

# M-commerce, display, agencies, publishers, app stores, TV, social, Facebook, mobile

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**About mobile<sup>SQUARED</sup>**

**Research  
Analysis  
Data**

**& we do things**

**Exceptionally  
well**

Is **m-commerce** the mobile opportunity that **display** never was?

Are agencies positioned to **advise clients** around m-commerce?

Should more **publishers** follow the **FT'S** example and drop the Apple store?

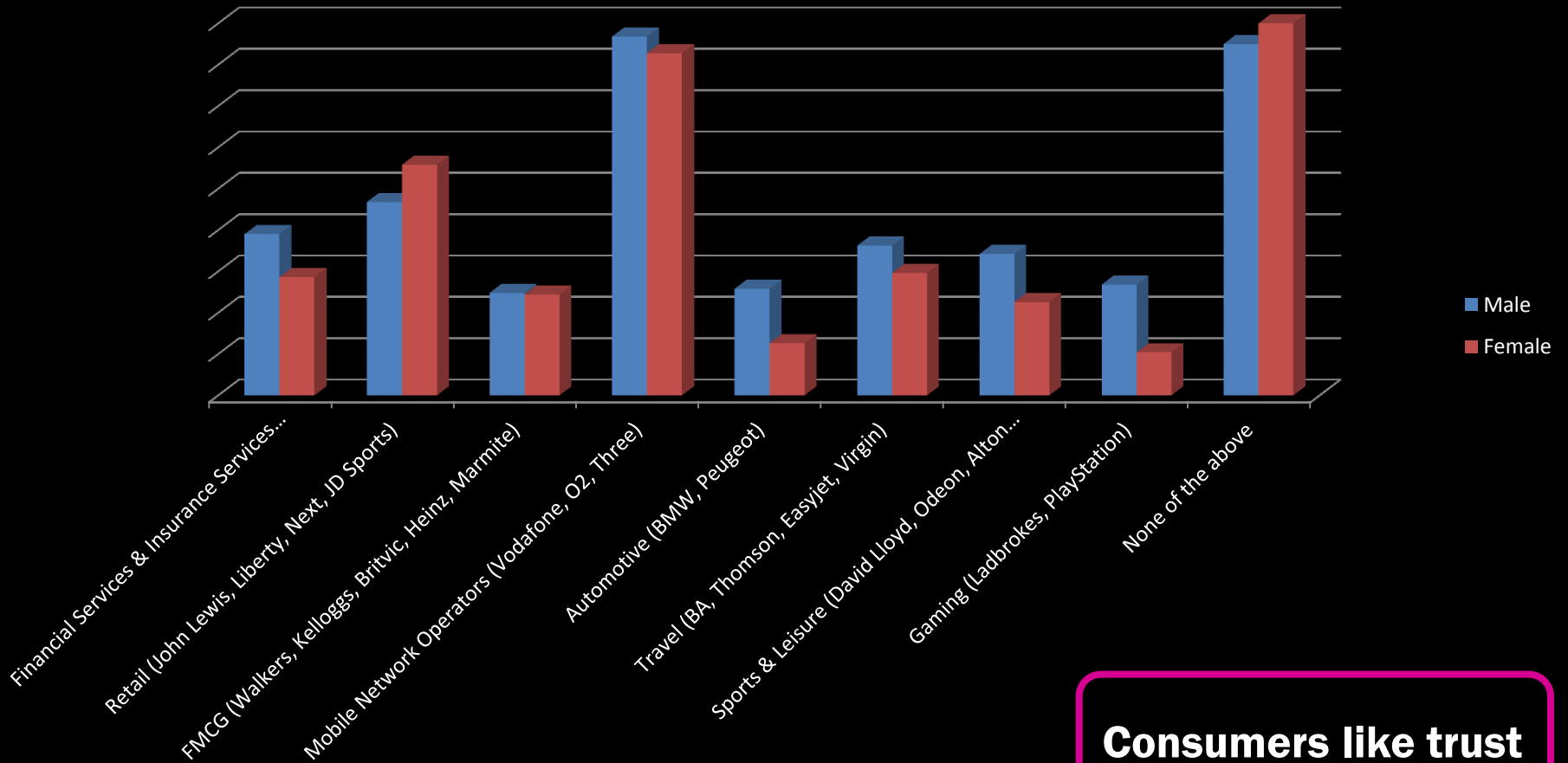
Are **TV brands** equipped to use **social** effectively via mobile?

Now that **Facebook** is set to offer advertising on mobile, what **impact** might this have on the **market**?

How should **mobile** be measured?

