



July 2010

BuzzCity
Global Mobile
Advertising Index

Q2 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. Detailed network statistics and analytics are available in monthly updates through the [campaign planner](#) on the BuzzCity site.
3. In this report we track the growth of the network during Q2 2010 across more than 200 countries around the world.
4. In the second quarter of 2010, more than 12.8 billion advertiser banners were delivered across the entire network. This represents a Q-on-Q increase of 61% with the top 20 countries delivering 82% (12.5 billion) of all banners served.
5. Indonesia, India, United States and South Africa all continued their dominance among the top five and were also joined by Vietnam.
 - a. Indonesia remained in top position - more than 4.3 billion banners were served to Indonesian audiences – as advertiser campaigns increased and banners served increased by 52%.
 - b. India remained in 2nd despite a growth of 98% in traffic in the second quarter. More than 2.1 billion banner ads were served to Indian audiences in Q2 2010.
 - c. US traffic increased by 62% with more than 750 million banners served.

- d. South African traffic grew in excess of 590 million impressions as surfers took advantage of reduced rates - a growth of 65%.
- e. In 5th place is Vietnam¹ (271 million impressions) with continued growth in the second quarter. The rise of Vietnamese traffic is notable for its extremely rapid rise - 166% in Q1 followed by 273% in Q2.

6. Among the **Top 10**

- a. Kenya claimed 6th place with a 243% growth in traffic and more than 234 million banners were served to Kenyan surfers in Q2.
- b. In 7th place was Canada down from 5th place with a negative growth of 15%. The majority of Canadian traffic is probably the result of email usage via Blackberry whose email services are hosted in the manufacturer's home country of Canada.
- c. United Kingdom dropped to 8th place this quarter as traffic dropped by 17%.
- d. Saudi Arabia also dropped in ranking although traffic grew by 9%.
- e. In 10th place is Brunei rising from 26th place with an increase of 163% in traffic.

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

- a. Egypt climbed from 19th to 11th place with 137% growth.
- b. Malaysia (previously in 10th place) fell to 12th place despite a second quarter of positive double digit growth.

¹ See Djuzz Mobile Gaming Metrics – April 2010; Country Profile - Vietnam



- c. Nigeria and Bangladesh similarly saw their rankings fall despite double digit growth rates during Q2. Nigerian traffic grew by 22% while Bangladeshi traffic grew by 61%.
 - d. Norwegian traffic grew by 7% and all other markets continued a quarter of positive double digit growth; New Zealand (57%), Romania (100%), Argentina (53%) and Mexico (36%). Notably Ghana grew by a tremendous 654%.
8. During this reporting quarter, a total of 44 markets (previously 32) 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	Q1 2010	Q2 2010	Growth
1	Indonesia	2,872,072,670	4,371,305,379	52%
2	India	1,098,092,028	2,171,124,268	98%
3	United States	465,239,765	752,404,501	62%
4	South Africa	357,935,671	591,342,559	65%
5	Vietnam	72,609,450	271,058,161	273%
6	Kenya	68,474,384	234,593,267	243%
7	Canada	238,857,923	202,249,238	-15%
8	United Kingdom	229,424,686	191,110,177	-17%
9	Saudi Arabia	162,332,126	177,280,527	9%
10	Brunei Darussalam	63,065,615	165,975,182	163%
11	Egypt	69,883,601	165,423,290	137%
12	Malaysia	116,211,205	158,380,628	36%
13	Nigeria	125,656,815	152,982,212	22%
14	Bangladesh	91,530,846	146,918,883	61%
15	Norway	131,098,999	140,498,054	7%
16	New Zealand	84,117,456	131,990,775	57%
17	Romania	64,876,491	129,851,466	100%
18	Argentina	78,558,094	120,199,035	53%
19	Mexico	84,499,488	115,266,229	36%
20	Ghana	13,931,300	104,976,116	654%

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