



MADS

About Advertising on Mobile Devices

Ashu Mathura, CEO

ABOUT MADS

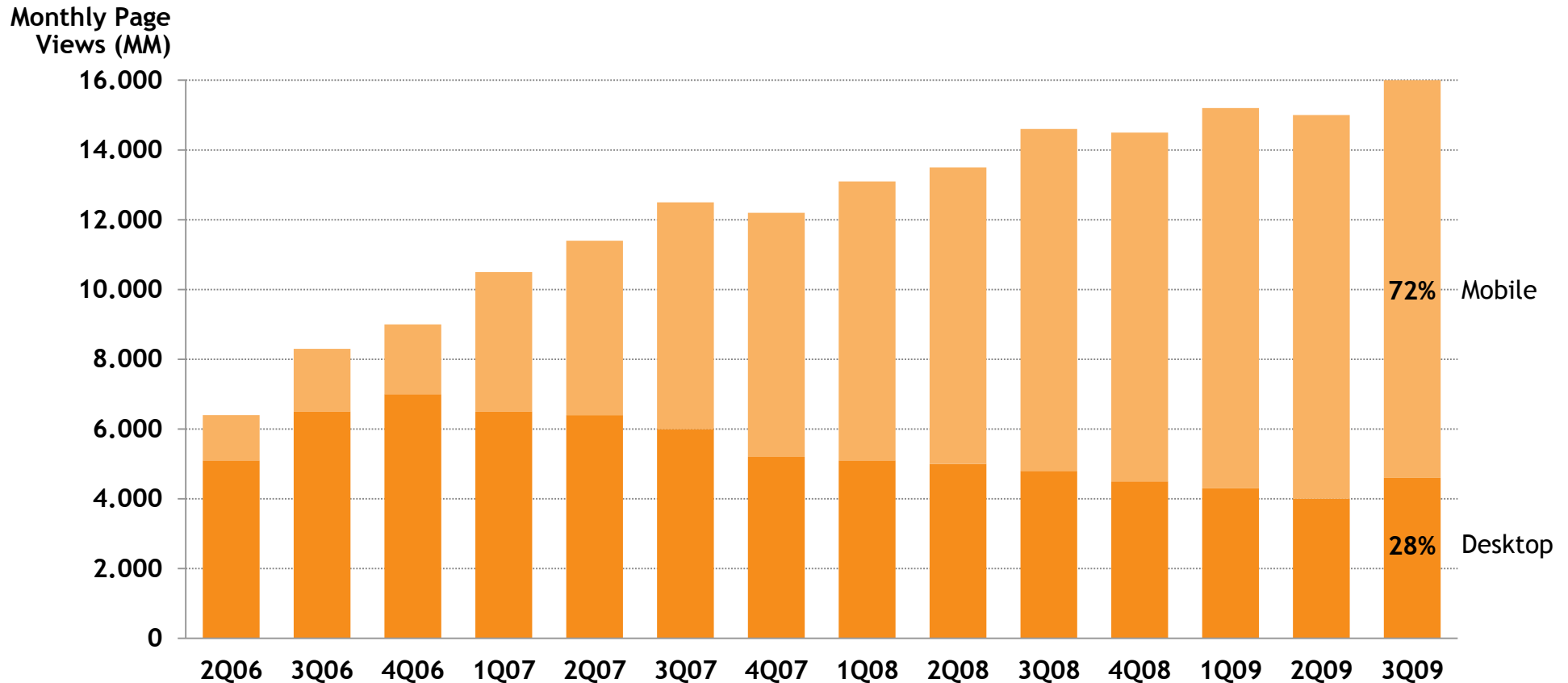
MADS is a solution provider that allows publishers and advertisers to seamlessly and effortlessly work together to realize the potential of mobile advertising



SHIFT OF INTERNET TRAFFIC

From the example of Japan's social network site "Mixi", we see that users are moving from desktop to mobile phone - and advertising dollars will need to follow

Mixi's monthly page views, mobile vs. PC



Source: Company reports, Morgan Stanley research

ADVERTISING VS SUBSCRIPTIONS

Publishers are killing themselves by asking ridiculous prices for digital consumption compared to other digital products, smart advertising will save you all!

