



October 2010

BuzzCity

Global Mobile

Advertising Index

Q3 2010



1. This report documents the growth of mobile internet advertising and represents inventory sold across the BuzzCity Mobile Internet Advertising Network.
2. Notably, this report draws from the quarterly fill rate on the BuzzCity mobile advertising network and represents a measure of advertiser demand for mobile internet advertising. Detailed network statistics and analytics are available in monthly updates through the [campaign planner](#) on the BuzzCity site.
3. In this report we track the growth of the network during Q3 2010 across more than 200 countries around the world.
4. In the third quarter of 2010, more than **15 billion advertiser banners** were delivered across the entire network. This represents a **Q-on-Q increase of 17% with the top 20 countries delivering 80% of all banners served**.
5. Indonesia, India, United States and South Africa all continued their dominance among the **Top Five** and were also joined by Kenya which displaced Vietnam.
 - a. Indonesia remained in top position - more than 3.7 billion banners were served to Indonesian audiences – despite a drop of 16% in traffic.
 - b. India remained in 2nd place despite a growth of 70% in traffic in the third quarter. More than 3.7 billion banner ads were served to Indian audiences in Q3 2010. This is the third consecutive quarter of double digit growth for India.
 - c. US traffic increased by 30% with more than 976 million banners served.

- d. South African traffic grew in excess of 700 million impressions as surfers continue to take advantage of reduced data and mobile internet access rates - a growth of 18%.
- e. In 5th place is Kenya (506 million impressions) with a massive 116% growth in the third quarter. This is the second quarter of triple digit growth for Kenya; probably a direct result of the price war between Zain (Recently acquired by Bharti Airtel) and Safaricom.

6. Among the **Top 10**

- a. Saudi Arabia rose in ranking to 6th place as traffic grew by 68% and advertiser interest drove the number of impressions served to Saudi audiences to 297 million impressions in Q3.
- b. In 7th place is Libya as traffic saw 158% growth and more than 255 million ads were served.
- c. Vietnam fell to 8th as growth in traffic slowed down in Q3 to 8%. A total of 293 million ad banners were served to the Vietnamese audience in the last quarter.
- d. United Kingdom is in 9th place with a 25% rise in traffic and more than 239 million ad banners served.
- e. Malaysia rose to 10th place with continued advertiser activity. More than 193 million ad banners were served in Q3, a growth of 22%. This completes three quarters of double digit growth in Malaysia.

7. Among **The Next 10**, countries noted for sustained growth are:

- a. China in 12th place as traffic grew by 130%
- b. Mexico in 13th place saw 18% growth and completes 3 straight quarters of double digit growth.

- c. Bangladesh remained in 14th place despite a slight drop of 9% in traffic. A total of 194 million ad banners were served to Bangladeshi users in Q3.
 - d. Thailand rose to 15th place with a 31% increase in traffic
 - e. Australia returned to 16th place (first occupied in Q1) with a rise of 44% in traffic.
 - f. Nigeria fell to 17th place as traffic dropped by 27% to 111 million per month.
 - g. In 18th place is one of the most impressive growth stories of the year. Over the last 9 months The Republic of Korea has grown from 62nd place in Q1 to 35th in Q2 and 18th in Q3. In the last quarter traffic grew by 97% as more than 105 million banners were served to South Korean audiences.
 - h. Egypt fell to 19th place as traffic declined by 39%
 - i. Turkey in 20th place also saw a third quarter of double digit growth. In Q3 a more than 100m ad banners were served and reflected a growth of 66%.
8. During this reporting quarter mobile internet usage gained more depth as total of 54 markets (previously 44) each delivered monthly traffic exceeding 10 million impressions per month.



Ad Banners Served Q3 2010 : BuzzCity Mobile Internet Ad Network					
Q3 Rank	Q2 Rank	Q1 Rank	COUNTRY	Q3 2010	Q3 Growth
1	1	1	Indonesia	3,685,538,814	-16%
2	2	2	India	3,681,308,166	70%
3	3	3	United States	976,971,596	30%
4	4	4	South Africa	700,490,789	18%
5	6	21	Kenya	506,116,064	116%
6	9	7	Saudi Arabia	297,305,172	68%
7	5	18	Vietnam	293,177,502	8%
8	21	24	Libyan Arab Jamahiriya	255,180,248	154%
9	8	6	United Kingdom	239,048,780	25%
10	12	10	Malaysia	193,599,038	22%
11	7	5	Canada	157,398,150	-22%
12	32	30	China	145,609,870	130%
13	19	14	Mexico	135,747,207	18%
14	14	12	Bangladesh	134,419,000	-9%
15	23	22	Thailand	128,012,118	31%
16	27	16	Australia	113,504,284	44%
17	13	9	Nigeria	111,534,669	-27%
18	35	62	Korea, Republic of	105,241,661	97%
19	11	19	Egypt	100,780,012	-39%
20	33	27	Turkey	100,476,860	66%