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News

Mid East scores high for mobile ads

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That's according to latest research from mobile social networking specialist BuzzCity.



The Singapore-based company's Global Mobile Advertising Index, based on traffic across its myGamma community, shows robust Middle Eastern mobile ad growth that it attributes to changes in local operator data tariffs.

In 1Q08 the myGamma network served two billion banners over its top ten 'high traffic' countries, comprising South Africa, India, Indonesia, Kenya, Bangladesh, Brunei, US, Romania, China and Pakistan. That figure was up 800 per cent from 260 million banners in 1Q07.

Banners served across the entire myGamma network in 1Q08 totaled three billion. Indonesia, China and Pakistan accounted for 60 per cent of that figure.

In terms of the Middle East, the company served more than 26 million banner ads to Egyptian users, compared to 490,000 in 1Q07.

During the same period Saudi Arabian traffic grew by nearly 900 per cent to 22 million banners.

The myGamma social network operates on an ad-supported model. BuzzCity recently announced plans for a US office, from where it expects to generate 100 million page views per month in the next quarter.

KF Lai, CEO of BuzzCity, said: "[In the cases of Egypt and Saudi Arabia] 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."



Tags: Buzz City, Egypt, Middle East, Mobile Ads, Mobile Advertising, Mygamma, Saudi Arabia

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