



Mobile Advertising Guidelines

MAY 2007

OVERVIEW	01
MOBILE WEB.....	02
• Mobile Web Banner Advertising Overview	02
• Mobile Web Banner Advertising Units	03
• Mobile Web (WAP) Banner Advertising Examples	03
• Technical Specifications – Mobile Web (WAP) 1.0	05
• Technical Specifications – Mobile Web (WAP) 2.0	05
• Overview of Mobile Web Response Mechanisms	06
DOWNLOADABLES	07
• Downloadable Application Ad Guidelines Introduction	07
• Ad Unit Overview	08
• Ad States	08
• Ad Specifications	09
• Reporting & Tracking	10
MULTIMEDIA MESSAGING SERVICES (MMS)	11
• Introduction to MMS	11
• Overview of MMS Response capabilities	11
ADDITIONAL CONSIDERATIONS	12
• General Content Guidelines for Mobile Advertisers	12
• Technical Requirements for Mobile Advertisers	12
WHO WE ARE	13

The materials found in this document are owned, held, or licensed by the Mobile Marketing Association and are available for personal, non-commercial, and educational use, provided that ownership of the materials is properly cited. Any commercial use of the materials, without the written permission of the Mobile Marketing Association, is strictly prohibited.

Overview

The Mobile Marketing Association (MMA) has been providing thought leadership and customized for mobile industry formats, guidelines and best practices since 2003. The latest release of the Mobile Advertising Guidelines is the fourth revision and is intended to keep pace with constantly changing network speeds, handset capabilities and operator specifications. The initial MMA mobile web guidelines were released in September 2005 and have been rapidly adopted in markets all over the world.

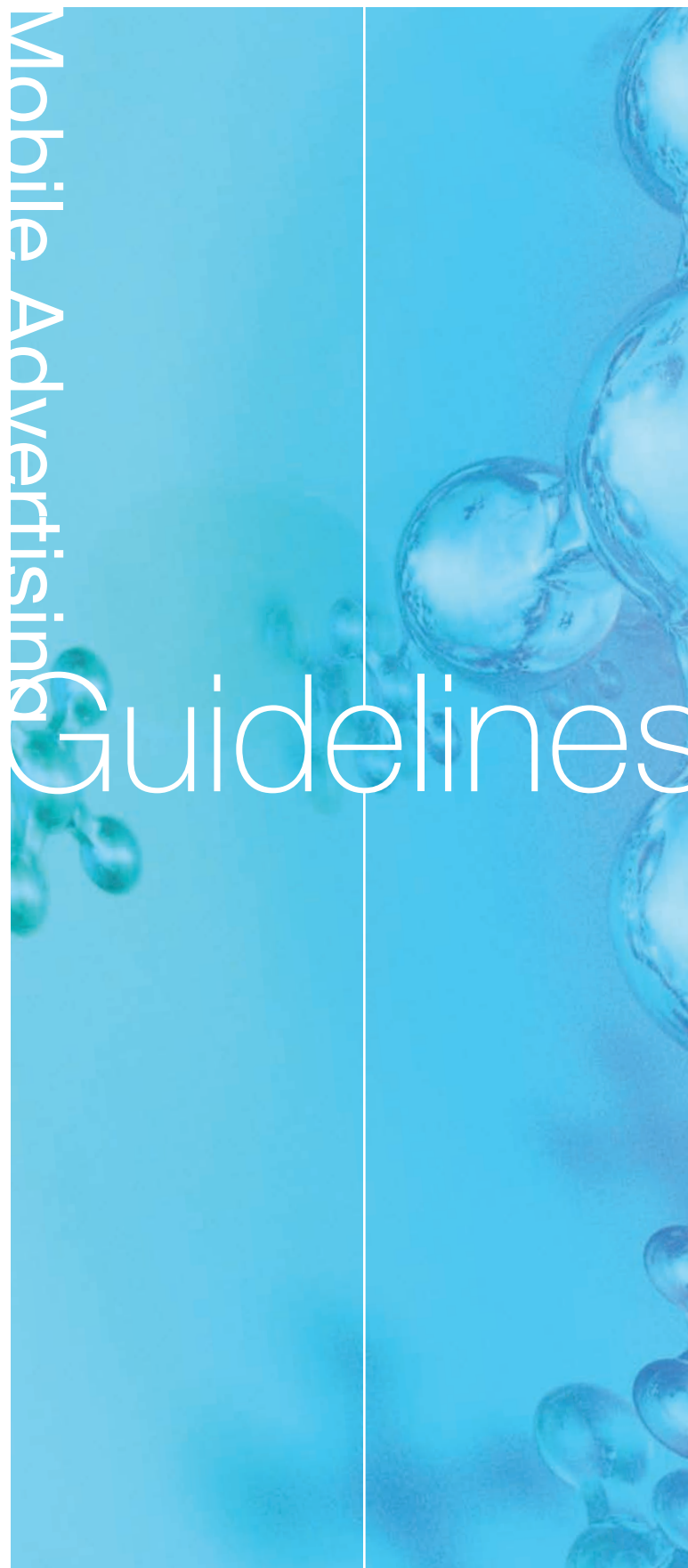
MMA formats and guidelines are created collaboratively with all parties in the mobile marketing ecosystem, including operators, content providers, agencies, brands, and technology enablers.

