

MMA Global Mobile Advertising Guidelines

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1.0 Overview

The MMA's Mobile Advertising Guidelines provide global formats, guidelines and best practices necessary to implement mobile advertising initiatives in a variety of mobile media format categories including: web, messaging, downloadable applications and video. The guidelines are intended to promote the development of advertising on mobile by (i) reducing the amount of creative effort required for a mobile advertising campaign, (ii) providing an effective and consistent experience on the majority of mobile phones world-wide and (iii) providing an engaging consumer experience.

The MMA guidelines are the result of ongoing collaboration between MMA member companies in the Asia Pacific, Europe, Middle East & Africa and North America MMA Mobile Advertising Committees. Committee members are representative of all parties in the mobile marketing ecosystem, including handset manufacturers, operators, content providers, agencies, brands and technology enablers.

The intended audience for these guidelines is all stakeholders involved in the commissioning, creation, distribution and hosting of advertising via mobile. The MMA Mobile Advertising Guidelines present a baseline whose widespread adoption will accelerate market development and consumer satisfaction.

Mobile Advertising Overview

Today, mobile phones can be utilized for much more than just making and receiving calls. Besides voice services, mobile users have access to data services such as text messaging, picture messaging, content downloads and access to mobile web sites. These media channels carry both content and advertising.

The mobile phone is an extremely personal device. One mobile phone typically has one unique user. This makes the mobile phone a precisely targeted communication channel, where users are highly engaged with content. As a result, the mobile channel delivers excellent campaign effectiveness and response levels compared to other media.

Mobile is valuable as a stand-alone medium for advertising, but it's also well suited for a vital role in fully integrated cross-media campaign plans, including TV, print, radio, outdoor, cinema, online and direct mail. These examples illustrate the ways brands and marketers use the mobile channel to engage and interact with consumers:

- Click-to-call (users place an outgoing call to the content provider or advertiser)
- Click-to-locate (users find the nearest outlet, or car dealer or movie theatre, enabled by location-based services)
- Click to order brochure (users receive marketing materials by supplying their postal addresses)
- Click to enter competition (users enter text or sweepstake to win prizes)
- Click to receive email (users receive email and link to online site by supplying their email address)
- Click to receive mobile coupon (users apply for mobile coupon that provides access to an event or restaurant / store discount)
- Click-to-buy (users make a purchase which may include some form of mobile or credit card payment)
- Click to download content (users download content, including logos, wallpapers, or ring tones, onto their mobile phones)
- Click to enter branded mobile web sites (users click a banner to get connected to standing or campaign-specific mobile web site)

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- Click to forward content (users forward relevant content to friends, creating a viral campaign effect)
- Click or text to interact with a brand
- Click to vote (users are sampled and their responses to various questions delivered on mobile, can be utilized as input for the marketing research efforts of brands)

In designing a mobile advertising campaign, there are many channels to reach the consumer. Within mobile, technologies such as mobile web, downloadable applications, mobile messaging and mobile video can be integrated into the interactive campaigns previously described. Each campaign type can link to additional mobile content or technologies, as well as complementing traditional media. Mobile provides a powerful instant and interactive response path, such as consumers sending a keyword to a short code via SMS, or registering on a mobile web site.

Technology	Description	Advertising Opportunities
Mobile Web	Also called "WAP", the mobile web is most simply described as the internet for the cell phone. The mobile web is accessible to consumers with internet enabled mobile phones and data plans.	Banner ads on mobile web sites Text ads on mobile web sites Branded mobile web sites. Good for: Driving users to a mobile web site Lead generation Direct sales
Downloadable Applications	Software or content that a consumer downloads to their cell phone and then resides on the phone. Examples include applications such as games and lifestyle tools, and content such as wallpaper and ring tones. Downloads are typically accessible to consumers with data plans.	Ad placement within applications (banners, "splash" pages) Branded applications. Branded content (wallpaper, ring tones) Good for: Branding/CRM Driving users to a mobile web site
Mobile Messaging	Most commonly referred to as text messaging (or SMS), this category also includes MMS, which are multi-media messages. SMS is available to virtually all mobile phone users and does not require a data plan or internet access. MMS is accessible on a subset of mobile phones. These services are frequently used with common short codes, which are four to six digit phone numbers that can send and receive mobile messages.	Text ads (SMS, MMS) Branding/CRM (SMS, MMS) Banner ads, splash pages (MMS) Animated images (MMS) Good for: Driving users to a mobile web site Click to call Branding/CRM Interactive dialogue (voting, polling)
Mobile Video	Video delivered over a mobile network to the mobile phones' embedded media player. Videos may be downloaded or streamed, and are usually accessed from a mobile web site or in an MMS message. Mobile video is accessible to consumers with internet enabled mobile phones and data plans.	Video ads in pre-roll, mid-roll, or post roll. Static images, animation or video Branded videos Good for: Branding/CRM Driving users to a mobile web site. Click to call

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2.0 Mobile Web

2.1 Mobile Web Banner Advertising Overview

The mobile web is fast emerging as a mainstream information, entertainment and transaction source for people on the move and away from a PC. Browsing the mobile web is similar to traditional PC-based Web browsing and provides users with access to news, sports, weather, entertainment and shopping sites.

However, there are some significant differences between general access to the Web and access to the Web from mobile phones:

- The environment in which people interact with their mobile phone does not lend itself to detailed information search and delivery. Instead, mobile users seek quick and convenient access to information and services when they are out and about. Space on the mobile phone screen is at a premium, and users have limited input mechanisms, so mobile web sites need to be easy to navigate using just the keypad.
- The broad range of today's mobile phones with different form factors, screen sizes and resolutions presents a challenge for the display and optimal viewing of content and advertising. This document's recommendations directly address this challenge.

Many operators provide a 'home page' that is configured to work well with their subscribers' browsers. The operator portal (or carrier deck) provides a variety of links to branded, mobile-specific external sites to make it easier for the subscriber to navigate. Increasingly, mobile users browse outside their operator portal. 'Off-portal' sites are becoming important destinations for mobile web browsing with sites such as Yahoo!, Facebook, BBC and Sky offering tailored mobile experiences.

China is ranked as the number one mobile market in the world from manufacturing of mobile phones, domestic sale and mobile phone subscribers. Based on a recent report from Analysys 2007, China has approximately 120 million mobile internet users. China has in excess of 80 different mobile brands and more than 6000 mobile phones models.

While mobile web usage is advanced in most Asian countries, its adoption across EMEA and the United States is growing. In the United Kingdom, an estimated 15 million mobile users accessed the mobile web in March 2007 alone (Source: MDA).

Mobile web adoption is also growing in North America, and users are demographically and geographically diverse. According to M:Metrics, an independent analyst firm, approximately 10 percent of consumers use the mobile web for gaming, messaging and browsing. Demographics skew higher for male users, and overall mobile web users are generally in the 18-44 year old age group (though predominantly within the 25-34 age range). Mobile web users have large disposable incomes, with 38 percent earning over \$75,000 and 22 percent earning over \$100,000.

How do I buy advertising on the Mobile Web?

Buying advertising on the mobile web is similar to buying display advertising on the Internet. Graphical, interactive display ads are the predominant ad unit. Although, in most cases, mobile web banner ad impressions can be purchased by CPM (Cost per Thousand) or CPC (Cost per Click), mobile offers targeting possibilities beyond that of traditional media. As this develops further, we would expect to see a range of targeting options made available covering context, demographic and behavioral attributes. Any

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targeting options made available will comply with existing national level, legal and regulatory frameworks governing privacy and personal data.

Some operators and publishers that have mobile web sites sell mobile ads directly, while others allow their inventory to be sold by a third party, either as premium inventory or as part of a mobile ad network.

The biggest difference between buying mobile web display ads and Internet display ads is that mobile web ads are not sold by unit size. Because the sizes and resolutions of mobile phone screens vary, the way the content looks on those mobile phones will also vary. The sizes of mobile web banners as defined in these guidelines are optimized to best fit the mobile phone on which the ad is being viewed. This improves the user experience, ad readability, creative flexibility and effectiveness. This is why many publishers and ad networks may ask you to provide multiple versions of your banner creative with your mobile web campaign.

What results can I expect?

The success of a mobile advertising campaign can be measured in a variety of ways. The main measurements are impressions and click-through rates. Additional measurements include conversion rates, such as, click-to-call rates and other degrees of interactive measurement. These performance results will vary by type of campaign, messaging and call to actions. However, most campaigns today result in significantly higher click-through rates than the Internet.

