GUIDELINES

mma mobile marketing association

Mobile Advertising Guidelines for Asia Pacific

Mobile Web Advertising Guidelines

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Introduction

This document describes guidelines for the creation, formatting and use of advertising banners to be applied on the Mobile Web across Asia Pacific (APAC).

The document is the result of ongoing considerations and debate of the Mobile Advertising Committee of the APAC chapter of the Mobile Marketing Association (MMA). The document contains a recommendation for characteristics of Mobile Web banner advertisements. At the current stage of development, it also includes limited educational elements that will be elaborated further in a separate document, which is anticipated to form part of a set of MMA's APAC Mobile Advertising Guidelines covering other inventory types such as Downloadables, Messaging, Video/TV and Bluetooth.

The document has been created collaboratively with representatives from parties in the mobile marketing ecosystem, including mobile operators, content providers, agencies, brands, and technology enablers. It is intended to promote the development of advertising on the Mobile Web by (i) limiting the creative effort, (ii) providing an effective experience on the majority of mobile phones, and (iii) providing an engaging consumer experience. While adherence to this recommendation is not mandatory, it presents a baseline whose widespread adoption will accelerate market development.

The Mobile Marketing Association (MMA) has been providing thought leadership and customised advice for Mobile Advertising Guidelines and Best Practices since 2003.

Mobile Web Banner Advertising Overview

What is the Mobile Web?

Today's mobile phones offer their users the ability to do much more than making and receiving calls. Alongside voice services, mobile users have access to data services which enable text messaging, picture messaging, content downloads, and access to Mobile Web sites. Some of these data services are becoming media channels in their own right, which can include advertising along with the content they carry.

Most mobile phones are now supplied with a web browser which can be opened from an icon on the main menu. Aside from web pages the browser can initiate access to various other types of content, such as wallpapers, ring-tones and games. Such downloadable content has different technical requirements to web browsing and will be dealt with in separate mobile advertising guidelines.

Whilst Mobile Web usage is advanced in most Asian countries, its adoption across EMEA and the U.S. is growing rapidly too.

The Mobile Web is fast emerging as a mainstream information, entertainment and transaction source for people on the move, who are away from the PCs environment. Browsing the Mobile Web shares some similarities with traditional PC-based web browsing, which provides users with access to news, sports, weather, entertainment and shopping sites.

However, there are three significant differences between the Mobile Web and its PC-based counterpart which affect the way consumers' access and use Mobile Web sites.

- First, the mobile phone is an extremely personal device. Whilst multiple users share PCs, one mobile phone typically has one unique user. This makes mobile a precisely targeted communication channel where users are highly engaged with content. As a result, mobile delivers excellent campaign effectiveness and response levels.
- Second, the environment in which mobile users 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. As space on the mobile phone screen is at a premium, Mobile Web sites must provide easy navigation via the keyboard.
- Third, 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. The recommendations contained in this document address this challenge explicitly.

Many operators provide a 'home page' that is configured into their subscribers browsers. The operator portal (or carrier deck) provides a variety of on-deck content and 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 like Baidu, Tom Online, Tencent's QQ, 3G.cn, Sina, Sohu and Kongzhong just to name a few, offering tailored mobile experiences.

Most mobile phones sold today support XHTML, the WAP 2.0 standard, in addition to, or instead of, the older generation of WAP 1.X and WML standard. WAP 2.0 allows for a much richer experience as well as access to a wider range of Mobile Web sites.

The complexities of mobile advertising in China

China is ranked as the No. 1 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 of various models of which 50.8% supports WAP 2.0 and 49.2% supports WAP version below 2.0.

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Table 1: Mobile Phone Screen Size Distribution in China		
Device size	**Screen Width**	**% of PVs**
small	48	0.04%
small	60	0.04%
small	64	0.10%
small	65	0.13%
small	67	0.00%
small	80	0.29%
small	96	0.09%
small	104	0.01%
small	112	0.00%
small	120	0.13%
small	126	0.00%
small	128	**43.69%**
small	130	0.00%
small	132	0.13%
small	144	0.05%
medium	160	0.02%
medium	162	0.11%
medium	170	0.05%
medium	176	**41.94%**
large	200	0.02%
large	208	1.45%
large	240	11.60%
extra large	320	0.04%
extra large	352	0.09%
extra large	480	0.01%
Source – Jan 2007 – June 2007 Madhouse Inc - Graph 1		

Based on our findings, small to medium screen size occupies 86.9% of the total mobile phone screen size in China. Only 0.1% mobile phones are in the extra large league.

Table 2: Mobile Phone Screen Size Distribution in China	
Device size	**% of PVs**
small	44.7%
medium	42.2%
large	13.1%
extra large	0.1%
Source – Jan 2007 – June 2007 Madhouse Inc - Graph 2	

What types of mobile ad campaigns can I run?

Mobile is already valuable as a stand alone medium. But it also lends itself ideally to play a vital role in fully integrated into cross-media campaign plans, including TV, press, radio, outdoor, cinema, online and direct mail. Mobile provides a powerful instant and interactive response path, often initiated via another media, e.g. by consumers sending keyword to a short code via SMS.

These examples illustrate the ways mobile is used by advertisers to interact and engage with their customers via their mobile phones:

- Click-to-call (users place an outgoing call to the content provider or advertiser)
- 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 mobile coupon (users apply for mobile coupon which 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, ringtones, onto their handsets)
- Click to enter branded Mobile Web sites (users click a banner to get connected to standing or campaign-specific Mobile Web site)
- Click to forward content (users forward relevant content to friends, creating viral campaign effect)

How do I buy advertising on the Mobile Web?