Digital Subscription Prices

Annual Digital Subscription Prices for Multi-Device / Cross-Platform Services

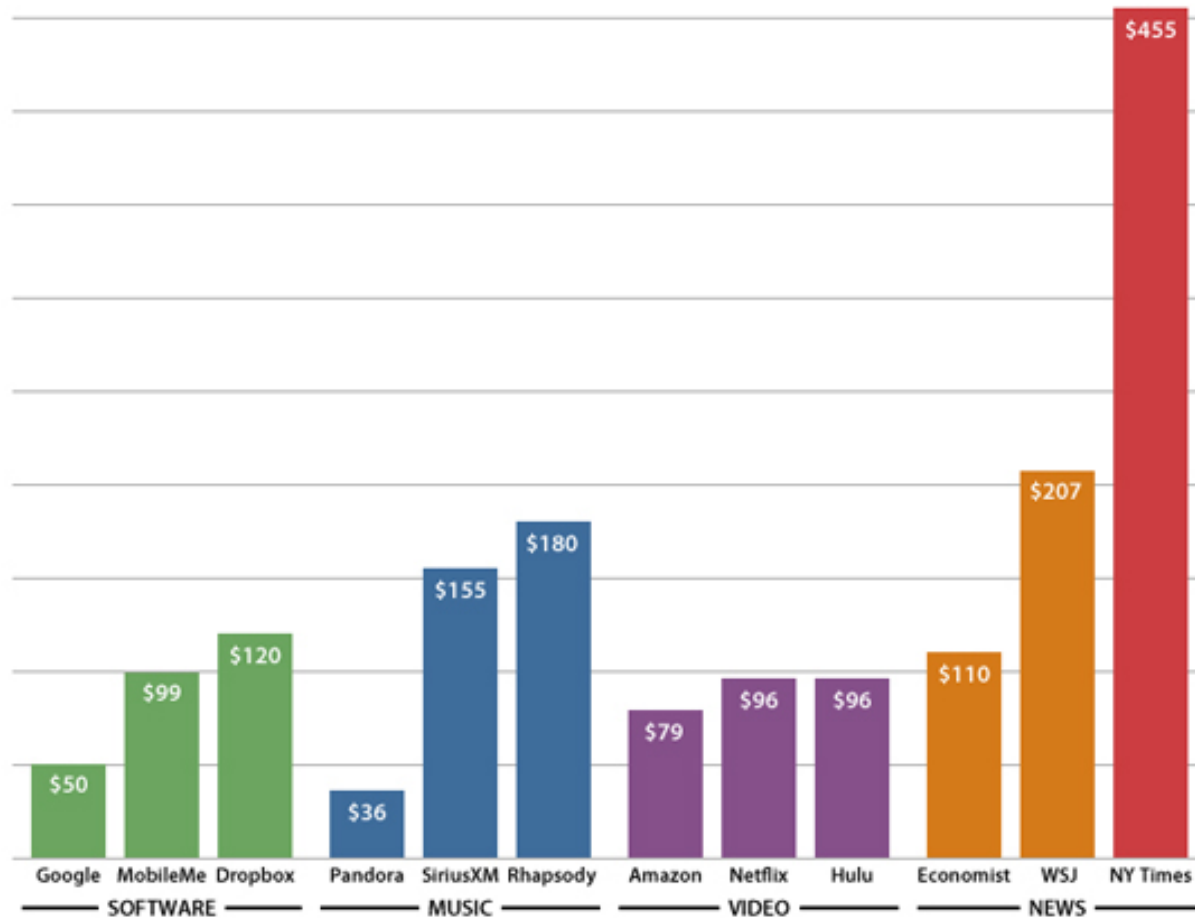


Chart: Michael DeGusta / TheUnderstatement.com, March 2011

MOBILE ADVERTISING VALUE CHAIN

Publishers take the lion's share of revenue generated from advertisers, however other players play a significant role and take up to 60% of the revenues