2.2 Mobile Web Banner Advertising Units

Today's mobile phones are becoming increasingly sophisticated, with high-resolution screens, sophisticated mobile web browsers, MMS support and high-speed access, all of which allows high-quality and media-rich mobile web ad banners. To give marketers and brands an opportunity to leverage these improvements, the MMA's Mobile Advertising Guidelines examine the properties of mobile web ad banners.

Network and back-office technology identify mobile phone models, browser characteristics and screen resolutions in order to serve mobile ads that are optimized to match the capabilities of each mobile phone. In order to accommodate the wide range of mobile phone characteristics, advertisers will be required to produce and provide their banners in various pre-defined dimensions, which are discussed later in this document. The ads served are selected from this set of pre-defined sizes based on the particular mobile phone model's capabilities and according to the best-fit principle. As a result, advertisers can increase campaign effectiveness by offering larger and richer ads that are more legible on high-resolution mobile phones.

If the artwork is to be delivered directly to consumers, it should be made available in the format their phones can support. Most mobile phones support JPEG and GIF. High-end mobile phones also support PNG, while legacy phones generally support WBMP. If the artwork is being delivered to the consumer via an intermediary, advertisers are advised to discuss the best format with them to see if that party can convert between formats.

2.3 Methodology

Key considerations while producing this recommendation were to:

- Limit the effort required to produce creative material
- Ensure that advertisements display effectively on the majority of phones
- Provide an engaging, non-intrusive consumer experience

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The recommendation consists of a set of aspect ratios, actual banner dimensions, maximum file sizes and file formats.

Aspect Ratios

The recommended aspect ratios are 6:1 (default) and 4:1 (extended) because:

- Having two aspect ratios provides flexibility of layout and positioning in different contexts.
- 6:1 is the default recommendation that every publisher should be able to deliver.
- 4:1 is the extended size for optional use in campaigns for those who have the possibility to offer bigger ad formats within their sites.
- Keeping the aspect ratio constant simplifies resizing of images and reduces effort.
- Both are sufficiently large to provide an effective advertising experience, yet small enough not to be intrusive.

Banner Dimensions

The recommended banner widths are 120, 168, 216 and 300 pixels.

An analysis of mobile phones in the market found that the usable screen widths fall into distinct clusters. That environment has several benefits:

- Keeping the banner widths to four limits the effort of creative production.
- The widths chosen provide a good fit for the majority of mobile phones, limiting the amount of redundant “white space” left on the browser.
- The widths chosen provide for an exact pixel height for both ratios defined, which simplifies scaling of the creative.

Basic image banners are intended for use in wide reaching campaigns where optimum user experience across all ranges of mobile phones and data connectivity is the goal.

Enhanced image banners are intended for use in campaigns where it is imperative to convey a rich media experience through advanced graphics or image animation.

The maximum file size for the largest basic image banner has been set at 5 KB. The maximum file size for the largest enhanced image banner has been set 7.5 KB.

Animated Image Banners

There are a number of guidelines recommended for animated image banners:

- Mobile phones not supporting image animation tend to render the first image frame only. For this reason, the first image frame should already contain the full and consistent advertising message.
- Animated images and automatic resizing do not seem to work together. Therefore, it is recommended not to apply automatic resizing with animated image banners. We continue to observe best practice in this area to discover possible solutions.
- There are several possible object formats: Animated GIF, SVG, Flash, interlaced jpeg, etc. However, Animated GIF is prevailing in terms of support on mobile phones today. We continue to observe best practice in this area to determine improvements to be incorporated into the guidelines.

Other Aspects

Additional aspects that have been considered, but have not yet been fully integrated into the recommendations, include the following:

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- Automatic resizing of mobile web banners: This is a capability used by some providers, but not all. It bears possible challenges with some creative material that does not scale well (e.g., text, graphical details). There is also no common practice regarding which banner sizes should be provided of the image to be resized. It should be noted the automatic resizing does not work (well) with animated banners.
- “Advertising” signifier: Some providers and/or markets require altering advertising images to inform consumers that an image is an advertisement and/or that it is clickable. Advertisers should be aware that a portion of their creative space may be hidden by such signifiers (e.g., the leftmost or rightmost border of the banner).
- Bullets can be used on the corner of creative to inform users that the images are clickable.
- Color depth of mobile web banners: The committee sticks to limiting file size and will continue to observe the need for possible further recommendations.

Text taglines are an optional feature that can be added to an image banner. Text taglines have several advantages and disadvantages:

Pros:

- Most consumers are unfamiliar with image banners on mobile web sites. Many consumers also don’t realize that image banners can be navigated to and clicked on, whereas a text tagline is much more recognizable to consumers in that respect.
- An image banner with a text tagline usually generates higher click rates.
- Some (older) browsers cannot navigate graphical elements at all, in which case a text tagline is required to make the image banner clickable.

Cons:

- Image banners with text taglines together use more real estate (space in the usable browser window), typically at the expense of other Web elements, such as navigation and content.

There is no consistent best practice and hence no clear recommendation regarding the use of additional text taglines. Instead, media owners and publishers need to make a case-by-case decision about what best suits their business requirements.

Irrespective of using additional text taglines, the committee recommends that advertisements contain some form of call-to-action clearly identifiable by the user (e.g., “find out more ...”, icon, button).

Handsets Display and Corresponding Ad Images

There are hundreds of different mobile phones in the market today, and they differ by features such as screen size and supported technologies (e.g., MMS, WAP 2.0, WAP Push and Java). Depending on your target market, multiple creative assets may need to be supplied. For color images, typically JPG, GIF and BMP formats are supported. The table below gives an overview of various mobile phone screen sizes and the recommended image size for each type.

Table 1: Mobile Web Handset Display and Corresponding Ad Images					
Handset	Approx Handset Screen Size (pixels wide x tall)	Example Handsets	Ad Unit	Ad Size (pixels) 6:1	Ad Size (pixels) 4:1
X-Large	320 x 320	Palm Treo 700p Nokia E70	X-Large	300 x 50	300 x 75
Large	240 x 320	Samsung MM-A900 LG VX-8500 Chocolate	Large	216 x 36	216 x 54
Medium	176 x 208	Motorola RAZRs LG VX-8000 Motorola ROKR E1	Medium	168 x 28	168 x 42




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Small	128 x 160	Motorola V195	Small	120 x 20	120 x 30
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2.4 Technical Specifications

The mobile web utilizes the Wireless Application Protocol (WAP). There are two main types of WAP sites: WAP 1.0, which uses Wireless Markup Language (WML), and WAP 2.0, which is based on XHTML. WAP 2.0 is increasingly the platform of choice, because it allows for a much richer experience than WAP 1.0. Many manufacturers and operators are moving away from WAP 1.0.

Mobile Web (WAP) 2.0

Table 2: Static Image Banners in default 6:1 aspect ratio		
Ad Size	Technical Specifications	Sample Creative (approx. size)
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 50 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <5KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <7.5 KB file size 	
Large Image Banner	<ul style="list-style-type: none"> • 216 x 36 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <3KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <4.5 KB file size 	
Medium Image Banner	<ul style="list-style-type: none"> • 168 x 28 pixels • .gif, .png, .jpg for still image • Animated gif for animation 	

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	<p>Basic</p> <ul style="list-style-type: none"> • <2KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <3 KB file size 	
Small Image Banner	<ul style="list-style-type: none"> • 120 x 20 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <1KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <1.5 KB file size 	
Text Tagline (optional)¹	<ul style="list-style-type: none"> • Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small 	

Table 3: Global Static Image Banners in extended 4:1 aspect ratio		
Ad Size	Technical Specifications	Sample Creative (approx. size)
X-Large Image Banner	<ul style="list-style-type: none"> • 300 x 75 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p>	

¹ Some providers allow a text tag below the banner ad.

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	<ul style="list-style-type: none"> • <5KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <7.5 KB file size 	
<p>Large Image Banner</p>	<ul style="list-style-type: none"> • 216 x 54 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <3KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <4.5 KB file size 	
<p>Medium Image Banner</p>	<ul style="list-style-type: none"> • 168 x 42 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <2KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <3 KB file size 	
<p>Small Image Banner</p>	<ul style="list-style-type: none"> • 120 x 30 pixels • .gif, .png, .jpg for still image • Animated gif for animation <p>Basic</p> <ul style="list-style-type: none"> • <1KB file size <p>Enhanced</p> <ul style="list-style-type: none"> • <1.5 KB file 	

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	size	
Text Tagline (optional)¹	<ul style="list-style-type: none"> • Up to 24 characters for X-Large • Up to 18 characters for Large • Up to 12 characters for Medium • Up to 10 characters for Small 	

Note: For the purpose of ad optimization, these guidelines are based on the Photoshop software's metrics. Photoshop is the commonly software used for the purpose of designing mobile advertising worldwide.