The MMA's Mobile Advertising Guidelines provide the formats, guidelines and best practices necessary to implement mobile advertising initiatives. All parties involved in mobile advertising programs should be familiar and compliant with Mobile Advertising Guidelines and their practical implementation.

Methodology: The MMA develops its guidelines utilizing a methodology to ensure the maximum optimization across device types and protection of the critical subscriber experience. This methodology process includes thorough format testing across a handset sample relevant to the current device marketplace to assess acceptable proportion as well as load time with varying volume, frequency and time of day analysis. In addition, pre and post consumer surveys are conducted to assure that initial consumer reaction to the units was positive or at least acceptable.

The MMA plans to deploy a globally scalable “testing lab” to further improve accuracy and standardization of ad units.

Testing Lab: The MMA will launch a testing lab in Q3-07 in order to ensure all formats are tested extensively against the largest number of mobile devices globally to ensure an optimal experience for the consumer, wireless carriers, technology enablers, manufacturers and publishers.



Mobile Web Banner Advertising Overview

What is the Mobile Web?

Today, mobile phones can be utilized for much more than just making phone calls. Wireless carriers also offer data services which enable access to various types of content and services like text messaging. Some of these data services are now becoming media channels with the ability to include advertising along with the content.

The Mobile web is utilized to access various types of content. Most handsets main menu screens have an icon labeled 'Web' which is used to access the mobile web. Categorically, the mobile web offers users access to:

- mobile web sites
- applications which can be downloaded to the phone (games, maps, city guides, video content, etc)
- text and multimedia messaging services
- and more

Browsing the mobile web is similar in concept to traditional Internet browsing, but done so on the mobile phone device. Subscribers can access mobile web sites containing news, sports, weather, e-mail and more on their mobile web-capable devices, such as those with a WAP-compatible browser. They can also access entertainment applications and more, depending on the type of devices and sites available. Many carriers provide a variety of links to branded, mobile-specific external sites to make it easier for the subscriber to navigate.

Mobile web adoption is growing in North America, and users are demographically and geographically diverse. According to M:Metrics, an independent analyst firm, approximately 10 percent of consumers use the mobile web for gaming, messaging and browsing. Demographics skew higher for male users, and overall mobile Web users are generally in the 18-44 year old age group (though predominantly within the 25-34 age range). Mobile web users have large disposable incomes, with 38 percent earning over \$75,000 and 22 percent earning over \$100,000. In Europe, WAP adoption numbers are even higher.

The mobile web utilizes the Wireless Application Protocol (WAP). There are two main types of WAP sites: WAP 1.0, which uses Wireless Markup Language (WML), and WAP 2.0, which is based on XHTML. WAP 2.0 is increasingly the platform of choice, because it allows for a much richer experience than WAP 1.0. Many manufacturers and carriers are moving away from WAP 1.0.

How do I buy advertising on the Mobile Web?

Buying advertising on the mobile web is similar to buying display advertising on the Internet. Graphical, interactive display ads are the predominant ad unit. And, in most cases, mobile web banner ad impressions can be purchased by CPM. Some carriers and publishers that have mobile web sites sell mobile ads directly,

while others allow their inventory to be sold as part of a Mobile Ad Network.

The biggest difference between buying mobile web display ads and Internet display ads is that mobile web ads are not sold by unit size. Because the sizes of mobile handset screens vary, the way the content looks on those handsets will also vary. To create the best experience for both consumers and advertisers, the size of mobile web banners are optimized to best fit the handset on which the ad is being viewed. This improves the user experience, ad readability, creative flexibility and effectiveness. And it's why many publishers and ad networks may ask you to provide multiple versions of your banner creative with your mobile web campaign. (More details about mobile web ad sizes are provided in a later section.)

Why is Mobile unique?

The mobile web offers a unique opportunity to marketers. The mobile phone is a highly personal device; research shows consumers rarely leave home without their mobile phone. Popularity of ringtones, graphics and other self-expression content continues to grow. And because the mobile device is so personal, users are highly engaged with content. The mobile environment is uncluttered; most publishers only allow one ad per page, providing premier placement for brands. Optimizing campaigns specifically for mobile, creating relevant messages and targeting the specific user will result in higher performance.