Understanding and aligning advertisers and publishers interest is of key importance if publishers want to generate significant revenues from advertisers

| | Advertisers | Vs. | Publishers |
|---------|--|-----|---|
| Goal | <ul style="list-style-type: none">• Sell many products to customers• Reach as many as possible customers with advertising | | <ul style="list-style-type: none">• Sell many ads to advertisers• Reach as many customers as possible with content (all devices) |
| Price | <ul style="list-style-type: none">• Buy ads at cheapest possible rate• Sell products at highest possible rate | | <ul style="list-style-type: none">• Sell ads at highest possible rate• Sell subscriptions at highest possible rate |
| Effort | <ul style="list-style-type: none">• Create ad once and run on any device, any OS, any screen and any publisher (standardization) | | <ul style="list-style-type: none">• Place ad once and display on any device, any OS and any screen of publisher (standardization) |
| Emotion | <ul style="list-style-type: none">• Make ads that stand out and deliver the brand message in the richest and best possible way | | <ul style="list-style-type: none">• Make ads less intrusive, keep focus on publishers content and discourage customer to click away |

The main types of revenue models available to publishers are either based on customer reach or performance of the ad

Based on reach

Based on performance of ad

“CPM” - Cost per mil

“CPC” - Cost per click

“CPA” - cost per action

Revenue model for inventory owners

Price per 1000 ad impressions (or ad views)

Price per click on mobile ad

Price per success “call to action” by customer

Publishers measure “eCPM” or effective revenue per 1000 impressions to compare campaigns internally

Example advertisers



“New BMW 3 now available ..”



“Click to download ...”



“Call now...”

eCPM

Very high (i.e. EUR 5-15)

Medium to low (i.e. EUR 0,25-1,00)

Low to very low (i.e. EUR 0,05-0,50)

Publishers are looking for ways to increase the value of their inventory by using better user profiling and ad targeting

MOBILE ADVERTISING SCREENS

Enabling the same rich media and interactive ad campaigns to be displayed across sites, applications, OS's and screens, simplyfying the effort for both publishers and advertisers while at the same time increasing reach for publishers

