Smartphones Drive Asian Mobile Ad Market

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The Asian mobile ad market grew by 9% in only 90 days with just under one billion impressions, according to InMobi's updated network research report.

According to the report, which provides a snapshot of mobile advertising trends in Asia and India between July 2010 and October 2010, the jump was driven by huge increases in smartphone impressions (+719 million impressions, 47% growth).

James Lamberti, VP of global research & marketing, InMobiÂ said that the rapid growth of media consumption via smartphones signifies an important shift in the Asian mobile advertising community. Â

"While consumers are already using their mobile devices as the primary screen in these emerging markets, the opportunity for marketers as adoption of smartphone technology increases will transform the global media landscape," he said.

Key findings from the report include:

* iPhone OS & Android gained +9.3 share points from July to October; however, they still significantly trail the market leading Nokia and Symbian OS, who collectively represent 41.2% of impressions in the region.
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* Nokia devices represent 9 of the top 10 handsets, trailing only the Apple iPhone. The iPhone leads all of the Nokia devices by a significant margin, holding 8.2% share.
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* Nokia manufactured devices still maintain the majority of impressions in the region (57% share).
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* In India, smartphones did not show significant growth contrary to the rest of the Asia market. Overall mobile ad impressions outpaced Asia growth at 22%, driven by 26% increase of advanced phone impressions.

According to Robert Woolfrey, InMobi director of brand sales in APAC, mobile advertising opportunities for marketers in the region continue to increase rapidly.

"Brands now have a complimentary channel to TV to reach consumers, at scale, with a compelling creative experience. The smartphone revolution in the region will only enhance that trend in 2011," he added.

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