Mobile Web (WAP) 1.0

Table 4: Technical Specifications– Mobile Web (WAP) 1.0		
Ad Unit	Technical Specifications	Sample Creative
Asia Pacific: Standard Text Link for 128 & 176 screen sizes	<ul style="list-style-type: none"> • 1 line of text maximum • Up to 8 characters maximum 	ABCD酷炫网站
Asia Pacific: Text Link for 240 screen size	<ul style="list-style-type: none"> • 1 line of text maximum • Up to 12 characters maximum 	ABCD广告片流畅下载
Europe, Middle East & Africa: Standard Text Banner	<ul style="list-style-type: none"> • 3 lines of text maximum • Up to 16 characters per line • Max. 35 characters total, including spaces 	Family First!
Europe, Middle East & Africa and North America: Standard Image Banner	<ul style="list-style-type: none"> • 80 x 15 pixels • B & W, 1-bit bitmap • < 200 bytes file size 	

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Europe, Middle East & Africa and North America: Standard Image/Text Combination Banner	<ul style="list-style-type: none"> • 80 x 12 pixels • B&W, 1-bit bitmap • Text: Up to 16 characters • < 200 bytes files size 	
North America: Standard Text Banner	<ul style="list-style-type: none"> • 2 lines of text maximum • 12-16 characters per line • 32 characters total, including spaces 	

- Screen Resolution has no effect on text link
- Text link advertisement should be designed with reference to the overall design of the mobile site. The placement of links will vary by country and language.

2.5 Mobile Web Response Mechanisms

Besides the uncluttered branding opportunity, the mobile web offers a variety of response mechanisms. When consumers click on any of these advertising units, they link to either a pre-published mobile web site or a landing page with special features:

- Externally hosted branded mobile web site (i.e., www.kodakmobile.com or wap.bk.com)
- Landing page mobile web site with text and header image
- Direct response features including:
 - Click-to-call
 - E-mail opt-in
 - SMS (text) or MMS (picture or video) messaging opt-in (refer to section 4.0 on Mobile Messaging for more details)
 - Location finder (e.g., car dealer, store, restaurant)²

2.6 Design Principles and Style Guides for Mobile Web Advertising

Mobile web design principles and style guides have been available for years, and the adoption and adherence to those principles by site owners and publishers is increasing for the benefit of the industry. Those principles include:

- Limiting user input to numeric or short sequences of text due to the limitations of the keyboard on most mobile phones.
- Limiting the overall data volume of a mobile web page to no more than 20 KB so the download time isn't longer than most users will wait.
- Limiting the number of retrievals (e.g. of images) per mobile web page to 10 in order to reduce page loading delays caused by roundtrip times for each retrieval.

Mobile advertising does not require any particular design principles and style guides in this respect. Existing general guidelines should apply to mobile web sites containing image banners, as well as to those mobile web sites linked to by image banners (post-click), such as jump pages, campaign sites and self-contained permanent third-party mobile web sites.

² Can be location-based GPS services or postal code look-up, depending on the operator.

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3.0 Downloadable Applications

3.1 Introduction to Downloadable Applications Advertising Guidelines

Mobile downloadable applications are pieces of software that are resident, either in whole or in part, on the mobile phone. Downloadable applications are most often used for interactive experiences, including playing games (e.g. Tetris, DinerDash) and using applications/lifestyle tools (e.g. Zagats, Moviegoer). Mobile downloadable applications are usually downloaded over a wireless network directly to the mobile phone but can be uploaded via Bluetooth or cables as well.

Mobile downloadables are developed using platforms like J2ME, BREW, Symbian, Windows Mobile, Palm and others and vary by operator. Mobile downloadable applications are optimized by platform and by mobile phone to insure an optimal experience for each individual user.

Purpose

- Define standard ad units to be displayed within applications on mobile phones when advertising is not directly integrated into content, an “advergame” or customized advertisement per the advertiser or brand partner.
- Define basic parameters for the customer experience based on current best practices.
- Identify the unique aspects of downloadable applications, such as client-server architecture and intermittent connectivity that make downloadable applications function differently than mobile web sites.
- Create counting and reporting guidelines that keep this connectivity in mind.
- Encourage general scalability within standard formats for a lower barrier to entry into the mobile downloadable advertising market.

General Principles

- For ad formats that translate between the mobile web and downloadable applications, the primary goal is to remain as consistent as possible with much of the current Mobile Web Guidelines contained within this document. This consistency will drive adoption and scale through broad reach across mobile phones and minimize creative production expense for agencies/brands.
- Educate the mobile advertising ecosystem about the creative guidelines that enable broadest reach across mobile phones, through standard units described below. This will allow advertisers who until now have only purchased ads on the mobile web to have a similar format, and re-use/purpose creatives.
- The intent is not to address highly integrated advertising adver gaming, or custom advertising. These will always be tailored solutions between publishers and advertisers. The industry should encourage these experiments as long as the customer experience isn’t compromised.
- Advertising must not degrade the user experience of the application. This ensures continued usage of the application, continued purchase of mobile ad space and maintains customer satisfaction.
- Advertising that is disruptive, takes over a user experience or takes a user out of an application must notify the user before this occurs. For example, there should be a notice such as: “You have asked to exit the application. Are you sure you want to do this?”

Current and Emerging Downloadable Application Marketplace

- Currently, many downloadable application advertising campaigns are associated with a particular product rather than a particular ad unit size.

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- Because the industry has had no downloadable application standards until recently, existing implementations will not be compliant with these recommendations.
- In addition, many downloadable application advertising campaigns are highly integrated and contextual to the application or game. This use case is not covered in this document because each case will have unique implementations.
- Networks for downloadable application advertising are emerging, as are campaigns that include multiple advertisers by product.
- It is possible to have to work within more granular segmentation, either by content type and genre or by mobile phone type or platform. This decision should be based on availability of inventory and goals of each campaign.

Most advertisers work with developers, ad agencies and publishers to select from full page or banner ad units as appropriate by campaign and product is designed to work across multiple mobile phone types (platforms and sizes).

3.2 Ad Unit Overview

- Ad banner – An ad banner is a static logo or image(s), text or combination of these that can appear anywhere within the application (for example, on the application main menu page, or sub-pages). Ad banners should meet the below pre-determined size requirements. The ad banner can be selected by the user to view more information regarding the sponsor/advertiser (active state/non-static state).
- Ad full-page images – An ad page is a full-screen advertisement, which may be placed as a “bumper” screen for the launch and exit of the application, or as a splash or jump-page (formerly called interstitials) within the application. It may be used as the landing page from an earlier ad banner or may be a stand-alone full page. This full page may also be active or static.
- General behavior – Both ad banners and ad full-page Images may be active and link either to places inside the application or to outside the application through links such as click-to-mobile web, -call or -text. If the advertisement moves the user outside the application, specific consumer warnings and guidelines are necessary (see below). Ad pages provide opportunity for the user to receive additional information from the advertiser. This functionality must be consistent with a mobile phone’s capabilities (for example, interactivity such as click to call, WAP push) and will be limited by both type of mobile phone and mobile phone connectivity.

Selection of Ad Units

- Ads should be optimized and dynamically delivered based upon the mobile phone’s characteristics. For downloadable applications, this will mean selection from predefined sizes that best fit on most mobile phones including small, medium, large and extra large sizes.
- Creative sizes – Advertising clients can customize their advertising campaign by creative. In the case where the format is consistent with banners and full pages, it is highly advisable that clients provide the pre-set sizes, described below, to build their advertising campaign. Full ad pages (also called ad landing pages) provide opportunities for the user to receive more robust or additional information from the advertiser
- Mobile developers, in conjunction with their advertising partners, will define/create multiple creatives of each ad based on specifications below. The most appropriate creative should be selected for delivery based upon the mobile phone screen size and color depth (as predetermined by advertiser and developer/publisher). This will typically be the largest screen size and resolution that fit and conform to the constrictions of the application as well.
- Some small mobile phones may need to be excluded from banner ads based on the legibility of the specific logo or image built to specifications below.

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3.3 Ad States

Ad banners advertisements in general have two states (or combinations):

- Non-active/non-highlighted/static means the ad is visible on screen but it is not in the select state.
- Active/highlighted/non-static means the banner is in the select state. You can access the ad and then click on it for more information.

