

InMobi releases latest findings on Africa

JOHANNESBURG: InMobi, the independent mobile ad network, has released its updated network research report providing a snapshot of mobile advertising trends in Africa between July 2010 and October 2010.

"Africa continues to be a major market in the global mobile ad ecosystem. With nearly 19% growth in mobile ad impression inventory in just 90 days, it's clear Africans are increasingly connecting to the internet via their mobile phones. It will be interesting to keep an eye on this market as smartphone penetration increases," comments James Lamberti, VP of global research and marketing at InMobi.

Key findings:

- Africa breaks the three billion impressions mark to reach 3.3 billion monthly impressions. This represents an 18.8% growth over just 90 days.
- Smartphones remain relatively nascent in the market. 88% of all mobile ad impressions are on advanced feature phones.
- Nokia strengthens its' already dominant market position by gaining +2.7 share points. Two of every three impressions in the region occur on Nokia devices.

Lamberti, continued, "The Africa mobile ad market represents a primary digital reach medium for advertisers. With over 3.3 billion impressions monthly, advertisers should be thinking about mobile as a must-buy complement to TV. Mobile advertising has the reach and frequency to make a significant impact for advertisers."

InMobi plans to continue to release network data and analysis periodically at www.InMobi.com/research in order to help educate the market from an independent market position. A full download of the data and analysis is available at www.inmobi.com/research.