What types of ad campaigns can I run?

Mobile web allows marketers to get really creative about the ways a brand can interact with and engage their customer. The amount of creativity that can be applied in mobile web campaigns is virtually limitless. Advertisers can run a variety of campaign types. Beyond the branding opportunity of banner ad messaging, marketers can also employ a variety of response mechanisms which are built into the display ad mechanic:

- Drive traffic to Branded Mobile web sites
- Click-to-call
- Campaign-specific landing page information
- E-mail capture
- Ability to send a text (SMS), picture, audio or video message (MMS) to the user directly from the phone

Campaign Examples

- Automotive banner ad with dealer locator
- Fast-food restaurant ad with click for coupon
- Retail store ad with sale info
- Airline ad with e-mail registration

What results can I expect?

The success of a mobile advertising campaign can be measured in a variety of ways. The main measurements are impressions and click-through rates. Additional measurements include conversion rates, such as, click-to-call rates and other degrees of interactive measurement. These performance results will vary by the type of campaign, messaging and call to actions. However, most campaigns today result in higher click-through rates than the Internet. Brand recall studies have also been done in mobile. Refer to the reporting section of this document for more information.

Mobile Web Banner Advertising Units

Over the past few years, handsets have added features – such as high-resolution screens, WAP 2.0 browsers and MMS support – that make them capable of displaying media-rich mobile ads. To give marketers and brands an opportunity to leverage these improvements, the MMA Mobile Advertising committee has modified existing mobile web banner advertising specifications to include sizes that allow for the most optimal banner ad to be served to the mobile device.

This increase in mobile screen resolution allows advertisers to utilize the increased screen

real estate (mainly horizontal, but sometimes vertical) and delivers higher quality banner images. As a result, advertisers can increase their campaign's effectiveness by offering larger and richer ads that are more legible on high resolution devices. (Some examples are discussed later in this section.)

The new technologies also offer the ability to determine the device types and screen resolutions as advertisements are being served, thus allowing each handset to receive the ad size that best matches its capabilities. That on-the-fly flexibility provides a better experience for wireless users. In cases where the ad-serving system can't identify the device's capabilities, the current default ad standard is applied.

Handsets Display and Corresponding Ad Images

There are hundreds of different handsets in the market today, and they differ by features such as screen size and supported technologies (e.g., MMS, WAP 2.0). Depending on your target market, multiple creative assets may need to be supplied. For color images, typically JPG, GIF and BMP formats are supported. The table below gives an overview of various handset screen sizes and the recommended image size for each type.

Handset	Approx Handset Screen Size (pixels wide x tall)	Example Handsets	Ad Unit	Ad Size (pixels)
X-Large	320 x 320	Palm Treo 700p Nokia E70	X-Large	305 x 64
Large	240 x 320	Samsung MM-A900 LG VX-8500 Chocolate	Large	215 x 34
Medium	176 x 208	Motorola RAZRs LG VX-8000 Motorola ROKR E1	Medium	167 x 30
Small	128 x 160	Motorola V195	Small	112 x 20

See the technical specification section for more details on the ad units and formats.

Mobile Web (WAP) Banner Advertising Examples

The following images illustrate how the mobile web allows for a variety of different creative implementations of your advertising campaign.

Text Link










Graphic Banners



Graphic Banners with Text Link



Technical Specifications – Mobile Web (WAP) 1.0		
Ad Unit	Technical Specifications	Sample Creative
Standard Text Banner	<ul style="list-style-type: none"> • 2 lines of text maximum • 12-16 characters per line • 32 characters total, including spaces 	
Standard Image Banner	<ul style="list-style-type: none"> • 80 x 15 pixels • B & W, 1-bit bitmap • < 200 bytes file size 	
Standard Image/Text Combination Banner	<ul style="list-style-type: none"> • 80 x 12 pixels • B&W, 1-bit bitmap • Text: 12-16 characters • < 200 bytes files size 	






Technical Specifications – Mobile Web (WAP) 2.0		
Ad Size	Technical Specifications	Sample Creative (approx. size)
X-Large Image Banner	<ul style="list-style-type: none"> • 305 x 64 pixels • <3k file size • Static • .gif, .png or .jpg 	
Large Image Banner	<ul style="list-style-type: none"> • 215 x 34 pixels • <2k file size • Static • .gif, .png or .jpg 	
Medium Image Banner	<ul style="list-style-type: none"> • 167x 30 pixels • <2k • Static • .gif, .png or .jpg 	
Small Image Banner	<ul style="list-style-type: none"> • 112 x 20 pixels • <1k • Static • .gif, .png or .jpg 	
Text Tagline (optional) ¹	<ul style="list-style-type: none"> • 16 -24 characters 	Find a dealer!