Ad Capabilities and Actions

Potential actions available for an ad:

- Click to additional page inside the application
- Click-through to mobile web outside the application
- Click-to-call outside the application
- Click-to-SMS outside the application
- Click-to-anything external to the application (e.g., e-mail)
- Combination of the above

Types of capabilities available for an ad:

- Advertisements without actions supported on all mobile phones (full page and banner units).
- Advertisements with some common active actions (i.e., click-to-call, click-through to mobile web) are suitable only for Java phones that are MIDP2 compliant and BREW³ 2.x and above (non smart phones only).
- Future advertising may leverage advanced features and APIs that require specific device capabilities, such as JSR-179 for location on Java phones. Companies and ad networks that offer this kind of advanced functionality and proprietary actions should adhere to the principal of targeting ads with those actions only to phones that can support them.

3.4 Ad Specifications

Full Screen

Display on screen: Intended for display on a screen by itself or with minimal components of the application (i.e., title bar or soft-button labels).

Ad behavior:

- Displayed in full, during which click-through actions are enabled.
 - Impressions may be counted if they are fully resolved for any period of time or if the user clicks through.
- At any time the ad is displayed in full, user shall be able to click to continue past the ad into the content.
- For click-through ads that do not require a customer to leave the application and migrate to, for example, a mobile web browser:
 - The MMA recommends that, where possible, and in mobile phones that support this, after a click through, a user is put back to the same place in the application (e.g., World Series of Poker with \$1M in chips).
- For click-through ads that do require a customer to leave the application, the MMA recommends:
 - Clearly notifying users that they will be leaving the application environment to experience the advertisement.

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- Giving users the option of canceling out of that/getting off of the ad and going right back where they were before.
- Clearly communicating that in most cases, a consumer will need to completely re-launch the application in the same way they started the application.
- The MMA also recommends that for applications and games whose flow may be greatly disrupted by a click-through, ads should be displayed before the launch or exit of the application, or queued until the end of the application experience, or avoided altogether.
- A preliminary recommendation for full screen ad display time is that the units disappear after a maximum of 5 seconds.

Graphics File Formats:

- PNG (required on Java phones), JPG and GIF.
- The file image may be dynamically changed based on mobile phone capabilities (image only, not size or color depth – i.e. new banner, same position or JPG to PNG).
- Static and animated images

Sizes:

- Generally, full-screen ads should use as much of the screen area as possible. This MMA sub-committee plans to work in conjunction with the mobile web group to come to consensus around sizes for the full screen creatives that can cross platforms.
- This sub-committee believes the larger team should keep the following in mind when creating these size standards:
 - Square aspect ratios seem to allow the most flexibility for both mobile web and downloadable application platforms.
 - It is convenient for advertisers
 - It also leaves room for title bar and/or soft-button labels – a key issue that cannot be ignored when addressing the downloadable application platforms.

Banners

Display on screen: Intended for display on a screen with content from the application.

Ad behavior:

- Displayed with application content
 - The banner is displayed for as long as the customer is on this page of the application.
 - Impressions may be counted once the page is displayed and the ad is loaded/displayed in full. Defining a minimum display time for the ad to count as an impression is under consideration.
 - The state of the ad (active or static) should be apparent to the customer.
 - Best practice for placement of ad signifiers should be followed as described in the mobile web ad guidelines.
- The user may be able to click on the ad and be taken either to a jump page inside the application or external to the application (see above).
- Click-through banner ads should behave in the same way click through full page ads behave.

Graphics File Formats:

- PNG (required on Java phones), JPG and GIF.
- The file image may be dynamically changed based on mobile phone capabilities (image only, not size or color depth – i.e. new banner, same position or JPG to PNG).

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- Static and animated images

Sizes:

- Banner sizes should be as consistent as possible with established mobile web banner sizes
- However, many downloadable application advertising campaigns will continue to be custom designed to support the needs and experience of the target audience

3.5 Reporting and Counting

Downloadable applications operate in primarily two variations:

- Not connected (never aware) applications pose unique challenges. These kinds of application can have sponsorship-style advertising only. Ads are usually not refreshed during the lifetime of the application. Impression counting cannot apply here. The creative and size standards may still apply.
- Connected or occasionally connected applications (intermittently aware) are the dominant downloadable application use cases. Intermittently aware applications also pose unique challenges. Specifically:
 - The application must synchronize with the ad server or other entity (receiving) in order to transmit ad impression and/or click-through counters.
 - The application may receive and store the number of ads for rotation while the application is not network-aware.

The application must account for each ad served even if not in network-aware scenario (i.e., application must synchronize with ad server or other entity sending).

In addition, current best practices include:

- Support for more than one advertisement (re-fresh) and ad rotation, including deletion of previously stored or prior ads
- Frequency capping and story boarding
- Support for ad-insertion rules (time of day, category, content type, etc.)
- Expiration dates for ad (e.g., Super Bowl ad)
- Gathering and reporting of other information including mobile phone type, operator and unique ID

Specifics on Counting Offline Behavior (mainly for connected/intermittently-aware applications)

Downloadable applications are expected to be commonly used in circumstances where an online connection to an ad-server is not available. Therefore, some of the counting and monitoring functions of the ad server must be handled within the application or the mobile phone.

- To minimize discrepancies, the general principle is to report only impressions or actions that can be confidently reported after the fact. Actual enumeration is necessary for CPM-based sales, rather than any type of statistical inference. An impression is counted only after each display of an ad meeting the impression guidelines defined earlier.
- If the user is not online connected to the network when the ad banner is selected, it is not possible to provide access to the full-screen ad page unless cached. A message is displayed to indicate there is no network connection. This impression may only be counted towards a CPM if the collected data is stored for retrieval later.
- Actions that can occur offline (i.e., e-mail or SMS opt-in forms) may be counted only after the mobile phone connects again and the offline event is included with similar events for the campaign that happen while online.
- Other impression guidelines (i.e., minimal display time) are also unchanged from the online case.

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4.0 Mobile Messaging

4.1 Mobile Messaging Overview

The basic idea behind mobile messaging technology is to enable users to communicate in an asynchronous manner. Mobile messages are stored in the network and delivered to the recipient as soon as the consumers' mobile phone can receive it. Mobile messaging has been a key feature in digital mobile communications since the beginning of wireless communications.

SMS (Short Messaging Service) has grown to be the single most important mobile data service. This services is also referred to as "text messaging" or "texting". SMS is a messaging infrastructure that allows a mobile user to send and receive a text message with up to 160 characters on a mobile phone, which can be exchanged across virtually any operator network. All mobile phones shipped today support SMS.

MMS (Multimedia Messaging Service) was launched across markets as of 2001 with uptake growing as multimedia-capable mobile phones spread in the market. MMS allows mobile users to exchange multimedia messages – typically picture, audio and/or video in combination with text.

SMS and MMS services are together referred to as "Mobile Messaging." Both SMS and MMS are described in detail in their respective sections later in this document. The key differences between the two are that SMS is text only, while MMS offers rich media content. SMS communication is supported between different networks and between different countries, while MMS still faces obstacles in many places when it comes to sending messages between networks and countries. However, the stickiness of Mobile Messaging, the enormous reach of SMS and the rich media capabilities of MMS make this channel a highly rewarding advertising opportunity.

Newer forms of mobile client-based messaging services (e.g. mobile email, mobile instant messaging) are not addressed in these guidelines. Those messaging services are at different stages of deployment and/or evaluation and have lower rates of adoption in mass markets than SMS and MMS. They may be addressed in future editions of these guidelines.

4.1.1 Mobile Messaging as an Advertising Medium

Mobile messaging represents an opportunity for advertising placement. Media publishers are using messaging to distribute mobile content. Businesses are providing consumer services through mobile messaging. These messages provide inventory into which advertisements can be inserted. In addition, it is now possible to purchase advertising in personal (Person to Person) SMS and MMS messages.

There are two primary types of advertising inventory:

Application to Person (A2P): This type of inventory includes SMS and MMS messages sent by a business or other organization/entity via an automatic application to a consumer's mobile phone. In many cases, the consumer may interact with the application through messaging. It is possible to insert advertising on this type of inventory, providing there is sufficient space left within the message.

Application to Person messaging is used for a wide range of services:

- **Pushed Content Services** – Media publishers use SMS and MMS to send requested content (news, sports, jokes, gossip, etc.) or information to their users. A user can subscribe to these

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services on a daily or weekly basis, or request it on an ad-hoc basis. For example, CBS News has an MMS news alert program for Verizon Wireless subscribers and Fox25 distributes *American Idol* pictures and content via MMS to AT&T subscribers. *USA Today* provides daily weather forecasts delivered by SMS. Content service providers deliver their product via a mobile message, such as with ring tones, wallpaper, pictures, music and video. Ads can be inserted in SMS content that subscribers request and receive, by using the free (non-used) space, up to the character or message size limit. Users typically receive free or subsidized content in exchange for being exposed to these ads.

