

## Buzzcity lists top countries for mobile ad views

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**There has been significant growth of mobile internet and mobile advertising around the world, driven by a drop in mobile data tariffs, according to new research.**

The study, from mobile social network BuzzCity, used data from its myGamma Global Mobile Advertising Index.

BuzzCity reported surprise growth for demand of its service in Egypt and Saudi Arabia, and attributed changes in mobile operator business models offering affordable and understandable mobile data packages.

myGamma Global Mobile Advertising Index

The following statistics shows advertising page views in the first quarter of 2008

1. Indonesia: 654 million (up 13328% on Q1 2007)
2. India: 577 million (up 1522%)
3. South Africa: 426 million (up 418%)
4. USA: 132 million (up 917%)
5. Kenya: 79 million (up 424%)
6. Romania: 57 million (up 446%)
7. Bangladesh: 53 million (up 305%)
8. China: 37 million (up 6053%)
9. Brunei: 35 million (up 221%)
10. Pakistan: 35 million (up 814%)

BuzzCity's myGamma social network service on mobiles operates on an ad-supported model as a primary source of revenue. Advertisements are served on myGamma and on more than 2,000 publisher sites globally. BuzzCity tracks the growth of the network and by extension, the growth of the mobile internet in more than 70 countries around the world.

In Q1 of 2007 the myGamma banner network served a little over 260 million banners over its top 10 high traffic countries South Africa, India, Thailand, Kenya, Bangladesh, Brunei, USA, Romania, Nigeria and Malaysia. Over the first quarter of 2008, the Top 10 countries served more than 2 billion ads, a growth of 800%.

The Top 10 also saw some new entrants, with Indonesia, China and Pakistan replacing Thailand, Nigeria & Malaysia which collectively served about 60% of the 3 billion ads served across the network.

KF Lai, CEO of BuzzCity, commented on the news: "In Q1 of 2008, we served more than 26 million banner advertisements to Egyptian users. This is a growth of 5,400% against the first quarter of 2007 when we served only 490,000 impressions. During this period, Saudi Arabian traffic grew by nearly 900% to 22 million banners. In both cases, increased mobile penetration and healthy competition among carriers invariably sees more consumer activity on the mobile internet. We are only going to see more of this, everywhere."

Source: [www.buzzcity.com](http://www.buzzcity.com)