Banner ratio, whereby some custom increase of load by RMMA ad servers is sometimes observed.

*Dimensions* – Mobile devices supporting RMMA are only just coming to market in significant quantities. . MMA’s Mobile Advertising Guidelines currently feature dimensions up to of 320 pixel wide ad units for the display part of the ad unit. Considerations regarding the activation part of the RMMA units are still ongoing.

*Media Formats* – The assessment of appropriate media formats – above and beyond GIF, PNG or JPEG recommended by MMA for Mobile Web Banned Ad units – is ongoing and will likely include standard AJAX features such as JavaScript, XHTML, DHTML, CSS and SVG (i.e. mobile SVG profiles SVG Tiny and SVG Basic), HTML 5 and H264 video as well as proprietary

### **Scalable ad unit (continued)**

*Early considerations group around the new idea of scalable graphic dimensions for display and expansion of an RMMA as options in addition to the exiting Mobile Web Banner Ad widths of 120, 168, 216 and 300 pixels. Scalable dimensions are new to the creative and publisher community and the discussion and call for ideas is still out. Here is an initial discussion of pros and cons of scalable ad units:*

- + Simplified creative logistics and ad serving
- + Always best display regardless of inventory
- + No need to adapt as devices & displays develop
- Inconsistency of devices in supporting scalability
- Still requires device detection during ad serving
- Still required MMA ad unit dimensions serving legacy devices

systems like Flash, AIR, JavaFX, Silverlight, etc.<sup>4</sup>

*File Size* – File size limitations for Mobile Web Banner Ads have just been increased as per MMA’s Mobile Ad Guidelines v5.0 (<http://mmaglobal.com/mobileadvertising.pdf>), now being 15 KB for the display part of the ad unit. This size might serve as guidance for the RMMA display element. Some maximum 20 KB (initial load) could be allowed in case of underlying logic (e.g. JavaScript code) being loaded with the RMMA display element. Early practice indicates up to 85 KB for a RMMA media element that is supposed to load prior to or upon activation. Working with streaming content, especially in the case of video, will likely push the boundaries of current restrictions.

## 8.0 Design considerations

### 8.1 Asset rendering

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

### 8.2 User termination

To improve the user experience, the user should be able to terminate the RMMA unit after activation either through a termination or “close” button. The termination or close button should be clearly displayed within the Ad Unit.

**Close Button:** Once a close button is selected on an Expanded or Overlay RMMA 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.

**Skip button:** In the case of an Interstitial RMMA ad unit, the skip button will “skip” the ad unit and continue to the next page or original destination.

### 8.3 Display, interaction and Click-Through measurement

Display of an RMMA unit may be measured by ad servers or 3<sup>rd</sup> party measurement organizations. If the RMMA unit features click-through to separate functions or micro sites (i.e. click to locate, click to purchase, etc.), then this may also constitute a measureable event. Respective mobile ad measurement guidelines for mobile web are currently being developed by an MMA committee, publication expected in 4Q2010.

If a user makes an interaction (e.g. a purchase) directly from the ad unit without leaving the context, this would also be an event of interest to stakeholders involved. It is not generally considered a click-through but a unique type of interaction that still deserves appropriate measurement guidelines (for further study).

## 9.0 Success drivers

When it comes to RMMA, it is crucial to support an environment of increased Mobile Web usage and advertising acceptance on advanced mobile devices. The following are some tips for success:

- Ad displays should be integrated in ways that don’t compromise the nature, intent, performance and user experience of the original host application.

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<sup>4</sup> These are just examples of existing formats for illustration purposes. No attempt has been made to provide a complete list of proprietary Rich Media systems.

- Displaying ads and inviting users to engage with brands and advertised content should provide a compelling user experience in itself, taking the usage scenario or application context into account, such as by being brief and efficient, or exciting and playful or practical and need-specific.
- Ad executions should be sensitive to the publisher environment in which they sit and anticipated activity from the consumer will depend upon the type of site or content being explored at any given time.
- When calls to action trigger departure from the execution context (with or without return option), we recommend paying close attention to the user experience. This area will require additional guidelines.
- During design and execution, host applications featuring RMMA ads and response mechanisms should recognize their impact on the mobile device's processing power and memory consumption in order to ensure quality display and avoid crashes.
- Input and selection methods (keyboards, key pads, cursor control, touch screens, sensors) vary considerably between modern mobile devices and should be taken into account when designing and serving RMMA ad units.
- The industry needs to agree on guidelines based on proven successful case studies to inform RMMA ad designs. Such guidelines should also specify recommendations around creative material (e.g., aspect ratios, dimensions, formats) similar to the MMA's mobile advertising guidelines on Mobile Web, mobile messaging, mobile applications and mobile video and TV.
- RMMA service providers can play an important role in simplifying advertisers' work when creating and executing campaigns.
- Advertisers and their suppliers should ensure that the placement of RMMA ads is thoroughly tested on the target mobile devices prior to campaign execution. A badly displayed ad or being associated with an RMMA element that doesn't work on the consumer's mobile device can be frustrating for the the customer and consequently bad for the advertiser in a similar way to a Website or advertisement not working in a specific web browser.

## 10.0 Outlook and next steps

Besides further elaboration on the findings in this document, there is a continued role for industry collaboration along the following areas of activity:

- Collect best practices for RMMA features along with user acceptance insights.
- Extract learning from best practice and compare best practice examples for their commonalities to inform work.
- Ensure an independent working committee to promote agreed guidelines and best practices and push for them to be adhered to by all stakeholders.
- Start spelling out and publishing global guidelines for ad featured mobile applications in those areas where we observe consistent best practice.
- Address measurement of RMMA in an independent working committee.
- Keep an eye on possible commonalities of ad practices between application types that may allow reuse of creative material.
- Push for publisher integration with 3rd party ad serving in the majority of cases to ensure scalability and measurability for agencies that are ultimately responsible for client's budgets.

## 11.0 References

The following documents are referenced in the context of this white paper:

- IAB Netherlands rich media mobile advertising guidelines published on [http://iab.nl/Taskforce\\_area/Mobile\\_Advertising/Downloads](http://iab.nl/Taskforce_area/Mobile_Advertising/Downloads)
- IAB's rich media ad guidelines [http://www.iab.net/iab\\_products\\_and\\_industry\\_services/508676/508767/Rich\\_Media](http://www.iab.net/iab_products_and_industry_services/508676/508767/Rich_Media)
- MMA's Rich Media Mobile Advertising white paper <http://mmaglobal.com/files/file/RichMediaWhitepaper.pdf>
- W3C technical recommendations <http://www.w3.org/TR/SVGMobile/> and <http://www.w3.org/TR/SVGTiny12/>
- MMA Mobile Advertising Guidelines published on <http://mmaglobal.com/mobileadvertising.pdf>