¹ Some publishers allow a text tag below the banner ad.

Overview of Mobile Web Response Mechanisms

Besides the uncluttered branding opportunity, the mobile web offers a variety of response mechanisms. When consumers click on any of these advertising units, they link to either a pre-published mobile web site or a landing page with special features:

- Externally hosted branded mobile web site (i.e., www.kodak-mobile.com or wap.bk.com)
- Landing page mobile web site with text and header image
- Direct response features including:
 - Click-to-call
 - E-mail opt-in
 - SMS opt-in
 - Location finder (e.g., car dealer, store, restaurant)²

Click-through Capabilities Guidelines		
Landing Page Type	Technical Guidelines	Sample Creative
Standard	<ul style="list-style-type: none"> • Header Image: <ul style="list-style-type: none"> - 112 x 20 pixels - 16 color gif • Text for Jump Page: <ul style="list-style-type: none"> - 6 lines of text appear before user scrolls - 32 characters per line (including spaces) 	
Email Opt-in	<ul style="list-style-type: none"> • Header Image: <ul style="list-style-type: none"> - 112 x 20 pixels - 16 color gif • Text for Jump Page: <ul style="list-style-type: none"> - 6 lines of text appear before user scrolls - 32 characters per line (including spaces) • Email Opt-in: <ul style="list-style-type: none"> - Enter e-mail address for more information - E-mail should include link for consumers to opt-out 	
Click-to-Call	<ul style="list-style-type: none"> • Header Image: <ul style="list-style-type: none"> - 112 x 20 pixels - 16 color gif • Text for Jump Page: <ul style="list-style-type: none"> - 6 lines of text appear before user scrolls - 32 characters per line (including spaces) • Click-to-Call: <ul style="list-style-type: none"> - Phone number for users to call - Preferably specific number to track campaign 	
Messaging Opt-in (SMS or MMS)	<ul style="list-style-type: none"> • Header Image: <ul style="list-style-type: none"> - 112 x 20 pixels - 16 color gif • Text for Jump Page: <ul style="list-style-type: none"> - 6 lines of text appear before user scrolls - 32 characters per line (including spaces) • SMS Message: <ul style="list-style-type: none"> - 160 character text message to be sent on a specific date/time - Should default to number entry where possible • MMS Message: <ul style="list-style-type: none"> - Can contain images (gif, jpg), video (3gp), audio (mp3, amr, wav) and text - Less than 100KB in total message size - Should default to number entry where possible. - Disclaimer on additional messaging costs should be displayed where applicable • Return to referring page: <ul style="list-style-type: none"> - After opt-in, where possible, the WAP page should redirect back to the referring publisher page 	
Location Finder	<ul style="list-style-type: none"> • Header Image: <ul style="list-style-type: none"> - 112 x 20 pixels - 16 color gif • Text for Jump Page: <ul style="list-style-type: none"> - 6 lines of text appear before user scrolls - 32 characters per line (including spaces) • Location Finder <ul style="list-style-type: none"> - Business listings details • Return to referring page: <ul style="list-style-type: none"> - After location is found, where possible, the mobile web (WAP) page should redirect back to the referring publisher page 	

² Can be location-based GPS services or postal code look-up, depending on the operator.

Downloadable Application Ad Guidelines

Introduction

Definition

What is a mobile Downloadable?

Mobile Downloadables are pieces of software that are resident, either in whole or in part, on the mobile device. Downloadables are most often used for interactive experiences, including playing games (Tetris, DinerDash) and using applications/lifestyle tools (Zagats, Moviegoer). Mobile Downloadables are usually downloaded over a carrier's wireless network directly to the mobile device, but can be uploaded via Bluetooth or cables as well.

Mobile Downloadables are developed using platforms like J2ME, BREW, Symbian, Windows Mobile, Palm and others. Mobile Downloadables are optimized by platform and by handset to insure an optimal experience for each individual user.

Purpose

- Define standard ad units to be displayed within applications on mobile devices when advertising is not directly integrated into content, an "advergame" or customized advertising per the advertiser or brand partner.
- Define basic parameters for the customer experience based on current best practices.
- Identify the unique aspects of downloadable applications, such as client-server architecture and intermittent connectivity that make downloadable applications function differently than WAP sites.
- Create tracking guidelines that keep this connectivity in mind.
- Encourage general scalability within standard formats for a lower barrier to entry into the mobile downloadable advertising market.

