What is the Mobile Advertising Report?

Advertising-supported, free-to-end-user services are increasingly creating exciting opportunities for brands to reach consumers in ways never before possible. The Mobile Advertising Report is a tool to help marketers and their agencies monitor and understand this fast-changing medium. To receive the mobile advertising report, email mar@brightkite.com. The Mobile Advertising Report is produced by Brightkite and GfK/NOP research. The Q1 2009 (US) report is based on a survey of 1,000+ representative adults in the US.

Mobile Phone Usage

US consumers continue to expand the variety of ways they are using their cell phones. 14% of consumers now say they are using a Location Based Service (up from 10% just 3 months ago). At the other end of spectrum, the most basic services like SMS continue to grow (65% of consumers are now using SMS – up from 54% a year ago).

We continue to see a very marked difference between iPhone users and non-users. iPhone users are 23% more likely to use SMS than non-users, but are 170% more likely to use LBS, and more than 230% more likely to watch TV or video on their phones. Many iPhone services see a marked growth in the 3 months since Q4 2008. The fastest growing iPhone application category is games, which experienced a 21% growth from 42% in Q4 2008 to 50% of iPhone users in Q1 2009.

For the first time we tracked the use of social networks on a mobile handset – 10% of phone owners, and 33% of iPhone owners are accessing at least one social network from their phone.
Mobile Advertising Penetration

38% of US consumers recall seeing mobile advertising in Q1 2009 – rising to 59% for iPhone users. This is up from 33% (41% for iPhone users) in Q4 2008. This suggests that as users adopt more services, they are encountering more advertising – especially on the iPhone platform.

For iPhone users the most commonly recalled format is mobile web ads, while for non-iPhone users SMS ads still dominate.

iPhone users in particular see ads across a wide range of platforms. It is almost as common to see advertising within social networks (20%) as in SMS messages (23%) on the iPhone platform.

Mobile web advertising has experienced steady growth in awareness over the last year, in which time it has grown 60% from 6.8% to 10.8% of mobile users.

If the current iPhone is an indicator of future behavior across other handsets, then the current conclusion is that the "old" stalwarts of mobile advertising (WAP and SMS) are going to be caught and perhaps surpassed by ads inside of other applications and services.

In just 3 months, the number of iPhone users recalling ads inside of a Location Based Service almost tripled, from 5.7% to 15.4%. The growth in non-iPhone users was also steep – from 1.4% to 4.3%.
As the penetration of mobile advertising grows, it is logical that it starts to reach into new demographic segments. The charts below show the growth over the last 3 months.

The segments showing the strongest growth are men (up 33% to 43%) and 18-24 year olds (up 25% to 59%) which is now the age group most aware of mobile advertising. This is particularly driven by growth in mobile internet, social network, games and radio formats among the 18-24 age group.
Get Involved

If you’d like to have your mobile advertising campaign measured in the next Brightkite-GfK *Mobile Advertising Report*, please email all pertinent details to measureme@Brightkite.com. And if you’d like to receive future copies of the report, please email mar@Brightkite.com.

About Brightkite

Founded in 2005, Brightkite brings social networking back into the real world. Brightkite’s location-aware mobile service helps you connect with your friends and share real world experiences. More than two million people use Brightkite’s free service every month. Use Brightkite to meet people around you, keep track of your friends, explore and discover new places, and annotate places with notes and photos. Best of all, Brightkite is available to anyone, anywhere, worldwide. All you need is a mobile phone or Web browser to bring your friends together in the real world, wherever you may be.

The award-winning company is headquartered in Burlingame, California and is backed by four of the world’s top venture capital funds. To learn more about using your phone as a social discovery tool, visit us at [www.brightkite.com](http://www.brightkite.com).

About GfK Technology

With a global team of over 200 research professionals in 40 countries, GfK Technology is a leading provider of tailored consumer and business related research services to the Technology, Telecommunications, Media and Entertainment industries.

As these sectors continue to converge and evolve, the opportunities for the industry players are huge. But they face many challenges – increasingly complex markets; new types of competition; and the need to carefully manage growth and diversification. At the same time, consumers and businesses are becoming more demanding, sophisticated and influential in the way they choose, buy and use technology, data and content – increasingly on the move.

To find out how GfK Technology can help you meet these challenges and exploit new opportunities, visit our website at [www.gfknop.com/technology](http://www.gfknop.com/technology).