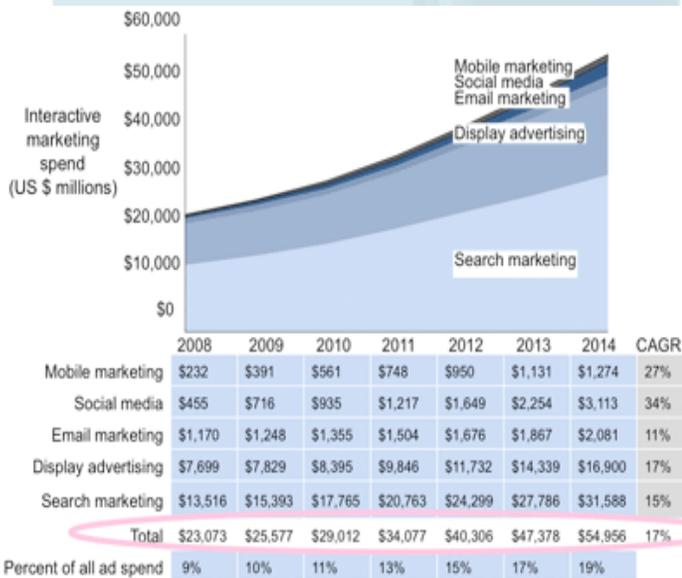


Sales RUSH – Customer Connected Adrenaline

Forrester Predicts Fast Growth For Mobile And Social Network Advertising

As reported in **WebProNews**, **Forrester Research** has released its projections for the growth of online advertising. Mobile and social networks are the hottest areas of growth, although all sectors of online show strong growth. Looking at the chart below, the overall growth rate for the 6 year period from 2008 through 2014 is 17% CAGR. However, the growth rate for mobile advertising is much higher, at 27% per year, and the growth rate for social network advertising is an amazing 34% per year.



1 Slide content © 2009 Forrester Research, Inc. All rights reserved.

Source: Forrester Research Interactive Advertising Forecast, 4/09 (US Only)

FORRESTER

DID U KNOW ?



“Advertisements contain the only truths to be relied on in a newspaper.”
 ...Mark Twain

4 Predictions For Mobile Advertising

Berg Insight, the telecoms analyst firm makes four predictions for the mobile advertising market. The predictions cover ad-funded MVNO's, smartphones, idle-screen advertising, and mobile innovation. The world of mobile advertising has always been a fast moving business, with new technologies, new approaches, and new advertising concepts being tried all the time.

1 - Ad Funded -Ad-funded business models will become a new paradigm in the discount MVNO segment of the mobile communications market. Price sensitive young consumers will be most inclined to accept ads in exchange for voice minutes or text messages. Incidentally this group is also highly interesting for major advertisers.

2 - Smartphones -Smartphones will boost traditional Internet advertising revenues. A significant proportion of mobile advertising revenues will actually derive from mobile Internet users accessing conventional web sites. Internet advertisers are going to need to adapt by creating campaigns that work with multiple devices and display sizes. **Talk to us at DCM for all ur mobile net needs.**

3 - Idle-screen advertising

Idle-screen will eventually become the largest mobile advertising channel. Virtually all consumers carry a mobile handset wherever they go and check out things on the display many times per day. Embedded advertising on the idle-screen and in the user interface would provide an unmatched exposure.

4 - Innovation

The current economic downturn will hold back revenue growth but not innovation. New unproven channels such as mobile media will see a negative effect from cutbacks in marketing budgets. However there is still going to be much innovation in the mobile space that will create new channels for advertisers to reach out to consumers.

sales@directconnectmedia.net
bcowen@directconnectmedia.net

740-357-2272

to Unsubscribe reply: unsubscribe@directconnectmedia.net