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WHAT CONSUMERS WANT FROM MOBILE ADVERTISING

Mobile users are most likely to respond to mobile promotions if they are in the form of a competition or mobile voucher, according to research released today by News Digital Media.

The research also found that consumers are becoming more comfortable and aware of display advertisements that appear on mobile sites. Text links within a mobile site and SMS advertising also proved popular.

The mobile survey commissioned by News Digital Media which attracted over 2000 responses found:

- 68 per cent of respondents found competitions an appealing form of promotions
- 56 per cent said they found mobile vouchers appealing
- Display advertising on mobiles site had the highest recall rate of all other forms of advertising amongst respondents (80 per cent)
- SMS advertising (44 per cent) as well as text links within a mobile site (40 per cent) also recorded high recall rates

News Digital Media's director of corporate development, Sue Klose said the research provided advertisers with a good indication on how to get the greatest value from mobile campaigns.

"Mobile advertising, like any other form of advertising, can be successful if advertisers utilise the right advertising method for their brands to communicate with their target audience.

"For example, competitions would work particularly well for the entertainment or travel industries. Similarly, retailers can get a lot out of promotions utilising mobile vouchers.

"The great thing about mobile vouchers is that they are easily saved onto a user's phone and drive in-store traffic for the advertiser."

The survey showed distinct recall for certain forms of advertising.

"Banner advertising on mobile sites can be very strong, particularly if they have a call to action and provide clear consumer benefits. SMS advertising and text links are other advertising avenues that get noticed by mobile users that can be effective if utilised correctly."

Ms. Klose also commented on the mobile advertising industry as a whole.

"The introduction of more sophisticated mobile handsets such as the Apple iPhone and Nokia N97 has encouraged users to browse the Internet from their phone. Carrier data plans that complement mobile Internet browsing have also aided in the increase of consumers using their phone to access the latest news and information.

"Combining this with our research, we anticipate mobile advertising to grow and become a key part of many advertising strategies and campaigns."

News Digital Media recently announced that the *news.com.au* mobile site would be the launch news provider on Nokia's Ovi Store.

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About News Digital Media

News Digital Media is one of Australia's largest and most innovative digital media publishers.

Its network includes *news.com.au*, *truelocal.com.au*, *careerone.com.au*, *carsguide.com.au*, *moshtix.com.au* and the websites for News Limited's newspapers including The Australian, The Daily Telegraph, Herald Sun, The Courier Mail and The Advertiser.

News Digital Media's sales team, which has won B&T's 'Sales Team of the Year' for the past two years, represents Australia's largest network of news, sport and weather properties.

News Digital Media is the online division of News Corporation's Australian subsidiary News Limited.

News Digital Media is a carbon neutral company.

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