- **Business Services and CRM** – Businesses may use mobile messaging as a customer communication element of their core product offering. For example, a bank may offer text message alerts when an account drops below a certain balance, or an auto dealer may offer reminder messages when a vehicle is scheduled for routine service. Cellular service providers use messaging (today mainly SMS) to notify subscribers of service events such as voice mail, network coverage, transaction confirmations, roaming network welcome messages, or account status (prepaid balance or loyalty points). Ads can be inserted in SMS or MMS alert service content using the free (non-used) space, up to the respective size limits. This may come in return for some value offered by the service provider. For example, Vodacom SA has announced it is selling text advertising on its free “call me back” message service, claimed to generate up to 20 million messages a day.
- **Search and Inquiry Services** – Media publishers or search service providers use SMS and MMS to send information in response to user inquiries. These include directory inquiries for store locations, or phone numbers, price search services, and a large variety of other search-via-mobile services. The inquiry is typically invoked by texting commands and/or keywords to short codes. Ads can be inserted in the free (non-used) space in the message, up to the character or size limit of the message.
- **Interactive Services** – Interactive Services provide the opportunity for users to participate in voting, polls, contests or to become engaged with communities through chat or billboard arrangements. Often those services are integrated with other media activity, such as TV shows or print campaigns. A user is invited to vote and typically receives an automated response, which may also include advertising. Ads can also be inserted in messages received by interactive chat participants. These ads can be inserted in the free (non-used) space in the message, up to the character or size limit of the message.

Additionally, Application to Person inventory includes messages that are part of a direct mobile marketing, advertising or promotional campaign. For example Doritos/Frito-Lay invited consumers to text unique codes found inside product packaging to the campaign’s short code, in order to win prizes. The objective of this campaign was to drive Doritos product sales. This type of mobile message does not typically include additional inserted advertising, as the entire purpose of the message is one of advertising or marketing, and therefore is not addressed in these guidelines.

Person to Person (P2P): This inventory consists of personal messages sent between users. The original purpose of messaging was to enable users to communicate amongst themselves. Today, SMS is the most widely used mobile phone service after voice. In some countries, it is used by more than 80 percent of mobile subscribers (e.g. 86 percent in the UK according to an M:Metrics survey from July 2007).

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It is possible to insert ads in the available space in personal messages, up to the message size limit. Advertising insertion in P2P messages is not commonly used today; however some operators are rewarding subscribers that are willing to receive ads within the messages they receive from their friends with discounts on activities such as sending MMS/SMS. The potential inventory in person to person messages is enormous.

Across many markets there will be existing national level regulatory and legal frameworks outlining acceptable uses of this channel. In particular the use of any personal data and/ or any use of content of Person to Person messages will particularly require careful examination to ensure adherence to national privacy laws. In addition end users concerns and expectations will always need to be carefully managed. Taking all steps necessary to ensure end customers fully understand any proposal to use their data, together with providing a clear choice to opt in or out of this type of service is essential for its long term success.

4.1.2 Complete Messaging Advertising

These standards are designed to address advertising that is inserted in other user requested content (such as account notification or entertainment messages), however it is possible to also send mobile messages that contain purely advertising or marketing content. These guidelines do not address this type of mobile marketing or mobile promotions. Broadcast of mobile marketing messages should follow the MMA Code of Conduct.

4.1.3 Success Drivers

The following key characteristics drive the success of messaging as a source of mobile advertising inventory:

- **Ubiquitous SMS access** – Virtually all mobile phones can receive SMS and the majority of users use SMS on a regular basis. Today, SMS is the most widely used mobile phone service after voice.
- **Growing MMS access** - MMS adoption levels are significantly lower than SMS, but even in developing markets more than 70% of mobile phones can receive MMS, and this market is continuing to grow.
- **High attention level** – Users almost never delete messages without opening them and reading at least parts of the content.
- **Simplicity** – Despite the sometimes limited creative space, ads are usually easy to develop, particularly for one-step campaigns where advertisers send either coupons or codes for discounts or samples of specific products or services.
- **Engaging** – Once displayed, messaging ads can engage users directly in various ways: Interactive message reply/forward, click-to-mobile web, click to call, etc.
- **Compatibility** – Messaging usually works between different networks and between different countries. However, MMS still faces some obstacles in this area.
- **Propagation** – The viral effect is especially strong, with response rates being boosted by recipients qualifying and forwarding messages to people with high relevance, as determined intelligently by the initial recipients.

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- **Tracking** – Ability to measure channel usage, track unique ad exposure and obtain detailed results analysis.
- **Response collection is easier** – It may be achieved immediately. Brands may have access to real-time response information and may modify the campaign according to the results before a campaign terminates.
- **Easy to integrate into 360⁰ communication:** The effectiveness of campaign may increase if mobile messaging is used seamlessly integrated with other media.
- **Direct and personal way of communication** – Customer has the sense of feeling that the ad addresses only him/her.

4.1.4 Dynamic Advertising Insertion

Dynamic advertising is the process that enables insertion of ads according to the receiving subscriber's profile, and represents one of the key benefits offered by the mobile medium. Dynamic advertising enables targeting based on demographic, location, and behavioral parameters. In order to perform dynamic advertising, the operator or the ad server needs to insert the ad into the SMS or MMS message in real time. Examples include an MMS with an ad for a clothing retailer if the recipient was identified as a potential customer, or a local restaurant ad in a search for a movie theater.

4.2 SMS Advertising

4.2.1 Introduction to SMS

Short Message Service (text messaging) is the most widely used channel/platform for mobile marketing today. Worldwide, there are more than twice as many SMS users as there are PC users. The text message (SMS) feature is the most widely used mobile phone service after voice, with over 1500 billion messages that will be sent worldwide in 2007 alone (Gartner Report, 10/30/06).

SMS supports text messages of up to 160 characters, depending on the mobile phone, alphabet coding, network, and language. It is also possible to create longer SMS messages by stringing together (concatenating) several SMS messages.

SMS is limited to text only, but due to the common access to this technology, the inventory size represents a massive opportunity for mobile advertising.

In many markets Application-to-Person (A2P) SMS messages are used with common short codes (CSCs), short phone numbers (usually 4-6 digits), which enable service providers and mobile phone users to interact via text messages.

4.2.2 How to Buy Advertising in SMS

SMS Advertising is defined as ad units that appear appended to other published content. The ad unit can either be static (no action can be taken by the end user) or dynamic (user can act on the message).

Buying advertising in SMS is similar to buying text-based advertising on the Internet. In most cases, SMS ad impressions can be purchased by CPM (cost per thousand) deliveries. Typically, publishers and service providers either sell their own inventory in Application-to-Person SMS messages, or work with an SMS advertising network, who places advertising in existing SMS content feeds.

4.2.3 SMS Ad Insertion Specifications and Best Practices

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The SMS publisher or ad network will provide the specific character limitations based upon the available space in the message. SMS is inherently limited in its message length (amount of characters) available. Longer messages may be split into two SMS messages. SMS advertising is appended to the bottom of the content message to be sent to the user.

The available characters for ad copy is therefore dependent on how much room is left after subtracting the characters used in the main content body of the message. This will vary by provider. The guidelines below are suggested for maximizing response rates, and suitable to cases where the basic message length is 160 characters (with spaces) to make the most of the limited message space available in SMS.

4.2.3.1 Partial SMS Ad Insertion (Teaser Ad)

- Use for promotion messages and calls to action, usually to “reply for more” information, or for branding messages (without call to action).
- Sixty character limit, but try to keep under 40 characters if possible. Available publishing inventory increases as the size of the message decreases.
- Use of an URL is not recommended. It is, however, possible with short or compressed URLs.
- The text of the ad will be inserted only at the end of the original message and not before it. Also, in case the sender uses a personal SMS signature, the ad should be inserted after the signature.
- To optimize placement, the advertiser should develop several versions of ads to be used, depending on the length of sender’s message. For example, “Nike” or “Just do it, Nike”
- There should be a clear separation between the ad and the original text using “*”, “**” (single or double-asterisk), in the prefix “AD:” or “-” (dash). The publisher is responsible to ensure that the number of characters does not exceed 160 due to the text ad insertion. If a long SMS is created, the ad provider should carry all the costs of the additional SMS messages that are delivered.

