



Maximising mobile promotional opportunities

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MD MEDIA CONSULTING

Est:
2008

Purpose:
To assist Brands in maximising their potential through
mobile

Current Clients inc:
Liverpool FC



Mobile Content Evolution: Phase 1

- Charging for Mobile Content:
 - Text Messaging Alerts
 - (Sport and News)
 - Ringtones
 - (Crowd Chants)
 - Wallpapers
 - (Iconic and Classic Imagery)
 - Animations
 - (Crest and Player Screensavers)
 - Mobile Games
 - Licensing deals
 - Video
 - (Current and Classic)

The screenshot displays the MUmobile mobile application interface. At the top is the MUmobile logo. Below it are several sections: 'Video Members', 'OFFICIAL TEXT ALERTS!' with a '+CLICK' button, 'What's Hot!' featuring '3D Ronaldo' (Buy/Preview) and 'Rooney V West Brom' (Buy), and 'Theres Only One Keano' (Buy). A 'FREE Wallpaper' section highlights 'Ronaldo DOWNLOADS!'. A 'Downloads & Alerts' menu lists: My Downloads Basket, Ringtones, Screensavers, Wallpapers, Special Offer Bundles, Videos, Text Alerts, and Games. A 'News' section features 'LATEST NEWS FROM OLD TRAFFORD' and an article titled 'Young Serbs ready to dream' with a sub-headline 'Zoran Tasic and Adem Ljajic have spoken about their moves to United.' Below the news are links for 'More News', 'Live Scores', and 'Fixtures and Results'. The bottom section is 'Competitions' with 'Win 2 Tickets!' and 'Tickets & Old Trafford' (Ticket Information, Season Ticket Waiting List).



AND WHAT DO PEOPLE WANT?

- Everything
- For Free
- So:
- Most Traffic is to Free Areas, e.g.:
 - News (BBC, Sky...)
 - Free (dodgy) content (YouTube)
 - Social networking (Facebook)
- Probable Exceptions:
 - High Quality Branded Content



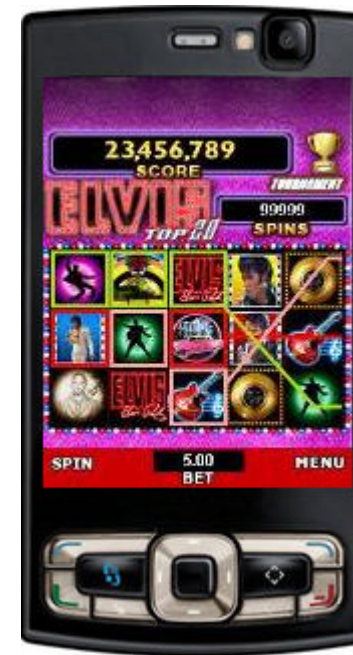
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 - Adult
 - Gambling



Making Money from Content?

- Lets assume you sell average 100 pieces of content a day at £3 each
- 3000 pieces of content a month
- You probably make £1 per piece of content sold so:
 - Customer pays £9000 (3000 x £3)
 - You get £3000
 - You have to cover all your costs including marketing with £3000
- Not sustainable on it's own



Phase 2: Advertising and Sponsorship – we do it on the web

LIVERPOOL FOOTBALL CLUB OFFICIAL WEBSITE

USERNAME PASSWORD

>> Forgotten Password
>> Need To Register
>> My Account

NEWS MATCH SHOP BETTING INTERACTIVE MOBILE TICKETS TEAM HISTORY THE CLUB E-SEASON TICKET

HELP CONTACT US

NEWS STORY

SAMMY: REDS READY FOR BURNLEY

James Carroll 09 September 2009



Sammy Lee admits he has not been surprised by Burnley's impressive start to life in the Barclays Premier League - but warned the Clarets that Liverpool will be ready for their visit on Saturday.

After gaining promotion from the Championship last term, Owen Coyle's men will travel to Anfield this weekend looking to build on a remarkable opening to the campaign which has seen them record home victories over both Manchester United and Everton.

However, while acknowledging the threat posed by the Lancashire club, Lee believes the Reds are fully focused on attempting to secure their second successive win following the dramatic triumph at Bolton Wanderers last time out.

"Burnley's start has not been surprising - we know about them and the quality they have," the assistant manager told Liverpoolfc.tv.

"Owen Coyle has got them working very, very hard for each other and we know they'll be a difficult proposition when they come to Anfield.