General Principles

- For ad formats that translate between the mobile web and downloadables, the primary goal is to remain as consistent as possible with much of the current MMA Banner Advertising Guidelines³ draft. This consistency will drive adoption and scale through broad reach across handsets and minimize creative production expense for agencies/brands.
- Educate the market. Educate the mobile advertising ecosystem about the creative guidelines that enable broadest reach across devices, through standard units described below. This will allow advertisers who until now have only purchased WAP to have a similar format, and re-use/purpose creatives.

- The intent is not to address highly integrated advertising advergaming, or custom advertising. This will always be a one-off between publishers and advertisers. The industry should encourage these experiments as long as the customer experience isn't compromised.
- Advertising must not degrade the user experience of the application. This ensures continued usage of the application, continued purchase of mobile ad space and maintains customer satisfaction for the carriers.
- Advertising that is disruptive, takes over a user experience or takes a user out of an application must notify the user before this occurs. For example, there should be a notice such as: "You have asked to exit the application. Are you sure you want to do this?"
- These guidelines currently apply to non-smart phones, currently, because these actions require the implementation of JSRs or APIs that necessitate those more advanced versions of the platforms.

Current and Emerging Downloadable Marketplace

- Currently, many downloadable advertising campaigns are associated with a particular product rather than a particular ad unit size.
- Because the industry has had no downloadable standards until now, existing implementations will not be compliant with these recommendations.
- In addition, many downloadable advertising campaigns are highly integrated and contextual to the application or game. This use case is not covered in this document because each case will have unique implementations.
- Networks for downloadable advertising are emerging, as are campaigns that include multiple advertisers by product.
- With both approaches, it is possible to have to work within more granular segmentation, either by content type and genre or by device type or platform. This decision should be based on availability of inventory and goals of each campaign.

Most advertisers work with developers, ad agencies and publishers to select from full page or banner ad units as appropriate by campaign and product, not device, to go across multiple device types (platforms and sizes).

³Available as a free download at www.mmaglobal.com/mobileadvertising.pdf.

Ad Unit Overview

- **Ad banner** – An ad banner is a static logo or image(s), text or combination of these that can appear anywhere within the application (for example, on the products main menu page, or sub-pages). Ad banners should meet the below pre-determined size requirements. The ad banner can be selected by the mobile user to view more information regarding the sponsor/advertiser (active state/non-static state).
- **Ad full-page images** – An ad page is a full-screen advertisement, which may be placed as a “bumper” screen for the launch and exit of the application, or as a splash or jump-page (formerly called interstitials) within the application. It may be used as the landing page from an earlier ad banner or may be a stand-alone full page. This full page may also be active or static.
- **General behavior** – Both ad banners and ad full-page Images may be active and link either to places inside the application or to outside the application through links such as click-to-WAP, - call or -text. If the advertisement moves the user outside the application, specific consumer warnings and guidelines are necessary (see below). Ad pages provide opportunity for the user to receive additional information from the advertiser. This functionality must be consistent with a handset’s capabilities (for example, interactivity such as click to call, WAP push) and will be limited by both type of handset and handset connectivity.

Selection of Ad Units

- The June 2006 version of the MMA Mobile Advertising Guidelines recommends that “ads should be optimized and dynamically delivered based upon the handset.” For downloadables, this will mean selection of predefined sizes that are representative of optimizing for most major handsets including small, medium, large and extra large formats.
- **Creative sizes** – Advertising clients can customize their advertising campaign by creative. In the case where the format is consistent with banners and full pages, it is highly advisable that clients chose from pre-set sizes, described below, to build their advertising campaign. Full ad pages (also called ad landing pages) provide opportunities for the user to receive more robust or additional information from the advertiser
- Mobile developers, in conjunction with their advertising partners, will define/create multiple creatives of each ad based on specifications below. The most appropriate creative should be selected for delivery based upon the handset screen size and color depth (as predetermined by advertiser and developer/publisher). This will typically be the largest screen size and resolution that fit and conform to the constrictions of the application as well.

- Some small phones may need to be excluded from banner ads based on the legibility of the specific logo or image built to specifications below.

Ad States

Ad banners Advertisements in general have two states (or combinations):

- **Non-active/non-highlighted/static** means the ad is visible on screen but it is not in the select state.
- **Active/highlighted/non-static** means the banner is in the select state. You can access the ad and then press the OK key to choose it if this feature is available.