4.2.3.2 Complete SMS Ad (Full Message Ad Copy)

- 160 character limit.
- May contain a URL. URL compression is highly recommended to reduce character count.
- Header should reflect the consumer query that resulted in delivery of the full ad message copy. (For example, if the consumer replied “HOME” to get more info on real estate, the resulting ad should have “HOME” in the first line.
- Outside of the “From” field, the header should clearly display the sender identity, e.g. Prefer to use “NIKE” instead of “9876”

4.2.3.3 Keyword Usage

- When requesting the reader to reply for further information, use a keyword for the response. Do not use single digit letters or numbers for reply responses.
Correct: “Reply **COLA** for more information.”
Wrong: “Reply **1** for more information.”
- Capitalize the full text of the keyword.
Correct: “Reply **BDAY** for alerts.”
Wrong: “Reply **Bday** for alerts.”
- Do not use artificial words or “netspeak”
- Avoid using “**w**” as an abbreviation for “with.”

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- Do not replace words with numbers, such as 4 instead of “for” or 2 instead of “to.”

4.2.3.4 Text and Punctuation

- Use punctuation only if required:
 - Include exclamation marks at the end of sentences
 - Include question marks at the end of sentences
 - Leave out periods at the end of sentences
 - Do not use quotation marks
- Use only the 7-bit SMS characters listed below:
 - Letters: A-Z in capitals or lower case
 - Numbers: 0-9
 - Symbols

@	\$	/	<	&	_
%	#	>	=	*	+
- Punctuation

!	¿	'	-	¡	:	?
"	,	()	;	.	
- Space, carriage return (A carriage return may count as two characters)
- Ensure that the publishing network recognizes any non-Latin or accented letters prior to use.

4.2.3.5 Functionality

- Response (return SMS)
 - User SMS requests for additional messages/information must be responded to within 12 hours, or the request (opt-in) for that particular message will be deemed expired.
 - Responses to user requests may be delivered by an alternate short code, but the relationship to the original request must be identified within the message.
- Click to Call
 - Phone numbers must be local or domestic to the country your ads are targeting.
 - Phone numbers must be functional
 - Premium destination numbers that would result in a charge that exceeds normal phone call charges to the end user are not permitted unless the terms are fully disclosed in the ad
 - Emergency numbers (e.g. 911 in the United States and Canada) or any unrelated service numbers are not allowed.
- Link to mobile or WAP sites
 - Landing pages must be viewable in mobile web browsers, and must be written in supported markup language for the target mobile phones (xHTML, wml, cHTML, and HTML for supported PDAs/smart phones)
 - Content must be related to the advertisement
 - The landing page must be working properly

4.2.3.6 What Results to Expect

Results from SMS campaigns are highly variable, depending on the type of advertisement, the degree of targeting, the incentive, and the goals of the campaign. Conversion rates (defined as actions taken per call to respond action), typically range from 3-30 percent. Best practice is still emerging.

4.2.3.7 Reporting and Tracking

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Advertisers should receive, at a minimum, monthly information on campaign performance. Metrics should include:

- Total message deliveries
- Unique deliveries (distinct mobile phones)
- Content of ads served
- Number of conversions (reply for more info)
- Number of unique user conversions
- Number of secondary conversions (if additional campaign interaction is possible, such as searching for a location, or click-to-call)
- Network reports (geography and operators served)
- Viral marketing (tagged MMS message only) results, if available.

4.3 MMS Advertising

4.3.1 Introduction to MMS

A multimedia message service is the rich media equivalent of SMS text messages. In addition to text, an MMS message can include images, video, rich text, and sound. These “assets” can be arranged and composed in a flexible way to achieve optimum impact.

MMS messages offer desirable ad inventory because MMS messages are rich media, and unlike WAP ads, MMS ads reside on the subscriber’s mobile phone. MMS can engage the user using sound and video. MMS ads can only be displayed on MMS enabled mobile phones.

Unlike SMS, which is limited by text character count, the maximum size of an MMS varies according to market and mobile phone used typically between 100 KB and 300 KB. Reliable MMS delivery to a mobile phone requires either knowledge of the mobile phone in use (e.g. by asking the user during opt-in, by “user agent” detection while browsing, or by using possible provider databases, if available).

4.3.2 How to Buy Advertising in MMS

MMS Advertising is defined as ad units that appear inserted to other content. The ad unit can either be static (no action can be taken by the end user) or dynamic (user can act on the message, e.g. by clicking or responding).

MMS advertising is new, as it opens opportunity for rich media ad including video and sound. That said, buying advertising in MMS is similar to buying banner advertising on the Internet. In most cases, MMS ad impressions are purchased by CPM (cost per thousand) deliveries.

4.3.3 MMS Ad Insertion Specifications

Due to the richness of the medium advertiser should comply with guidelines for the three main parameters of formats, dimension and size:

4.3.3.1 Formats

Even though the options are varied, in order to simplify the standards and maintain best user experience, we suggest limiting the formats to the following:

The most common MMS format is the static full-screen ad. Additional formats include video ads (addressed in section 5.0 of this document) and MMS banner ads (standards in section 2.0 of this document).

Format Options for Static Full Screen Ad:

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- Images can be static images or animated GIFs.
- The ad can be before the original content (pre-roll) in the middle (mid roll) or after it (pre roll).
- For color images, typically JPG, GIF and BMP formats are supported.
- Audio may be included as well. The MMS message can include only the audio part or both audio and image slides; in this case the audio can be a background to the image slide or before/ after it.

4.3.3.2 Dimensions

Most operators support media adaptation technologies which offer the ability to determine the device types and screen resolutions as advertisements are being served, thus allowing each mobile phone to receive the ad size that best matches its capabilities. This increase in mobile screen resolution allows advertisers to utilize the amplified screen real estate (horizontal, and vertical) and delivers higher quality images. That on-the-fly flexibility provides a better experience for wireless users, however media adaptation can reduce the ad and make some elements invisible.

In cases where there is no media adaptation in service, or advertisers want to skip this process and create the image as it will reside on the phone, the following handset display and corresponding ad image guidelines are recommended, specific to MMS.

Handset	Approx Handset Screen Size (pixels wide x tall)	Example Handsets	Ad Unit	Ad Size (pixels)
X-Large	320 x 320	Palm Treo 700p Nokia E70	X-Large	320 x 240
Large	240 x 320	Samsung MM-A900 LG VX-8500 Chocolate	Large	240 x 220
Medium	176 x 208	Motorola RAZRs LG VX-8000 Motorola ROKR E1	Medium	170 x 150
Small	128 x 160	Motorola V195	Small	128 x 128
Mini	122 x 96	Nokia 5140, 2610	Mini	100 x 90

4.3.3.3 Size

Ultimately the MMS size is dependant on the mobile phone's capabilities. We can divide the market into different groups of mobile phones:

- 2G mobile phones: MMS is supported, up to 30-100 KB
- 2.5G mobile phones: MMS is supported, up to 100-300 KB
- 3G mobile phones: MMS is supported, up to 350 KB (**Note:** This capacity is likely to increase over time)

In order to comply with all mobile phones in the market, the complete ad should not exceed the size of 100 KB. Therefore, in case the ad is inserted to other MMS either P2P or A2P we recommend not to exceed 30 KB, allowing 70 KB for the original content. This size is typically enough for a good quality of full page image or animated gif.

The recommendation above is for full screen ad, Video naturally is heavier, than a full screen, each second of a video is about 10KB, e.g. 10 second video size is about 100 KB. No more than 10 frames per second is recommended.

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Video advertising is recommended only in the case of complete MMS ad, where the video ad is the only content which is sent to the subscriber, and only to 3G mobile phones.

4.3.4 Counting and Reporting

Operators could use counting tools that use digital fingerprinting or similar technologies to track message distribution among users in the network. This could enable the service provider to track the dissemination routes, to identify social leaders, and to reward users for forwarding messages. However, all these capabilities must comply with existing national level regulatory and legal frameworks covering privacy and the use of personal data. In addition end users concerns and expectations will always need to be carefully managed. Taking all steps necessary to ensure end customers fully understand any proposal to use their data, together with providing a clear choice to opt in or out of this type of service is essential for its long term success.

4.4 Mobile Messaging Response Capabilities

SMS/ MMS response capabilities are grouped into three different categories: Message based, Call based, and WAP landing page based.