"We'll be up against a difficult side who are well organised, good on the counter-attack and have proven they can finish chances.

"We'll be going forward too, so we have to make sure when we do we

POST OFFICE

Overseas Property Money Transfers

facebook twitter MESSAGE BOARDS

The first ever official LFC Facebook Page is now live. Become a Fan today.

facebook click here to enter >>

Rooms from just £29

Glasgow from £29

Gatwick Airport

Cheltenham from £29

LINKS

Get the new LFC Browser Toolbar
Buy a brick for Marina Dalglish
New ALL RED membership scheme
LFC TV is currently FREE

Facebook's mobile usage has tripled this year to 65 million

September 3, 2009 | [Kim-Mai Cutler](#) and [Matthaus Krzykowski](#)

How addictive is Facebook?

The company, which is often tight-lipped about its numbers, revealed a bit more about its user engagement today at the [Nokia World](#) conference in Stuttgart, Germany.

About half of its 250 million monthly users worldwide log in every day. About a quarter, or 65 million, used the site from mobile devices in August, according to [Henri Moissinac](#), director of Facebook Mobile. That's more than three times what it was in December, when 20 million users were using Facebook through apps and the company's mobile web page. The U.S., U.K., Canada and Indonesia have the most active users.

Those could be nice, sticky numbers for advertisers, who are looking to see traffic and attentiveness if they're going to run large brand campaigns on the site. Intensive mobile usage and sharing would also be a plus, giving Facebook the edge if it wants to deliver location or time-sensitive ads based on people's habits.



MOBILE INTERNET TRAFFIC

- Admob Statistics:
 - 10,000 Sites/Applications
 - 10,000,000,000 ad requests per month
 - Average site traffic of 1,000,000 requests

Ad Requests by Geography - July 2009

Requests: 9,665,347,402

Country	Requests	% of Requests	% Share Change
United States	4,818,418,482	49.9%	2.2%
India	626,471,567	6.5%	0.4%
Indonesia	599,624,537	6.2%	-1.8%
Philippines	413,074,558	4.3%	-0.4%
United Kingdom	271,263,096	2.8%	-0.3%
Canada	152,215,011	1.6%	-0.4%
Saudi Arabia	151,917,199	1.6%	0.1%
South Africa	143,629,635	1.5%	-0.2%
Mexico	142,564,049	1.5%	0.1%
France	131,009,489	1.4%	-0.1%
Other Countries ^{(1) (2)}	2,215,159,779	22.9%	
Total	9,665,347,402	100.0%	



LOOK TO ADVERTISING

- 1 million page impressions on your site
 - sell 2 banner positions or links on each page
 - Make £5 cpm x 2 = £10 per 1000 impressions:
 - £10,000 revenue
 - >3 x as much as the content revenue
-
- **So using mobile sites for promotional activity can generate more revenue for you than selling content**



GIVE CONTENT AWAY FOR FREE

- Double your traffic?
- Double your Ad Revenues
- £20,000 revenue per month
- Save £x,000 per year on billing integration
- No hassle with billing systems

- BUT DICOTOMY:
 - MY CONTENT IS NOT WORTH NOTHING!

- So you have to reach a happy medium.



Effective Marketing on mobile



EFFECTIVENESS OF MOBILE MARKETING: BANNER ADS ETC

- High Click Thru Rates
 - Good for Advertiser
 - Good for Publisher
- Obviously dependent on offer and suitability to site
- My experience of Advertising on other Portals:
 - Click thru rates of circa 10%
- Well Targeted advertising
 - Click thru of upto 26%

» Search again | All Results

Y! Football results

Ad: Football alerts from Textlet Mobile
www.textletmobile.co.uk

Web skip

Football News, Results, Fixtures and Fantasy Football UK

... Premiership, Champions League, and UEFA Cup news

Personalise & Download

24-7 Football
SEE GOALS ON YOUR MOBILE

Personalise & Download

Free Tunes Pix Make ur own Pix

More ways to make your phone your own

Themes

Give your phone a brand new look with 100's of themes

Download Applications

GETJAR FREE APPS

1000's of free apps for your phone - Get them now!