# Brands on mobile

Which type of companies and brands do you trust to communicate with your mobile device



**Consumers like trust**

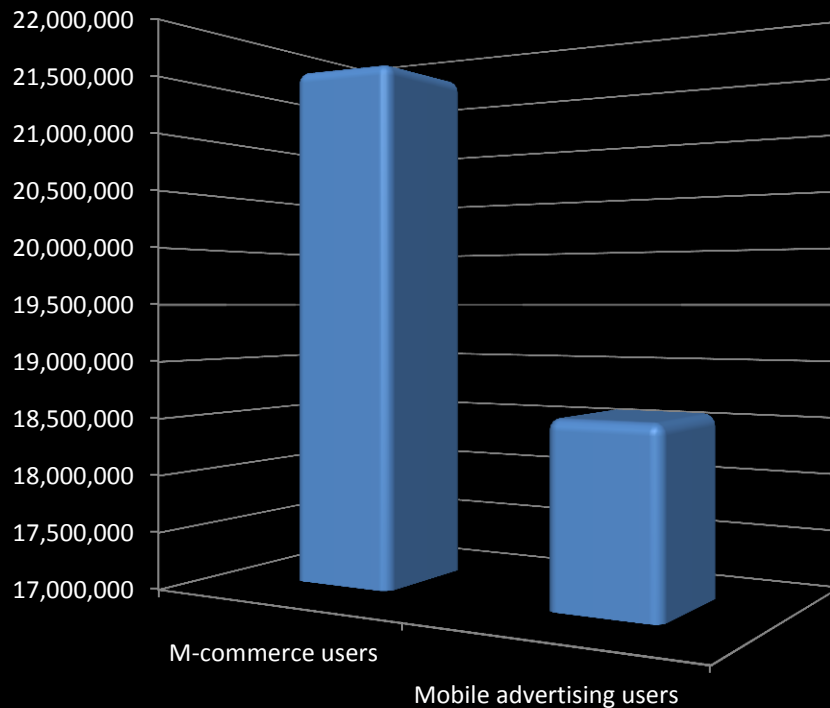
Is **m-commerce** the mobile opportunity that **display**  
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# Is m-commerce the mobile opportunity that display never was?

Avg mobile CTR (then/now)

5%  $\rightarrow$  0.5%

## Wrong message?



**The utility of the device driving m-commerce**

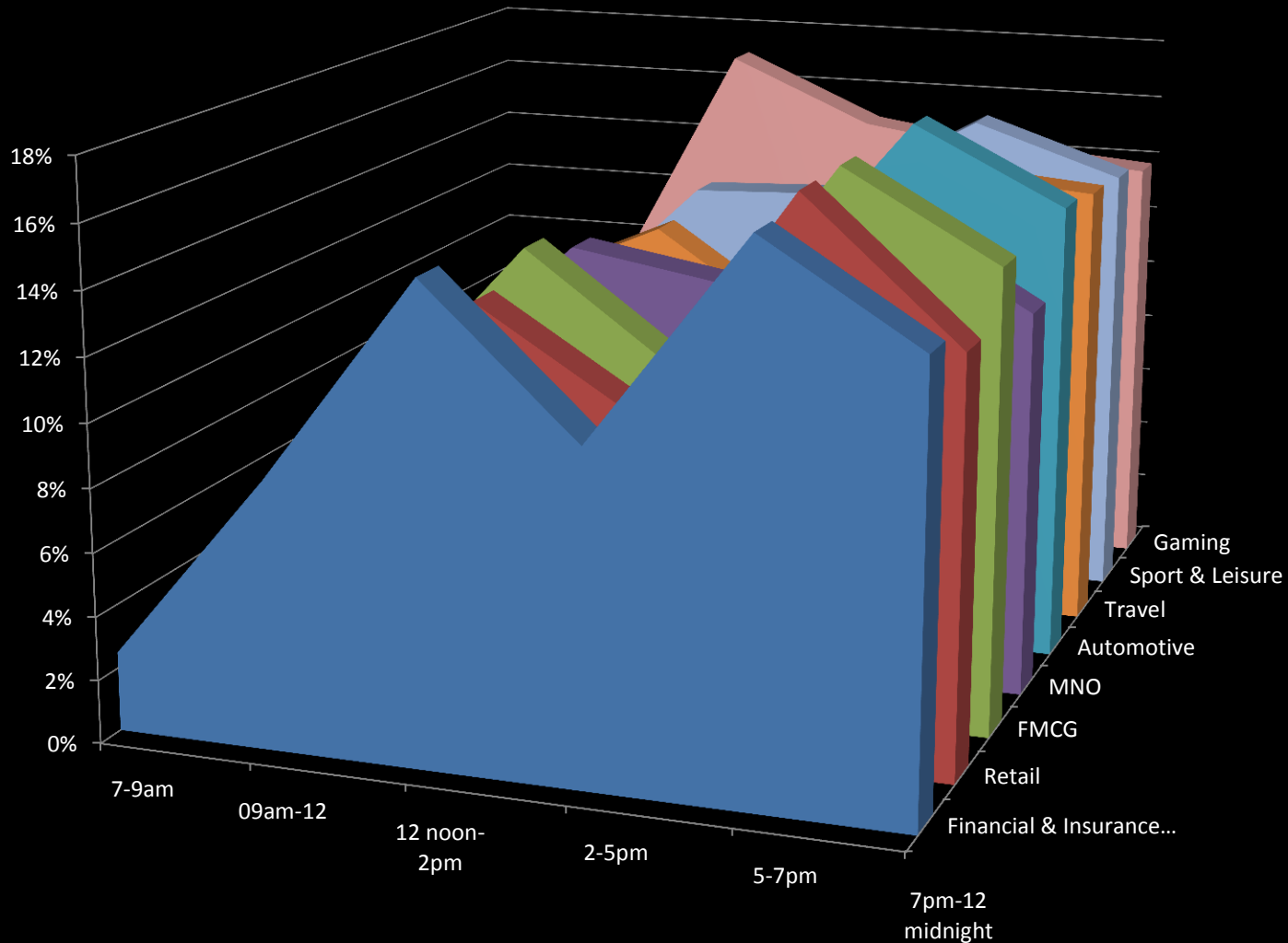
**iPhones are the most active m-commerce users**

