

**myGamma**  
**Global Mobile**  
**Advertising Index**

**Q3 2008**



1. 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 a network of more than 2,000 publisher sites.
2. As the mobile internet continues to grow, at surprising rates in many cases, it became necessary to view all countries in the network. In this report we track the growth of the network and by extension, the growth of off-portal mobile internet use, in more than 200 countries around the world.
3. The report also documents the growth of mobile internet advertising and represents inventory sold across myGamma Advertising Network. Notably, this report draws from the hundred percent fill rate Q-on-Q across myGamma Advertising Network and represents advertiser demand for mobile internet advertising.



Advertising Banners Delivered on myGamma Mobile Advertising Network						
	Country	Q1	Country	Q2	Country	Q3
1	Indonesia	654,339,462	Indonesia	1,212,391,039	Indonesia	1,786,233,512
2	India	576,761,984	India	669,367,309	India	659,831,862
3	South Africa	425,756,870	South Africa	578,761,320	South Africa	540,285,545
4	United States	132,036,696	United States	190,811,200	Kenya	298,695,797
5	Kenya	78,667,897	Kenya	156,458,029	United States	260,972,684
6	Romania	56,806,178	Tanzania	88,028,406	Bangladesh	133,935,781
7	Bangladesh	53,363,066	Bangladesh	78,199,831	Tanzania	114,348,431
8	China	36,800,040	Romania	71,634,030	Libya	103,309,607
9	Brunei	35,443,351	Brunei	63,817,433	Romania	102,573,994
10	Pakistan	35,418,179	Philippines	55,846,890	Egypt	97,686,203
<b>Top 10 Total</b>		2,085,393,723		3,165,315,487		4,097,873,416
<b>Network Total</b>		2,621,417,652		3,898,531,532		5,392,646,352
<b>Q-on-Q Network Growth</b>						38%

4. Over the third quarter of '08, the Top 10 countries served a little less than 4.1 billion (paid) advertising banners. Across the entire mobile advertising network 5.4 billion advertiser banners were delivered. This represents a Q-on-Q growth of 38%, a slight drop from the previous quarterly growth rate. To date the advertising network has served some 12 billion advertising banners in 2008.
  
5. The Top 5 countries remained unchanged with Indonesia (47%), India (-1%), South Africa (-7%), Kenya (91%) and United States (37%).
  - a. Indonesia (47%) remains in top position with continued growth despite network irregularities. In Q3, 1.78 billion ad banners were served to Indonesian audiences.

- b. Indian (-1%) usage declined as users continue to react to increase in data rates particularly in India. South African (-7%) growth declined for the first time since the index was started.
- c. Kenya moved into 4<sup>th</sup> place with strong continued growth of 91% while USA dropped into 5<sup>th</sup> place as the pace of growth slowed slightly to 37%. In Kenya the network served more than 100m advertising banners from August 2008. In USA, daily averages of more than 3.5million advertising banners were served in the 2<sup>nd</sup> half of September.
- d. Bangladesh (71%) continued to grow at a healthy pace and moved into 6<sup>th</sup> place.
- e. Despite steady continued growth, Tanzania (30%) and Romania (43%) dropped in position although both maintained their Top 10 placements.

Banners Served in 'The Top 10'				
Country	Q1	Q2	Q3	Q-on-Q Growth
Indonesia	654,339,462	1,212,391,039	1,786,233,512	47%
India	576,761,984	669,367,309	659,831,862	-1%
South Africa	425,756,870	578,761,320	540,285,545	-7%
Kenya	78,667,897	156,458,029	298,695,797	91%
United States	132,036,696	190,811,200	260,972,684	37%
Bangladesh	53,363,066	78,199,831	133,935,781	71%
Libya	356,671	5,937,360	103,309,607	1640%
Tanzania	34,834,137	88,028,406	114,348,431	30%
Egypt	26,723,169	55,405,828	97,686,203	76%
Romania	56,806,178	71,634,030	102,573,994	43%

6. The Top 10 saw some new entrants – Egypt (76%) climbed from 11<sup>th</sup> place to 9<sup>th</sup> and a phenomenal growth of 1640% saw Libya move to 9<sup>th</sup> position from 46<sup>th</sup>. (In Q1, Libya was in 93<sup>rd</sup> position)

Position		Banners Served in 'The Next 10'		
Q2	Q3	Country	Q3	Q-on-Q Growth
9	11	Brunei	81,326,034	27%
13	12	Nigeria	79,185,697	119%
14	13	Iran	76,236,882	123%
12	14	Pakistan	65,530,797	67%
10	15	Philippines	52,861,990	-5%
18	16	United Kingdom	48,485,722	96%
17	17	Malaysia	42,829,502	48%
16	18	Thailand	38,372,256	28%
20	19	Namibia	37,421,143	72%
24	20	Canada	32,165,657	77%

7. In **The Next 10**, Brunei's steady growth (27%) continues while Nigeria (119%) and Iran (123%) doubled in size but made modest improvements in placements, each moving one place up.

8. All Next 10 countries (with the exception of Philippines) showed continued growth, notably Canada (77%) which moved up four places and United Kingdom (96%) which climbed two places. Namibia (72%) climbed one position to number 19.
9. Africa and Asia continue to dominate the Index. In the Americas, USA and Canada continue to show steady growth. In Q3, Argentina (208%), and Venezuela (36%) showed impressive growth and are attracting more than 20 million advertising banners per quarter.
10. By the end of Q3, each of the five top performers was delivered at least 100 million advertising banners per month. And the network grew beyond the Top 10 performers too; by end Sept 08, twenty three markets exceeded 10 million banners per month compared to twelve in the first quarter.