

# Number of US mobile display advertisers more than doubles

RESTON, US: comScore, Inc has released results of a US study on mobile advertising, which found that the number of advertisers using mobile display ad campaigns has more than doubled in the past two years, with mobile content and publishing accounting for half of all products advertised on mobile devices.



These findings and others will be presented in conjunction with the Mobile Marketing Association (MMA) and Where, Inc via a live, complimentary webinar [The State of the US Mobile Advertising Industry and What Lies Ahead](#) on 8 June. For more information and to register, go to <https://www1.gotomeeting.com/register/679213504>.

"Although mobile advertising is still in its relative infancy, it is quickly gaining importance as new advertisers come into the fold," said Hans Fredericks, comScore vice president. "The acceleration of mobile media consumption, driven by adoption of smartphones, 3G/4G networks and unlimited data plans, provides a ripe environment for advertisers looking to reach consumers through a variety of platforms including mobile browsers, apps and SMS. As consumer usage and technology continue to advance, look for advertising to play an increasingly important role in the development of the mobile ecosystem."

## Mobile content and publishing accounts for half of all mobile display ads

In April 2011, 689 advertisers\* used mobile display advertising campaigns to reach consumers, up 128% from two years prior, demonstrating the growing use of the mobile channel for advertisers. An analysis of advertised categories revealed that mobile content and publishing accounted for 50% of mobile ads, while 26% of display advertisements were for consumer discretionary goods. Information technology accounted for 7%, while financial services accounted for 6% of mobile display ads.

Percent of Advertised Categories via Mobile Display Advertising* 3 Month Avg. Ending Mar. 2011 Total US Mobile Subscribers Ages 13+ Source: comScore Ad Metrix Mobile	
	% of Advertised Categories
Mobile Content and Publishing	50%
Consumer Discretionary	26%
Information Technology	7%
Financials	6%
Telecommunication Services	5%
Consumer Staples	3%
Industrials	2%
Other	1%

*\*From comScore Ad Metrix Mobile, based on mobile display advertising across more than 600 of the top websites and sub-sites on the mobile Internet*

## Smartphones critical to mobile advertising opportunity

Mobile media usage and mobile ad exposure show strong differences between smartphone users and feature phone users. More than 80% of smartphone users accessed their mobile browser (82.3%) or applications (85.0%) during March, while just 19.1% of feature phone users utilised their mobile browser and 15.9% accessed apps. Smartphone users were also far more likely to see web or in app ads (27.5% vs. 5.0%) due to their heavier usage of mobile browsers and applications and

were also more likely to respond to SMS ads (7.7% vs. 3.5%).

With 31% of mobile users now owning a smartphone device, up from just 20% a year ago, the opportunity to reach consumers through the mobile channel continues to improve.

Smartphone and Feature Phone Service Penetration 3 Month Avg. Ending Mar. 2011 Total US Mobile Subscribers Ages 13+ Source: comScore MobiLens		
	% of Mobile Phone Users	
	Feature Phone	Smartphone
Used Browser	19.1%	82.3%
Used App**	15.9%	85.0%
Saw Ad on Web/In App	5.0%	27.5%
Responded to SMS ad	3.5%	7.7%

*\*\*Except native games.*

Please join us on Wednesday, June 8 from 2-3 PM EDT (11 AM-12 PM PDT) for a complimentary webinar entitled, [The State of the US Mobile Advertising Industry and What Lies Ahead](#). Hans Fredericks, comScore VP of Marketing Solutions, Michael Becker, MMA managing director for North America, and Scott Hendrickson, VP of Advertising Sales for Where, Inc., will present the latest insights on the current mobile advertising environment and the future of this burgeoning medium. For more information and to register, go to <https://www1.gotomeeting.com/register/679213504>

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