4.4.1 Message Based Responses

The user can reply to the SMS / MMS with a message. The response number appears as part of the text on the message, or as the “from” address area, where it can be replied to directly. Where the number is embedded, the mobile phone can usually extract the number from the message. The following types of reply messages can apply:

- opt-in to receive messages
- text in to receive more information/sample content
- text in to enter a sweepstake
- text in to participate in a customer survey
- text in to vote
- text in to refer to friend
- text in to buy
- text in to locate a nearby location
- text in to receive the promotion

4.4.2 Call Based Responses

From an SMS/ MMS message, the subscriber can click and make a phone call directly. The consumer may interact with a live operator, or the following interactive voice responses (IVR) are possible:

- call in to vote
- call in to buy
- call in to get more information (about loans, new products, etc.)
- call in to renew a plan
- call to complete survey
- call in to chat
- call in to receive the promotion

4.4.3 Mobile Web Landing Page Responses

From an SMS / MMS message, the subscriber can click on a WAP link and be directed to a WAP site. These responses are identical to the banner ad responses presented in section 2.0 of this document.

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5.0 Mobile Video

Mobile video will be an important media channel for mobile consumers and as such, the MMA Mobile Advertising Committee has initiated work to develop Mobile Video Guidelines. The goal is to publish guidelines during the second half of 2008. The following section contains an overview of the initial scope and definition text for informational purposes only.

Mobile Video Overview

Typically a mobile video is a video delivered over a mobile network to the mobile phones' embedded media player. There are many companies supplying these embedded mobile media players directly to mobile phone manufacturers, who install them before shipping. For example, RealPlayeris shipped many popular ranges of phones as a mobile version to play all media files received on the mobile phone.

There are multiple different methods to deliver the actual mobile video files over the mobile network to the embedded media players on a person's mobile phone. Some of these methods and their different characteristics are discussed in the following paragraphs:

Streaming Video: A mobile video is "streamed" to a person's mobile phone and starts playing on the mobile phone when the first bits of the video stream are received. Since the actual video file is usually not stored on the receiving mobile phone, this methodology raises less copyright concerns. Due to the nature of the underlying technologies used, the quality of the received video differs based on varying network conditions. But also the technologies used allow ad servers to track the actual viewing of a video ad placed at the beginning, middle or end of a mobile video. Common video ad servers would be able to provide advertisers with detailed statistics on how many sections or what percentage of a particular video ad has been viewed by a unique individual. The most popular underlying technology is RTSP.

Download Video: A video file is downloaded to the mobile phone completely before the mobile phone starts playing the video. Due to the nature of the underlying technologies used, the quality of the received video files is as good as the quality of the source file on the network servers. Since the video files are stored in its completeness on the mobile phone copyright concerns are more apparent. Also mobile phones with lesser storage space might be filled up quicker reducing opportunities. Since the video is played when fully received on the mobile phone, an ad server cannot detect whether the video content and ads are actually watched in its fullest extend. The most popular underlying technology is OMA download.

Broadcast Video: Video channels are broadcasted continuously over a mobile network and a person's mobile phone can select which channel to watch. Popular technologies are DVB-H and MediaFLO.

Progressive Video Download: Video file is downloaded to the mobile phone and starts playing the video when a % of the video file has been received. This technology combines the benefits of streaming video (quick to play the video) and download video (high quality). Although most progressive video download technology are still proprietary, standardization bodies are making efforts to include progressive downloads as a new standard.

In case of streaming video, download video and progressive video download, mobile videos usually are distributed via mobile web pages. The hyperlinks to the actual video files are published on the mobile web pages of the mobile video service.

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Lately also other techniques to distribute mobile videos are being launched in the mobile market place:

- Mobile podcasting
- MMS push messaging, covered in section 4.0, Mobile Messaging, of this document.

6.0 Technical Requirements for Mobile Advertisers

1. Advertiser/merchant site infrastructure
 - Advertisers will keep up with traffic demands and are responsible for all costs, communications, hosting, hardware and software, as well as all costs of implementation for their site or associated click-through pages.
2. Ad format serving
 - Ad serving infrastructure will serve the formats defined in these guidelines to phones on-the-fly based on device-type detection and according to the best-fit principle, where the format choice is based on the one that best fits on the usable screen of the mobile phone.
 - Content that cannot be displayed by a mobile phone should not be delivered. For example, if a mobile phone does not support GIF, then that format must not be served to that particular mobile phone.
3. Ad format testing
 - It is recommended to carry out tests prior to launching a campaign.
4. Automatic resizing of ad formats (optional and to be verified)
 - Ad serving infrastructure may be capable of performing automatic resizing, where a standard format is dynamically adjusted to exactly match the phone's display while maintaining the aspect ratio of the standard format.
 - Based on committee members' early experiences, automatic resizing works well for still images and provides value such as such as the ability to support large screens. The absence of MMA guidelines should not stop stakeholders to continue collecting experience in the field of automatic resizing by working along their own guidelines. It should be noted the automatic resizing does not work (well) with animated banners.
 - Advertisers are advised to ensure that their creative is suitable for automatic resizing, especially in cases where visual detail is essential.

7.0 Who We Are

About the Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the mobile channel for use by brands and content providers. The more than 550 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and in 2007 it formed the North America (NA), Europe Middle East & Africa (EMEA) and Asia Pacific (APAC) divisions. The Latin American (LATAM) division will be launched in Q1-08.

MMA Global Mobile Advertising Guidelines

For more information, please visit www.mmaglobal.com

About the MMA Mobile Advertising Committee

The MMA Mobile Advertising Committee, with active committees in North America, Asia Pacific and Europe, Middle East and Africa, has been established to create a library of format and policy guidelines for advertising within content on mobile phones. By creating mobile advertising guidelines, the MMA ensures that the industry is taking a proactive approach to keep user experience, content integrity and deployment simplicity as the driving forces behind all mobile advertising programs.

The MMA Mobile Advertising Committees, chaired by, developed these guidelines in collaboration with the following MMA member companies:

- APAC: Madhouse, Inc.
- EMEA: Nokia Corporation, Vodafone Group Services, Ltd.
- NA: Rhythm NewMedia, Verizon Wireless, Yahoo!

MMA Global Mobile Advertising Committee		
4INFO, Inc.	M:Metrics	Sensei, Inc.
Action Engine	Madhouse, Inc.	ShoZu
Ad Infuse, Inc.	MediaFLO USA, Inc.	SinglePoint
AdMob, Inc.	Medio Systems, Inc.	Sports.comm Ltd
AKQA Mobile	Microsoft (MSN and Windows Live)	Sybase 365
Amobee Media Systems	Mobixell Networks (Europe) Ltd	The Coca-Cola Company
AOL LLC	Mozes, Inc.	The Weather Channel Interactive
AT&T Mobility	News Over Wireless	Thin Multimedia
Bundesverband Digitale Wirtschaft (BVDW) e.V.	Nielsen Mobile	Third Screen Media
David Krynauw	Nokia Corporation	Turkcell Iletisim Hizmetleri A.S.
DoubleClick	OpenMarket	U.S. Cellular Corp.
Flycell	Out There Media Holding GmbH	Univision Online, Inc.
Gannett Digital	Qualcomm	Verizon Wireless
Greystripe Incorporated	Quattro Wireless	Vindigo
Handmark, Inc.	R/GA	VML
I-Mobile Marketing, LLC	Rhythm NewMedia	Vodafone Group Services, Ltd.
Incentivated Limited	Safecount	Yahoo!
iO Global Limited	ScreenTonic	

MMA Mobile Advertising Guidelines Adherence

Companies who currently manage to these guidelines are listed below:

- X
- X
- X

8.0 References

The following links provide additional sources of information and reference:

- MMA Code of Conduct (<http://www.mmaglobal.com/codeofconduct.pdf>)
- MMA Consumer Best Practices Guidelines (<http://www.mmaglobal.com/bestpractices.pdf>)

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- Mobile Marketing Association Website (<http://www.mmaglobal.com>)
- Understanding Mobile Marketing: Technology & Reach (<http://www.mmaglobal.com/uploads/MMAMobileMarketing102.pdf>)
- Off Portal – An Introduction to the Market Opportunity (<http://www.mmaglobal.com/offportal.pdf>)
- Mobile Marketing Sweepstakes & Promotions Guide (<http://www.mmaglobal.com/mobilepromotions.pdf>)
- Mobile Search Use Cases (<http://www.mmaglobal.com/mobilesearchusecases.pdf>)
- Introduction to Mobile Coupons (<http://www.mmaglobal.com/mobilecoupons.pdf>)
- Introduction to Mobile Search (<http://www.mmaglobal.com/uploads/MMAMobileSearchIntro.pdf>)
- Short Code Primer (<http://www.mmaglobal.com/shortcodeprimer.pdf>)
- W3C Mobile Web Best Practices (<http://www.w3.org/TR/mobile-bp/>)
- W3C mobileOK Basic 1.0 (<http://www.w3.org/TR/mobileOK-basic10-tests/>)

9.0 Supporting Associations

The following associations support the MMA Mobile Advertising Guidelines in our mission to establish a consistent global guidelines and best practices for mobile advertising.