Buying advertising on the Mobile Web is similar to buying display and contextual advertising on the desktop Web. Graphical, interactive display ads are the predominant ad unit. While, in most cases, Mobile Web banner ad impressions can be purchased by CPM (Cost per Thousand), other models include CPC (cost per click), CPA (cost per action) and fixed position banner. Mobile Web can offer advertisers targeting in a number of ways including contextual, location, time & day, mobile brands & models, and the number of occasion allowed for each mobile user to view the mobile banner.

Some operators and publishers that have Mobile Web sites sell mobile ads directly, while others may outsource their inventory to be sold by a third party either as premium inventory or as part of a Mobile Ad Network.

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Mobile Web Banner Advertising Units

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

New technology identifies mobile phone types, browser characteristics and screen resolutions in order to provision mobile ads which are optimised to match the capabilities of respective mobile phones. 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, as further outlined in this document. The ads served are selected from this set of pre-defined ad sizes based on mobile phone type detection 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 devices. (Some examples are discussed in the Appendix.)

Advertisers are advised to supply artwork in GIF and JPEG formats.

Methodology

Key considerations while producing this recommendation were:

- Ensure that advertisements display effectively on the majority of mobile phones
- Ensure consistent display
- Optimize the effectiveness of advertisements display on various mobile phone models and screen sizes
- Impose little intrusion on the content of the advertisements
- Provide an engaging, non-intrusive consumer experience

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

Aspect ratio

There are no absolute guidelines to pinpoint the aspect ratio for designing a mobile banner. The most important consideration should be to focus on banner size optimization instead of maximizing space on the mobile screen. The objective is to develop a mobile banner that is not intrusive to the overall design and content layout of the mobile site allowing mobile users to enjoy and maximize its user experience while browsing on the mobile site.

So long as the aspect ratio ranges between 5 - 6 : 1 and taking banner optimization as the main consideration, this would suffice.

Though there may not be an actual formula to pinpoint the aspect ratio accurately, our recommended aspect ratio is 5.3 : 1. Our recommendation is purely design optimization driven.

Benefits

- Keeping the aspect ratio constant simplifies auto-resizing of images and reduces effort on designing the mobile banner
- Sufficiently large to provide an effective advertising experience, yet small enough not to be intrusive

Banner ad sidebar allowance

- For Screen's width from 128-176, 3-8 pixels allowance should be provided for the vertical scroll bar, and for screen's width of 240, an allowance of 6-16 pixels should be provided

Table 3: Technical Specifications – Text Link

Ad Unit	Technical Specifications	Sample Creative
Standard Text Link for 128 & 176 screen sizes	• 1 line of text maximum • Up to 8 characters maximum	iPod酷炫网站
Text Link for 240 screen size	• 1 line of text maximum • Up to 12 characters maximum	iPod广告片流畅下载

- Screen Resolution has no effect on text link
- Textlink advertisement should be designed with reference to the overall design of the mobile sites and it should be positioned on the left or middle section of the mobile site as the design for all the Chinese mobile site always start from the left

Table 4: Technical Specifications – Mobile Banner

Image Banners in 5.3 : 1 aspect ratio		
Screen Resolution	**Mobile Ad Specs**	**Graphic Ad**
128*128 128*160	• 112*21 • GIF, JPG • static, dynamic	
176*208 176*220	• 158*30 • GIF, JPG • static, dynamic	
240*320	• 212*40 • GIF, JPG • static, dynamic	
Note: For the purpose of ad optimization, our proposal is based on the Photoshop software's metrics. Photoshop is the commonly software used for the purpose of designing mobile ad in China		

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Design Principles and Style Guides for Mobile Web Advertising

Design principles and style guides have existed for the Mobile Web for quite some time 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 devices
- Limiting the overall data volume of a Mobile Web page to max. 20kByte to arrive at acceptable download times over mobile networks
- Limiting the number of retrievals (of images etc.) per Mobile Web page to max. 10 to reduce page loading delays caused by roundtrip times of individual retrievals

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 3rd party Mobile Web sites.

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 software and 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 this guidelines onto phones on-the-fly based on device type detection and according to the best-fit principle
   - Content that cannot be displayed by a device should not be delivered - e.g. if a device does not support GIF then that format must not be served
3. Ad format testing
   - It is recommended to carry out tests prior to launching a campaign

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Who We Are

About the Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier global association that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with 500 members representing over forty countries. MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.

For more information, please visit www.mmaglobal.com

APAC Mobile Advertising Committee

The APAC Mobile Advertising Committee, has been established to create a library of format and policy guidelines for advertising within content on mobile devices. The creation of mobile advertising guidelines by 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 APAC Mobile Advertising Committee is chaired by Madhouse Inc.

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)
- MMA EMEA Mobile Advertising Guidelines (http://www.mmaglobal.com/emeamobileadvertising.pdf)
- MMA NA Mobile Advertising Guidelines (http://www.mmaglobal.com/mobileadvertising.pdf)
- Mobile Marketing Association Web site (http://www.mmaglobal.com)
- 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/).

Supporting Association

The following association supports the MMA's APAC Mobile Advertising Guidelines.

Contact Us

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

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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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APPENDIX

Mobile Web Banner Advertising Examples

The following images illustrate how the Mobile Web allows for a variety of different creative implementations of an advertising campaign.

Text Link

Graphic Banners

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