



April 2010

BuzzCity
Global Mobile
Advertising Index

Q1 2010



1. This report documents the growth of mobile internet advertising and represents inventory sold across the BuzzCity Mobile Internet Advertising Network.
2. Notably, this report draws from the quarterly fill rate on the BuzzCity mobile advertising network and represents a measure of advertiser demand for mobile internet advertising.
3. In this report we track the growth of the network in Q1 2010 across more than 200 countries around the world.
4. In the first quarter of 2010, more than 8 billion advertiser banners were delivered across the entire network. This represents a Q-on-Q increase of 38% with the top 20 countries delivering 83% (6.6 billion) of all banners served.
5. Indonesia, India, the United States and South Africa continued their dominance among the Top Five and were also joined by Canada.
 - a. Indonesia remains in top position - more than 2.8 billion banners were served to Indonesian audiences – as advertiser campaigns increased and banners served increased by 38%.
 - b. Indian traffic remained in 2nd place although advertiser demand increased banners delivered by 71%.
 - c. US traffic increased by 54% with more than 460 million banners served.
 - d. South African traffic grew to 357 million impressions; a growth of 15%.

- e. In 5th place is Canada (238 million impressions) with continued growth of 68%. The rise of Canadian traffic is probably a result of the continued rise in email usage via Blackberry, whose email services are hosted in the manufacturer's home country, Canada.

6. Among the **Top 10**:

- a. United Kingdom rose to 6th place with a 114% growth in traffic; the largest growth among the Top 10 markets. In Q1 a total of 229 million impressions were delivered to UK mobile surfers.
- b. Saudi Arabia fell to 7th place as traffic dropped by 15%.
- c. Norway rose to 8th place with traffic growth of 98%. This growth is likely due to the continued rise in the use of the Opera browser to surf the mobile internet.
- d. Nigeria remained in 9th place despite a growth of 47%.
- e. Malaysia remained in 10th place despite continued growth of 14%.

7. In **The Next 10**, countries noted for sustained growth:

- a. France climbed from 16th to 11th place with 74% growth.
- b. Amongst the upcoming markets is the growth of the Vietnam market. In Q1 2010 Vietnamese traffic grew by 166%.
- c. All other markets continued a quarter of positive double digit growth Bangladesh (49%), Germany (43%), Mexico (11%), New Zealand (49%), Australia (58%), Argentina (85%), Egypt (29%) and Sweden (43%).

8. During this reporting quarter, a total of 32 markets each delivered monthly traffic exceeding 10 million impressions per month. This continues to reflect continued advertiser interest in mobile internet advertising.



Ad Banners Served : BuzzCity Mobile Internet Ad Network				
Rank	Country	Q4 09	Q1 2010	Growth
1	Indonesia	2,085,597,751	2,872,072,670	38%
2	India	643,834,263	1,098,092,028	71%
3	United States	301,648,341	465,239,765	54%
4	South Africa	312,241,901	357,935,671	15%
5	Canada	141,976,372	238,857,923	68%
6	United Kingdom	107,093,533	229,424,686	114%
7	Saudi Arabia	192,026,410	162,332,126	-15%
8	Norway	68,448,584	131,098,999	92%
9	Nigeria	85,506,987	125,656,815	47%
10	Malaysia	102,297,063	116,211,205	14%
11	France	63,329,271	109,985,148	74%
12	Bangladesh	61,632,730	91,530,846	49%
13	Germany	60,473,168	86,219,318	43%
14	Mexico	76,250,977	84,499,488	11%
15	New Zealand	56,641,437	84,117,456	49%
16	Australia	49,744,347	78,735,873	58%
17	Argentina	42,462,571	78,558,094	85%
18	Vietnam	27,334,553	72,609,450	166%
19	Egypt	54,057,815	69,883,601	29%
20	Sweden	48,053,121	68,620,116	43%

More than 8 billion ad banners were delivered across the entire network. The Top 20 Markets delivered 83% (6.6 billion) of all banners served.