10.0 Contact Us

For more information, please contact the Mobile Marketing Association at:

Mobile Marketing Association

Email: mma@mmaglobal.com

Phone: +1.303.415.2550

Fax: +1.303.499.0952

www.mmaglobal.com

11.0 Glossary of Terms

The MMA maintains a nomenclature glossary for all terms within MMA guidelines, education documents and research. The glossary is available at <http://www.mmaglobal.com/glossary.pdf>.

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12.0 Appendix

12.1 Mobile Phone Screen Size Distribution in China

Table 5		
Device size	Screen Width	% of PVs
small	48	0.03%
small	60	0.01%
small	64	0.03%
small	65	0.03%
small	67	0.00%
small	80	0.19%
small	96	0.03%
small	104	0.00%
small	112	0.00%
small	120	0.05%
small	126	0.00%
small	128	27.82%
small	132	0.07%
small	144	0.01%
small	160	0.01%
medium	162	0.03%
medium	170	0.05%
medium	176	48.74%
medium	178	0.00%
large	200	0.01%
large	208	0.88%
large	240	21.90%
extra large	320	0.01%
extra large	352	0.09%
extra large	480	0.00%

Source: 2007 Madhouse Inc.

Table 6	
Device Size	% of PVs
small	28.29%
medium	48.82%
large	22.79%
extra large	0.10%

Source: 2007 Madhouse Inc.


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Small to medium screen size occupies 77.11 percent of the total mobile phone screen size in China. Only 0.1 percent of mobile phones are in the extra large category and the remaining 22.79 percent fall into the large screen size category.

12.2 Mobile Web

The following images illustrate how mobile web enables a variety of different creative implementations for advertising campaigns.

Asia Pacific

Text Link	
	
Graphic Banners	

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Europe, Middle East and Africa

Standard Text Banner

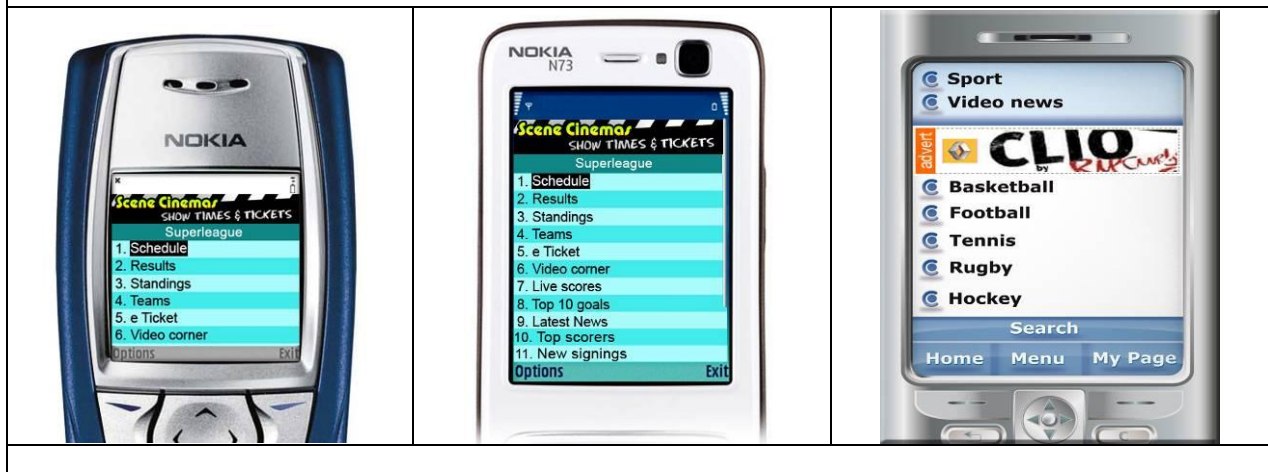


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Image Banners with Text Link



Image Banners in 6:1 aspect ratio



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Image Banners in 4:1 aspect ratio



North America



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12.3 Mobile Messaging

The following images illustrate how Mobile Messaging enables a variety of different creative implementations for advertising campaigns.

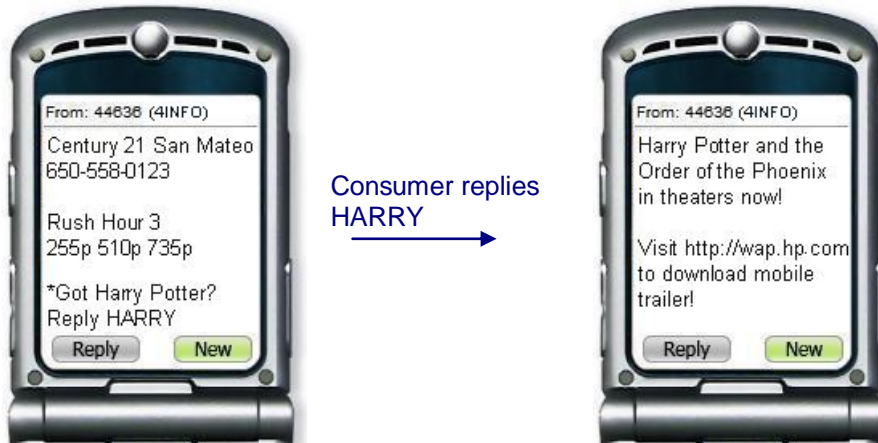
SMS

Example 1: Branding Campaign

- Content in SMS: Movie Times Search Result (contextual)

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- Targeted messages can enhance branding, and can be contextually related to the published content where the ad is appended.
- Secondary call to action invites further interaction with the brand.



Example 2: Call to Action “Reply for more info”

- Content in SMS: Stock Quote Alert (contextual)
- Brand message is part of initial call to action.
- Follow-up offers new product information and a call to action, to visit the Web site.



Example 3: Call to Action “Vote” followed by coupon and lead generation

- Content in SMS: Social networking message
- Interactive voting can solicit user information or engage in interactive marketing activities
- Additional request for a coupon, leads to option for location search.
- Provide dynamic coupons or store locations based on consumer’s zip code entry, or upon opt-in, offer an immediate call back feature integrated with your call center to create warm outbound call

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opportunities.



Example 4: Drive to WAP Site

- Content in SMS stock quote update alert (contextual)
- Drives user to mobile enabled WAP site, clickable on select mobile phones.



Example 5: Click to Call

- Content in SMS directory search result (contextual)
- Incorporates a business phone number, which is clickable by many mobile phones allowing the user to instantly dial the call.
- Connects users with your business at the very moment they are seeking information about your product or service.

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Example 6: Contests/Brand Interaction

- Content in SMS weather forecast alert
- Provide mobile users an opportunity to test their product knowledge with trivia and other engaging contests.
- Engage user with your brand during idle time.



Example 7: Call to Action “Sign up for mobile alerts”

- Content in SMS sports score alert (contextual)
- Invite users to subscribe to mobile alerts from your brand on sales or promotions.
- Advertisement acts as a gateway to ongoing mobile marketing for interested users.

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Example 8: Keyword Usage with additional Promotional Marketing

- Content in SMS celebrity gossip alert
- Use brand name keywords to promote products in combination with promotions in broadcast, print, or outdoor. For example, "Text DENNYS to 44636 to get a free drink!"
- Adds an interactive component to traditional advertising channels.
- Additional reply option drives traffic to storefront.



MMS

Interactive MMS Campaign

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L'Oreal



Complete MMS Promotional Image including WAP link

STA Travel



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Sponsored MMS Viral Marketing Campaign

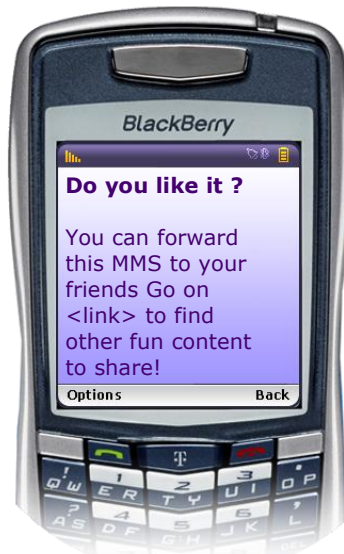
2. SPONSORED CONTENT



3. SPONSOR



4. CALL TO ACTION



Ad Supported Person to Person MMS with Appended Advertising

