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Australian Mobile Advertising Market Assessment, 2008

January 2009

While commercial promotions through the use of mobile phones have existed for more than half a decade, the promise of true mobile advertising has only begun to materialise in the past year. It is attracting a large amount of industry attention because, for the first time, mobile technology allows advertisers to pinpoint their target audience based on a set of critical parameters, including personalisation and preferences, contextual activities, and locations – an accuracy level unachievable by other forms of media.

Produced annually as part of Telsyte's Technology Research Series, this study provides a detailed analysis and assessment of the developments of mobile advertising in Australia. Key findings from this study include:

- Telsyte has defined mobile advertising developments as comprising five distinct stages: premium messaging, message broadcasting, mobile banners, subsidisation, and "next gen" mobile advertising.
- The first three phases, introduced as early as in 2003 and still in use today, are based on mass broadcast and offer very little or no personalisation. The fourth phase, subsidisation, popularised in 2008, was the first to leverage user profiling.
- We are on the verge of entering the "next gen" mobile advertising era characterised by users' ability to receive highly relevant advertisements based not only on their profiles, but also contextual activities and, more importantly, their locations.
- The economic downturn should bode well for mobile advertising as companies become much more cautious in their spending to make sure marketing messages get to the right target audience.
- Australian consumers are increasingly adopting instant messaging, search, maps and social networking applications on their mobile devices, laying a good foundation for the use of mobile advertising in the near future.
- Conclusion and recommendations.

Published simultaneously with this study are two other Comparative Analysis Series reports, namely:

- Conferencing & Collaboration Technologies in the Australian Market 2008

Australian Mobile Advertising Market Assessment, 2008 is a 33-page report costing \$2,995 (excluding GST) and includes 17 Figures and 2 Tables.

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