

## GoMo News

### BuzzCity Mobile Advertising Index reports huge growth of the mobile Internet in the Middle East

by: [Bena Roberts](#) Tuesday, April 22nd, 2008

The [BuzzCity](#) myGamma **Global Mobile Advertising Index** which highlight the growth of the [myGamma](#) mobile social network reports

“surprise growth for demand of its service in Egypt and Saudi Arabia which will surprise both the global mobile community and digital advertising industries. It is likely the growth is directly linked with 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%)

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.

#### What we think?

Is mobile social networking that popular? I am finding these figures hard to digest. I am not saying that I don't believe them, just that it's a lot to take in. On the one hand we hear that mobile social networking is not there yet. Then we hear of amazing growth and advertising fuelled mobile social network growth that reaches the billions.

But then the growth in places like India etc is perhaps because mobile is already the most personal communication tool. Or in a culture of arranged marriages etc - mobile social networking is the place where consumers can really explore or find their personalities? I don't know. But I think that there must be something here and a social-economic study might uncover some great things for advertisers.

But anyway.

I have to test myGamma to see what all the fuss is about.

I am going to sign up for BuzzCity as a publisher/ advertiser and test the Buzz City Ad Network and will report back here.

[ShareThis](#)

Related News:

1. [BuzzCity: social networking](#)
2. [Buzzcity launches wireless community report](#)
3. [The Search For Growth – International Expansion, Investment And Consolidation Focus Of 2nd Telecom Finance Middle East & Africa 2008](#)
4. [comScore: social networking explodes](#)
5. [Gofresh grows - virally - to 200,000 users after 5 months](#)