Most downloaded applications
Help with applications

Applications by category

- ▶ Social Networks
- ▶ Travel
- ▶ Entertainment
- ▶ Sport
- ▶ Shopping & Lifestyle
- ▶ A-Z

More Download Sites

- ▶ Nokia MOSH
- ▶ Surf more for less with an Internet Add-on

Sponsored Links

- ▶ Get Latest Mobile Games@ Lastlevel
- ▶ Best Games for Mobile Free Here
- ▶ Lock and Load: Doom is Here

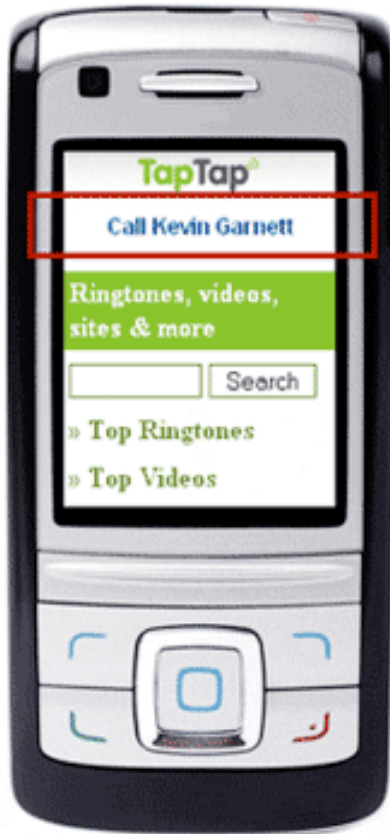
Navigate

- ◀ Services
- ↑ TOP OF PAGE

Options Back




Adidas Basket Ball Promotion



adidasbasketball.com

Get Free
Ringtones & Wallpapers
From adidas



Enter Your Cell Number
Area Code + Number – No Spaces
(Example 5551234567)


ENTER

I want Free Stuff, Calls from Adidas Players, and SMS messages from the Brotherhood (4 calls and 4 messages in 32 days). I can opt out anytime by replying END. Standard message rates apply.

Inside you'll get
Free ringtones, wallpapers,
customized ringtones & voicemails
from your favorite players like KG,
Tmac, Chauncey, Gilbert, and
Tim Duncan

Basketball is a Brotherhood.

adidasbasketball.com



See the Shoes

Get Free Wallpapers

Call Kevin Garnett

Enter the Locker Room

Check out the Team
Tim Duncan
Tracy McGrady
Chauncey Billups
Dwight Howard
Kevin Garnett


What Do You Think?

More | Back

Basketball is a Brotherhood.

Basketball is a Brotherhood.

Call Kevin Garnett



Click button to call KG right now
from your cell phone.

Click to Call KG

More | Back

adidasbasketball.com



Creating Content itself



F Wan Mobile Car Racing Game



Mobile Themes based on the F-Wan racing game



TEXT 'X' TO 'Y'

- Simple to implement
- Simple user experience





Season Ticket Waiting List

To Register for Season Ticket Waiting List please fill out the form below:

Title:

Please enter your Name:

Please enter your House Number:

Please enter your Address:

Please enter your Post Code:

Please enter your Email Address:

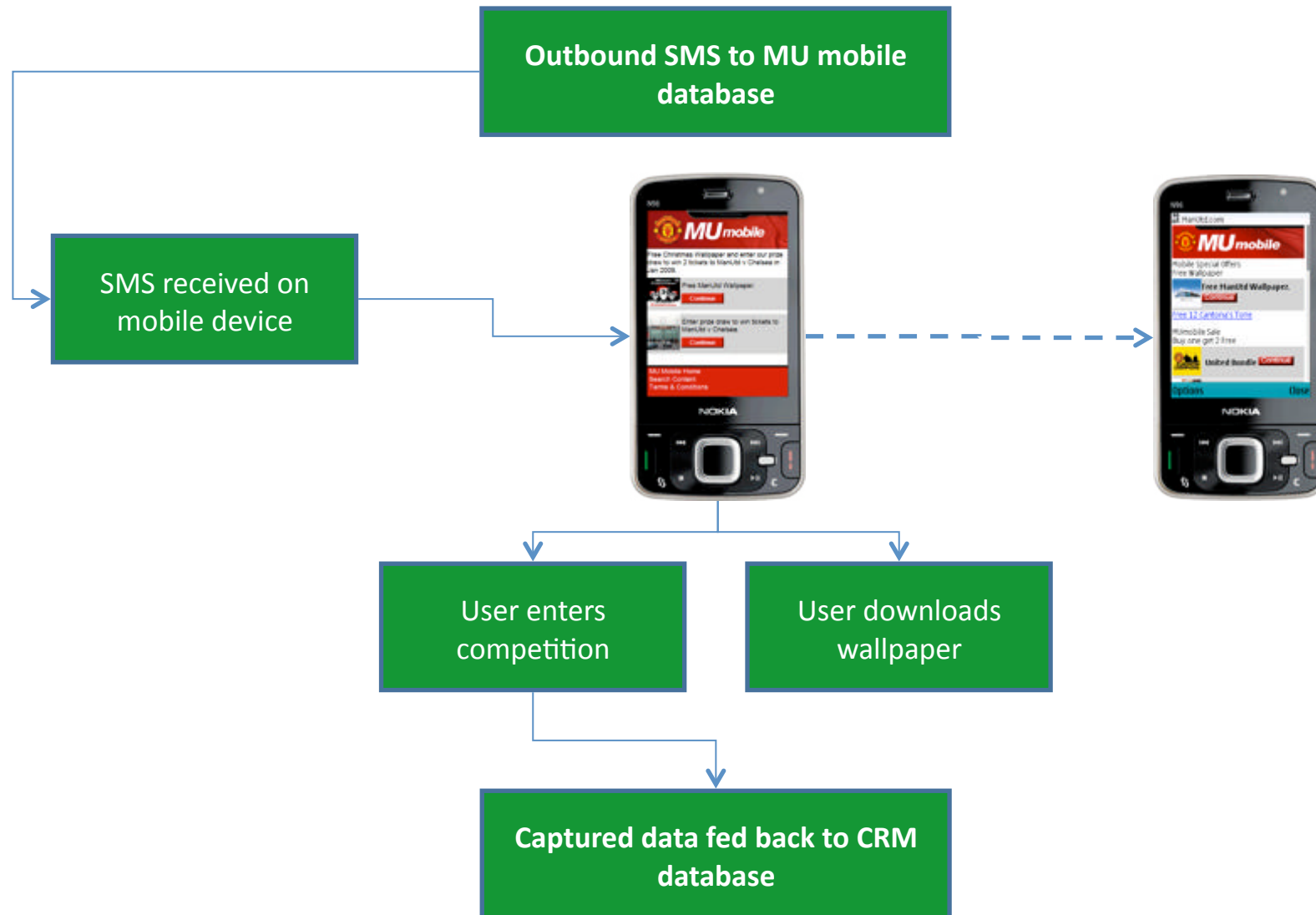
Please enter your Mobile number:

Please enter your D.O.B:
eg.DD/MM/YYYY

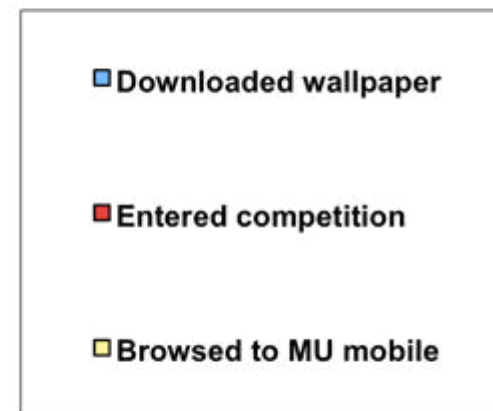
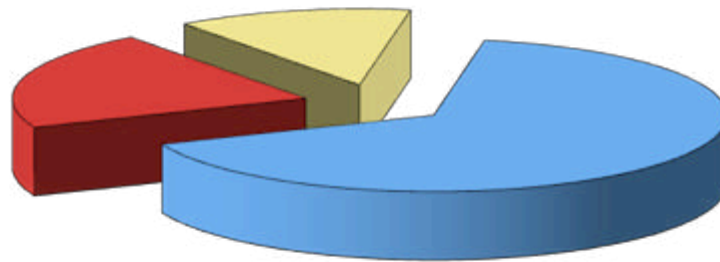
Privacy Consent: By clicking the submit button you expressly consent that the Manchester united ("MU") Group (being all companies with the MU name) & MU



CRM Campaign



SITE ANALYSIS





- All those who downloaded were sent a text promoting other services
- 11% purchased other services