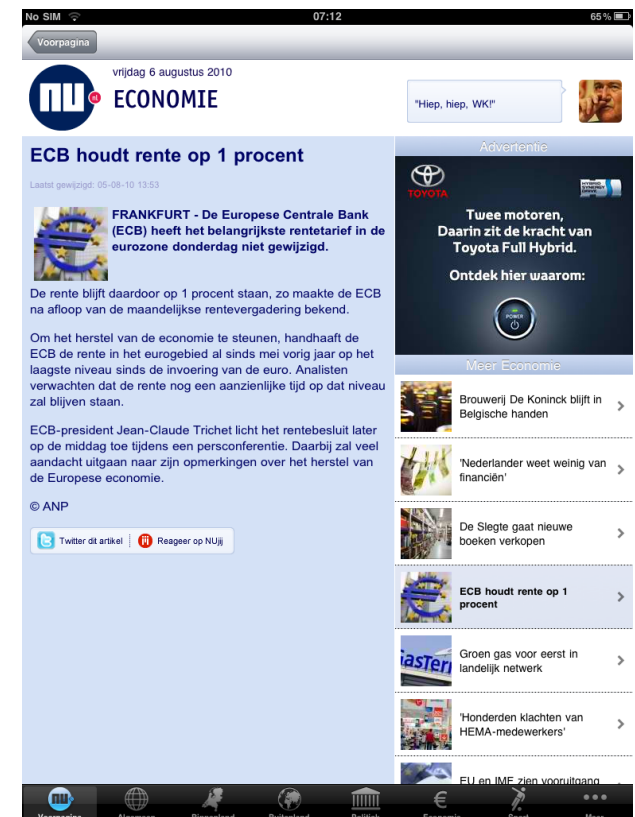
Mobile sites



Mobile applications



Mobile tablets

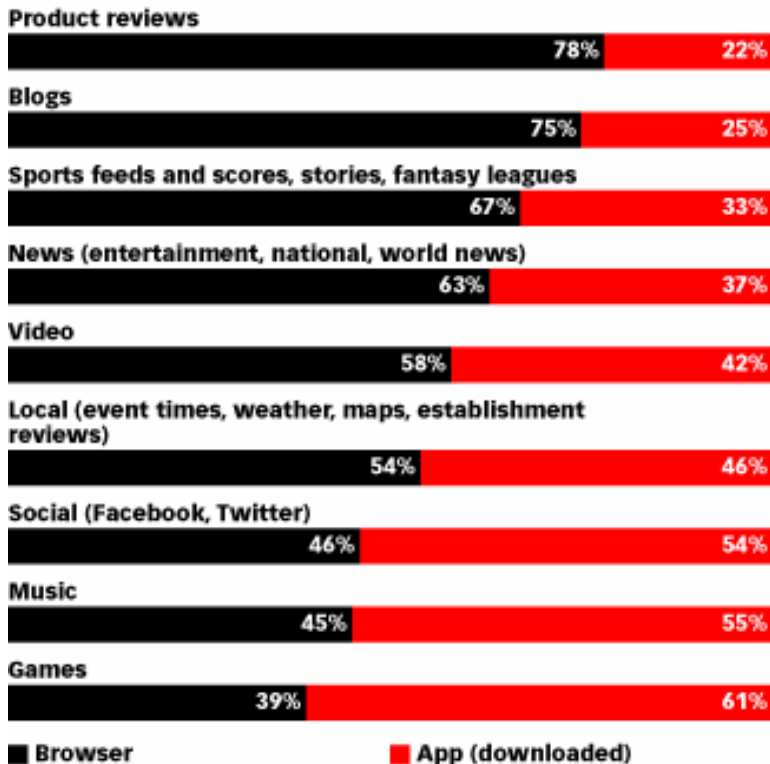


REACHABILITY AND DISCOVERY EQUALS PROFITABILITY

Supporting all forms, screens and OS's is very costly for publishers, therefore finding the balance between customer needs and finding new customers is critical

Preference for Using a Mobile Browser vs. App for Accessing Select Types of Media/Entertainment Content, Aug 2010

% of US mobile device users



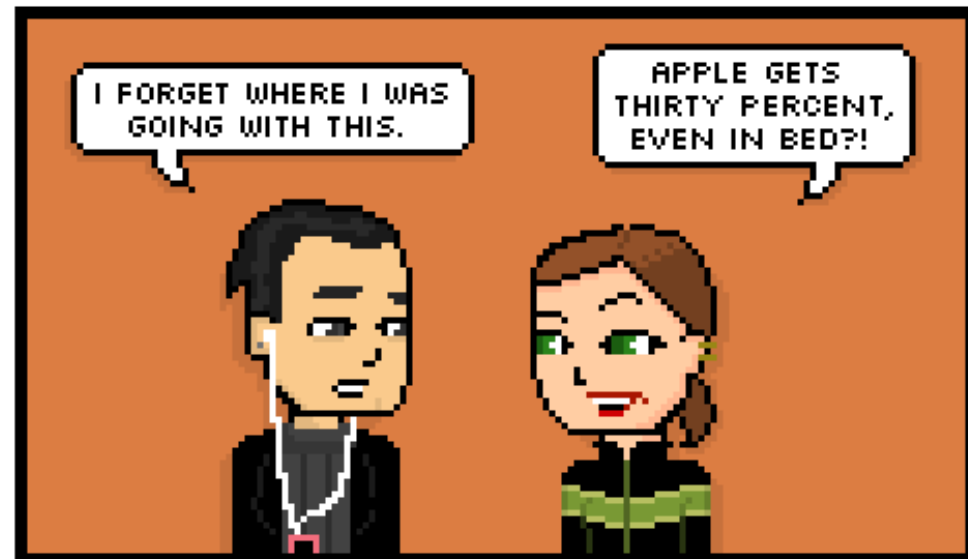
Source: Adobe Systems Incorporated, "Adobe Mobile Experience Survey: What Users Want from Media, Finance, Travel & Shopping" conducted by Keynote Systems, Oct 13, 2010

120934

www.eMarketer.com



LOVE IS LIKE AN APP STORE



(C) 2011 R STEVENS :: DIESELSWEETIES.COM