Ad Capabilities and Actions

Type of actions available for an ad:

- Click to additional page inside the application
- Click-through to WAP/web outside the application
- Click-to-call outside the application
- Click-to-SMS outside the application
- Click-to-anything external to the application (e.g., e-mail)
- Combination of the above

Types of capabilities available for an ad:

- Advertisements without actions supported on all devices (full page and banner units).
- Advertisements with some common active actions (i.e., click-to-call, click-through to WAP/web) are suitable only for Java phones that are MIDP2 compliant and BREW⁴ 2.x and above (non smart phones only).
- Future advertising may leverage advanced features and APIs that require specific device capabilities, such as JSR-179 for location on Java phones. Companies and ad networks that offer this kind of advanced functionality and proprietary actions should adhere to the principal of targeting ads with those actions only to phones that can support them.

⁴ For more information about Binary Runtime Environment for Wireless (BREW), visit www.qualcomm.com/brew

Ad Specifications

Full Screen

Display on screen: Intended for display on a screen by itself or with minimal components of the application (i.e., title bar or soft-button labels).

Ad behavior:

- Displayed in full, during which click-through actions are enabled.
 - Impressions may be counted if they are fully resolved for any period of time or if the user clicks through.
- At any time the ad is displayed in full, user shall be able to click to continue past the ad into the content.
- For click-through ads that do not require a customer to leave the application and migrate to, for example, a WAP browser.
 - The MMA recommends that, where possible, and in handsets that support this, after a click through, a user is put back to the same place in the application (e.g., World Series of Poker with \$1M in chips).
- For click-through ads that do require a customer to leave the application, the MMA recommends:
 - Clearly notifying users that they will be leaving the application environment to experience the advertisement.
 - Giving users the option of canceling out of that/getting off of the ad and going right back where they were before.
 - Clearly communicating that in most cases, a consumer will need to completely re-launch the application in the same way they started the application.
 - The MMA also recommends that for applications and games whose flow may be greatly disrupted by a click-through, ads should be displayed before the launch or exit of the application or queued until the end of the application experience, or avoided altogether.
 - A preliminary recommendation for full screen ad display time is that the units disappear after a maximum of 5 seconds.

Graphics File Formats:

- PNG (required on Java phones), JPG and GIF
- The file image may be dynamically changed based on device capabilities (image only, not size or color depth – i.e. new banner, same position or JPG to PNG).
- Static and animated images.

Sizes:

- Generally, full-screen ads should use as much of the screen area as possible. This MMA sub-committee plans to work in conjunction with the mobile web group to come to consensus around sizes for the full screen creatives that can cross platforms.

- This committee believes the larger team should keep the following in mind when creating these size standards:

- Square aspect ratios seem to allow the most flexibility for both mobile web and downloadable platforms.
- It is convenient for advertisers.
- It also leaves room for title bar and/or soft-button labels – a key issue that cannot be ignored when addressing the downloadable platforms.

Banners

Display on screen: Intended for display on a screen with content from the application.

Ad behavior:

- Displayed with application content
 - The banner is displayed for as long as the customer is on this page of the application.
 - Impressions may be counted once the page is displayed and the ad is loaded/displayed in full.
 - The state of the ad (active or static) should be apparent to the customer.
 - Underneath the banner it should say “advertisement,” per the WAP standards.
- They user may be able to click on the ad and be taken either to a jump page inside the application or external to the application (see above).
- Click-through banner ads should behave in the same way click-through full page ads behave.

Graphics File Formats:

- PNG (required on Java phones), JPG and GIF
- The file image may be dynamically changed based on device capabilities (image only, not size or color depth – i.e. new banner, same position or JPG to PNG).
- Static and animated images.

Sizes:

- Remain as consistent as possible with WAP horizontal banner sizes.
- However, this committee acknowledges that the majority of downloadables to date have not followed this standard, and we believe that many downloadable advertising campaigns will continue to be custom.

Reporting & Tracking

Downloadable apps operate in primarily two variations and may operate occasionally in a third variation:

- Not connected (never aware) applications pose unique challenges that must be overcome. These kinds of applications can have sponsorship-style advertising only. Impression counting cannot apply here. The creative and size standards may still apply.
- Connected apps (intermittently aware) are the dominant downloadable use case. Intermittently aware applications also pose unique challenges that must be overcome. Specifically:
 - The application must synchronize with the ad server or other entity (receiving) in order to count the impression on a CPM basis.
 - The application may receive and store the number of ads for rotation while the application is not network-aware.

The application must account for each ad served if it is sold as CPM based, even if not in network-aware scenario (i.e., application must synchronize with ad server or other entity sending if sold as a CPM).

In addition, current best practices include:

- Support for more than one advertisement and ad rotation
- Frequency capping
- Expiration dates for ad (e.g., Super Bowl ad)
- Gathering and reporting of other information including device type, carrier and unique ID
- Deletion of previously stored or prior ads.
- Rare connected and continuously aware functions more like WAP. Metrics are the same as intermittently aware.

