



Oct 2, 2009

BuzzCity
Global Mobile
Advertising Index

Q3 2009



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 more than 200 countries around the world.
4. In the third quarter of 2009, more than 5.4 billion advertiser banners were delivered across the entire network. This represents a Q-on-Q decline of 29%. Twelve of the top 20 countries showed a decline (negative growth) which overshadowed the growth in other markets.
5. Among the **Top 5**, Indonesia, India, United States and South Africa remained unchanged in ranking. Kenya enjoyed 52% growth and replaced United Kingdom in 5th place.
 - a. Indonesia remains in top position - more than 1.8 billion banners were served to Indonesian audiences – although traffic dropped by a massive 52% from the previous quarter.
 - b. Indian advertising also declined by 16% and fell below the 1 billion mark.
 - c. South African traffic also declined in the third quarter, reversing the trend of previous quarters but remained in fourth place behind USA.
 - d. Kenya was the only market among the Top 5 that enjoyed a positive growth of 52%.



6. Among the **Top 10**

- a. Nigeria rose to 6th place having enjoyed a growth of 114%.
- b. United Kingdom fell to 7th place after a drop of 13%.
- c. Canada (8th place) and Malaysia (9th) rose in ranking having enjoyed 28% and 13% growth respectively.
- d. Saudi Arabian traffic dropped by 6% (after a Q2 growth of 63%), and is now ranked 10th.

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

- a. Italy (23%) continues to grow although remained in 19th place.
- b. Australia continues to grow in two straight quarters. Nineteen percent in Q2 and 70% in Q3.
- c. Noteworthy in 21st place is New Zealand which continues to enjoy triple digit growth (136% in Q2 and 148% in Q3).

8. Depth continues to develop in the network with 26 countries now with monthly traffic exceeding 10 million impressions per month.

9. Overall the Q3 reflected the sensitivity of advertisers to price fluctuations across the globe.



Ad Banners Served: BuzzCity Mobile Internet Advertising Network

Q1	Ranking		Country	Q2 '09	Q3 '09	Q -on- Q Growth
	Q2	Q3				
1	1	1	Indonesia	3,777,611,188	1,825,561,376	-52%
2	2	2	India	1,074,462,736	899,350,648	-16%
3	3	3	United States	486,972,499	377,966,856	-22%
4	4	4	South Africa	460,816,797	323,973,447	-30%
9	10	5	Kenya	92,070,375	139,799,367	52%
8	14	6	Nigeria	59,707,605	127,526,277	114%
5	5	7	United Kingdom	133,036,952	115,882,169	-13%
7	12	8	Canada	79,248,999	101,525,406	28%
19	11	9	Malaysia	81,112,077	91,782,112	13%
14	9	10	Saudi Arabia	92,487,554	87,138,909	-6%
15	6	11	Philippines	124,280,302	79,823,412	-36%
16	20	12	Brunei Darussalam	42,484,358	76,910,603	81%
18	7	13	Egypt	107,594,556	70,606,163	-34%
11	13	14	Thailand	73,146,196	69,197,039	-5%
10	8	15	China	94,927,953	63,885,882	-33%
21	17	16	Libyan Arab Jamahiriya	48,414,633	57,813,156	19%
12	16	17	France	50,046,238	46,569,757	-7%
13	15	18	Bangladesh	57,302,689	46,376,948	-19%
23	19	19	Italy	42,616,524	45,845,256	8%
17	24	20	Australia	26,720,485	45,405,288	70%
Network Total				7,636,146,167	5,401,815,216	-29%