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## the **INQUIRER** News, reviews, facts and friction

### Mobile Internet on the rise in Middle East

#### Ad infinitum

By [Sylvie Barak](#): Wednesday, 23 April 2008, 4:41 PM

**A COMPANY THAT DEALS** with mobile social not-working, BuzzCity, today sent out a list of statistics it has been compiling which it reckons shows that the Middle East is seeing astonishing mobile Internet growth.

The firm's "Mygamma Global Mobile Advertising Index" says it's seen a surprising surge in demand for mobile not-working services both in Egypt and in Saudi Arabia which it links to the fact that mobile operators are making it cheaper for people to sign up for mobile data packages. We link it to the fact that now even people in the Middle East have discovered Western ways of slacking off and not-working.

In its statistical list, BuzzCity was simply bowled over (and in the press release, it was literally hyperventilating) to find that newcomers, Indonesia, China and Pakistan (none of which are in the Middle East) had replaced Thailand, Nigeria and Malaysia in its top ten of advertising page views for the first quarter of 2008. The three Asian nations between them even managed to rack up 60 per cent of all three billion ads viewed across the network. Wow. Talk about Earth shattering.

India, which came in second place on the list was up in its number of ad page views by 1,522 per cent (conversely also its population growth rate for 2007), whilst the USA was up by 917 per cent, because Americans can apparently never get their fill of ads. BuzzCity reckons that the US could even get to over 100 million page views a month next quarter, and with this in mind, have just announced that they'll be setting up a new US office. But they're bowled over by the Middle East, really they are, they just don't want to have to spend any time there.

Apparently ad-starved Canada made a whopping 11,800 per cent leap in the number of ad pages they look at, in just 15 months, bringing them up to 21<sup>st</sup> place.

CEO of BuzzCity, KF Lai, gushed that "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."

Obviously still on a high from their statistical buzz, BuzzCity has now decided to spread its network and launch even more ad swamped services in Croatia, Iran, Namibia, Nepal, the United Arab Emirates and Yemen.