**the new world of mobile & the missed
opportunity**



IMPORTANCE OF THE IPHONE

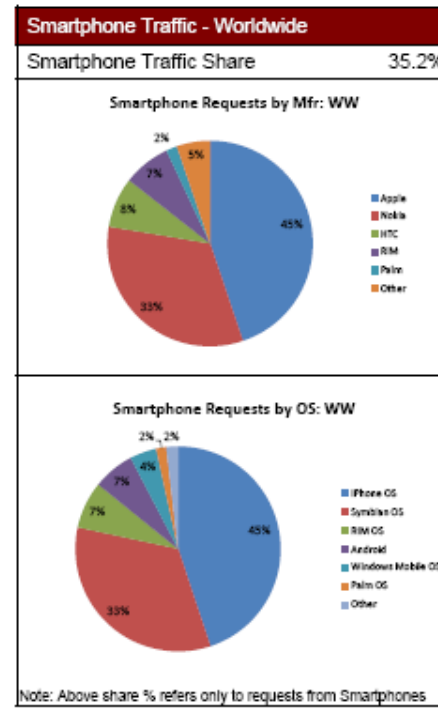
Worldwide Handset Data - July 2009

Requests: 9,665,347,402

admob⁽¹⁾

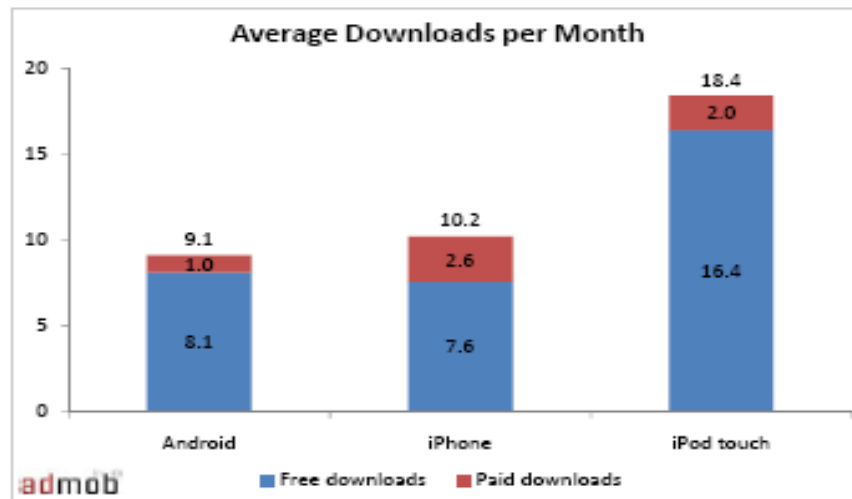
Top Device Mfrs	% of Requests	Share Chg %
Apple	26.9%	-3.1%
Nokia	24.7%	-0.9%
Samsung	13.1%	2.0%
Motorola	7.1%	0.7%
SonyEricsson	5.9%	-0.5%
LG	3.3%	0.4%
HTC	2.8%	0.6%
RIM	2.6%	-0.1%
Kyocera	2.0%	0.5%
Other ⁽¹⁾	11.6%	
Total	100.0%	

Top Handset Models	% of Requests	Share Chg %
Apple iPhone	15.9%	-1.0%
Apple iPod Touch	11.0%	-2.0%
Samsung R450	3.2%	0.7%
HTC Dream	2.2%	0.7%
Motorola RAZR V3	2.0%	0.2%
Nokia N70	1.8%	-0.1%
Nokia 3110c	1.5%	0.1%
Kyocera S1300	1.2%	0.3%
Nokia N95	1.2%	-0.1%
RIM BlackBerry 8300	1.2%	0.0%
Nokia 6300	1.1%	-0.1%
Samsung R430	1.1%	0.2%
Nokia N80	0.9%	0.0%
Motorola Z6M	0.9%	0.0%
Nokia N73	0.9%	0.0%
Nokia 6120c	0.8%	0.0%
Sony PSP	0.7%	-0.4%
Motorola KRZR K1c	0.7%	0.1%
Samsung M800	0.6%	0.0%
RIM BlackBerry 8100	0.6%	-0.1%
Total	49.3%	



iPHONE AND IPOD TOUCH

- Approaching 50 million now in the marketplace



Paid Application Market Size Estimate⁽³⁾

	Estimated Number of Users	% Who Buy Paid Apps	Average \$/Month Spent on Paid Apps	Est. August 2009 Paid App Market Size
Android	3M	19%	\$8.63	\$5M
iPhone	26.4M	50%	\$9.49	\$125M
iPod touch	18.6M	40%	\$9.79	\$73M



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