

African mobile advertising market continues growth - InMobi

JOHANNESBURG: InMobi, the independent mobile ad network, has released its April 2011 Mob Insights Report for Africa providing insights on mobile advertising trends on the continent. Data from the report shows that InMobi now serves 4.2 billion impressions a month in Africa, up 21% from 3.5 billion in January 2011.

Key highlights of the South Africa data include:

- Strong growth in smartphone impressions continues, with 221 million mobile ad impressions monthly now coming from smart devices
- RIM is showing strong growth in the market with a 3.5 share points increase. RIM now maintains a 10.8% share
- Android is present in the market with over eight million impressions monthly
- Nokia remains the largest manufacturer with a 38.2% share, but it has lost five points in just 90 days to both Samsung (+3.4 share points) and RIM

While the data indicates that advanced and smartphones impressions grew at a consistent pace, advance phones still dominate the market with an 85% share. While there are early signs of growth among smartphones, they have yet to gain substantial traction.

Continued mobile ad market growth in Africa

Comments Isis Nyong'o, VP and MD InMobi Africa, "The mobile advertising market in Africa continues to grow quickly. With InMobi reaching over 30 million Africans, mobile is now a must buy media for major brands looking to grow their business on the continent."

The report confirms that South Africa, Nigeria and Egypt remain the largest mobile markets in Africa. South Africa maintains the position as the largest with more than 946 million impressions a month; that is a 24% share of the African market.

The full report is available to download at www.inmobi.com/research.