Specifics on Tracking Offline Behavior (mainly for connected/intermittently-aware applications)

Downloadable applications are expected to be commonly used in circumstances where a real-time connection to an ad-server is not available. Therefore, some of the counting and monitoring functions of the ad server must be handled within the application.

- To minimize discrepancies, the general principle is to report only impressions or actions that can be confidently reported after the fact. Actual enumeration is necessary for CPM-based sales, rather than any type of statistical inference. An impression is counted only after each display of an ad meets the impression guidelines defined earlier.
- If the user is not on-network when the ad banner is selected, it is not possible to provide access to the full-screen ad page unless cached. A message is displayed to indicate there is no net-

work connection. This impression may only be counted towards a CPM if the collected data is stored for retrieval later.

- Actions that can occur offline (i.e., e-mail or SMS opt-in forms) may be counted only after the mobile device connects again and the offline event is included with similar events for the campaign that happen while online.
- Other impression guidelines (i.e., minimal display time) are also unchanged from the online case.

Introduction to MMS

Multimedia message services (MMS) is the rich media equivalent to short message service (SMS) text messages. An MMS message can include images, video and sound. These “assets” can be arranged in different orders for maximum impact.

MMS messages offer an ideal amount of ad inventory because MMS messages can be considered as rich media MMS ads reside on the subscriber’s handset and can engage the user using sound and video.

Certain media publishers are beginning to use MMS to distribute mobile content. For example, CBS News has a MMS news alert program for Verizon Wireless subscribers. Fox25 distributes American Idol pictures and content via MMS to Cingular subscribers. These messages provide inventory into which advertisements can be inserted.

Additionally, various advertisers, notably the mobile operators, have successfully used MMS to promote content to their own subscriber base. There exists the opportunity for advertisers, such as mobile game providers, to promote their games through MMS messages.

Overview of MMS Response capabilities

MMS response capabilities are grouped into three different categories: message-based, call-based and WAP-landing-page-based.

Message-based responses

The subscriber can reply to the MMS message as a response mechanism. The following types of reply messages could apply.

- opt-in to receive messages
- text in to receive more sample content
- text in to enter sweepstake
- text in to participate in customer survey
- text in to vote
- text in to refer to friend
- text in to buy

Clearly, any text oriented campaign that can be conceived could become a valid campaign response.

Call-based responses

From the MMS message, the subscriber can click to make a direct phone call, such as to the advertisers. The following IVR based responses are possible:

- call in to vote
- call in to buy

- call in to get more information (about loans, new products etc)
- call in to renew plan
- call in to chat

WAP-landing-page responses

From an MMS message, a subscriber can click on a WAP link and be directed to a WAP site. These responses are identical to the banner ad responses presented in the Mobile Web guidelines. Please refer to that document for the most current guidelines.

MMS Formats

Formats and guidelines for MMS will follow in subsequent revisions of the mobile advertising guidelines.

General Content Guidelines for Mobile Advertisers

Advertisers and publishers should refer to the MMA Consumer Best Practices⁵ for more information on advertising guidelines. Wireless carriers and publishers may have additional or different guidelines. Please refer to them for specifics.

1. Advertisements may not be misleading or deceptive to the recipient in any way.
2. Advertisements promoting illegal products and services are not allowed.
3. The sponsor of any advertising message should be clearly identified either on the ad itself or on the resulting first-level jump page.
4. Special categories of products must comply with existing voluntary industry guidelines.
 - This includes, but is not limited to alcohol, tobacco, sweepstakes/promotions and ads targeting children.
5. Any advertisement for regulated products must comply with existing guidelines for such advertising
 - Example: Pharmaceutical ads must comply with Food & Drug Administration (FDA) guidelines.
6. Advertisements should be age appropriate.
 - Example: If ads can be targeted by age, then alcohol ads can be shown to only those mobile users who are of legal drinking age.
7. Potentially controversial advertisements should primarily be avoided, but may be reviewed on a case-by-case basis by publishers and wireless carriers.
 - Examples: Political organizations, adult or sexually explicit content, issues/causes and religion.
8. All claims made in an advertisement must be substantiated before the advertisement is scheduled to appear. Advertising that includes warranties, guarantees, or other types of assurances to the user must comply with all applicable laws, regulations or guidelines regarding such assurances, including but not limited to those set forth by the Federal Trade Commission (FTC).
9. Advertisements cannot promote or glorify violence, crime, obscenity, the use of weapons or provides instructions on how to “get away” with crimes or unlawful activity.
10. Language that is offensive, disturbing or likely to cause outrage, general disapproval or negative opinion within the community is not allowed.

11. Any customer information provided is limited to the current campaign only. Further interaction with the customer requires an additional opt-in.

Technical Requirements for Mobile Advertisers

1. Advertiser/merchant site infrastructure
 - Advertiser will keep up with traffic demands and is responsible for all costs, communications, hosting, hardware software and all costs of implementation for their site or associated click-through pages.
2. Optimization speed
 - Advertiser should optimize site for client software to minimize delays. For example, advertisers should accommodate the wireless network's data transfer speeds, which vary from 28.8 kbps to 3.1 Mbps, depending on technology.
3. Technical problems
 - Commercially reasonable efforts to resolve technical problems.
 - Closely monitor all promotions on the site.
4. Monitoring
 - Constant monitoring of infrastructure/content.
5. Security
 - Utilize standard encryption technologies to provide a secure environment for transactions or private member data.
6. Technical performance
 - Design site to support campaign and/or merchant activities.

⁵ Available as a free download at www.mmaglobal.com/bestpractices.pdf.

Who We Are

About the Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier non-profit global association that strives to stimulate the growth of mobile marketing. The Mobile Marketing Association is an action-oriented association designed to clear obstacles to market development, to establish guidelines and best practices for sustainable growth, and to evangelize the mobile channel for use by brands and third-party content providers. MMA members include agencies, advertisers, hand-held device manufacturers, wireless operators and service providers, retailers, software and services providers, as well as any company focused on the potential of marketing via the mobile channel. The Mobile Marketing Association's global headquarters are located in the United States.

For more information, please visit www.mmaglobal.com

Mobile Advertising Committee

The North American Mobile Advertising Committee, chaired by Sprint-Nextel, Third Screen Media & Yahoo!, and the Europe, Middle East & Africa (EMEA) Mobile Advertising Committee, chaired by Vodafone Group & Enpocket, has been established to create a library of format and policy guidelines for advertising within content on mobile devices. The creation of mobile advertising guidelines by the MMA ensures that the industry is taking a proactive approach to keep subscriber experience, content integrity and deployment simplicity as the driving forces behind all mobile advertising programs.

The Mobile Advertising Committee developed these guidelines in collaboration with MMA member company representatives from:

Mobile Advertising Committee Members		
AccuWeather, Inc.	LimeLife, Inc.	Orange UK
Action Engine	Mark Beccue Consulting, Inc.	Qualcomm
AdMob	M:Metrics	Refresh Mobile
AirG	MediaCom	Reuters
AKQA Mobile	Media Contacts	R/GA
Alcatel-Lucent	mFoundry	Rhythm NewMedia
Alltel Wireless	Microsoft (MSN & Windows Live)	ScreenTonic
AOL LLC	Millennial Media	Sports.comm
Blue Frog Mobile	Mobile Dreams Factory	Sprint Nextel
Buongiorno	Mobile Enterprise	Telenor Nordic Mobile
BVDW Section Mobile/ MMA Germany	Mobile One2One	Tempos 21
Cingular Wireless	Mobilera	The Coca Cola Company
Crisp Wireless	Mobixell	The Hyperfactory
Dennis Digital	Mobliss	Third Screen Media
DoubleClick	MoviDream	Think Net Iberia
Dynetic Mobile Solutions	mTLD (.mobi)	T-Mobile International
Ericsson	MoPhap (Mobile Phone Applications, Inc.)	T-Mobile USA
Enpocket, Inc.	mTLD Top Level Domain (.mobi)	Turkcell
Gannett Digital	Nellymoser	Verizon Wireless
Greystripe Incorporated	News Over Wireless	Vodafone Group Services
Helio LLC	Nokia Corporation	The Weather Channel Interactive
Incentivated	NPR (National Public Radio)	Yahoo!
InfoSpace	OgilvyInteractive	Zingy, Inc.
ipsh!	Openwave	

References

The following links provide additional sources of information and reference:

- MMA Consumer Best Practices Guidelines (<http://www.mmaglobal.com/bestpractices.pdf>)
- Mobile Marketing Association website (<http://www.mmaglobal.com>)

Supporting Associations

The following associations support the MMA Mobile Advertising Guidelines in our mission to establish a consistent global guideline/best practice for mobile advertising.



Contact Us

For more information, please contact the Mobile Marketing Association at:

Mobile Marketing Association
Email: mma@mmaglobal.com
Phone: +1.303.415.2550
Fax: +1.303.499.0952
www.mmaglobal.com

Glossary of Terms

The MMA maintains a nomenclature glossary for all terms within MMA guidelines, education documents and research. The glossary is available at www.mmaglobal.com/glossary.pdf <http://www.mmaglobal.com/glossary.pdf>

Notes

Notes

Notes



The Mobile Marketing Association (MMA) is the premier global association that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with 400 members representing over forty twenty countries. MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.