(Source: MCT)

**Mobile advertising starting to have small impact.**

# All in the timing

When is advertising most effective?





Are agencies positioned to **advise clients** around m-commerce?

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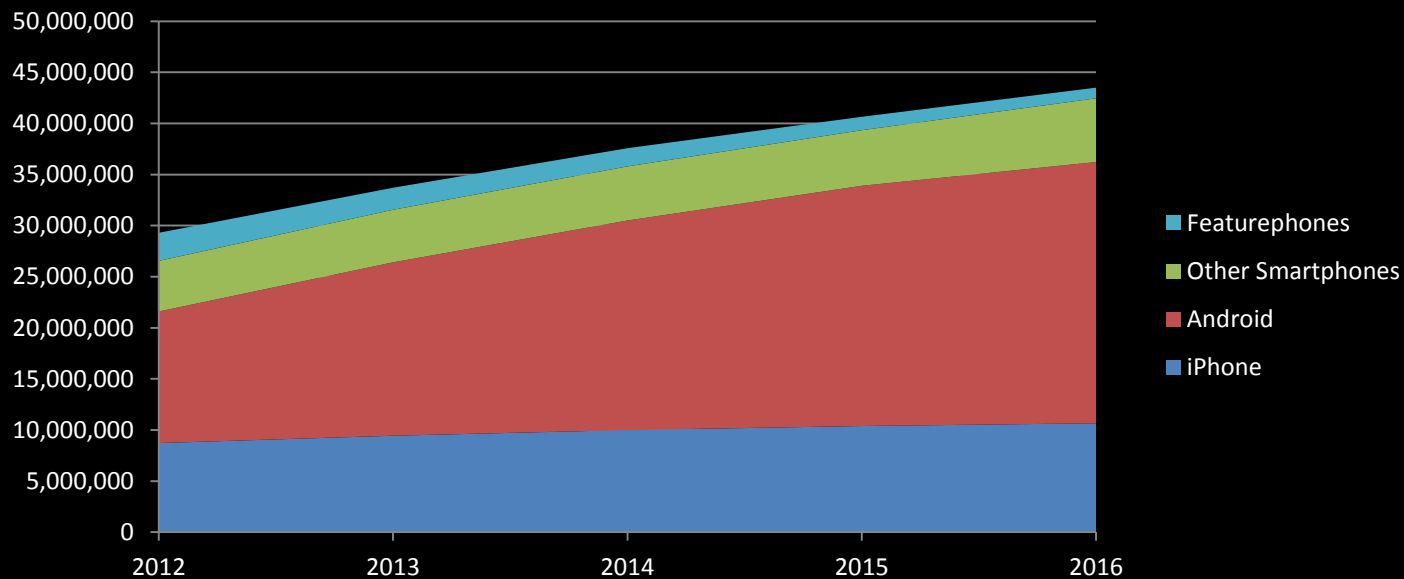


Should more **publishers** follow the **FT's** example and drop the **Apple store**?

# Should more publishers follow the FT's example and drop the Apple store?

To avoid the Apple Tax (30%), FT no longer targeting 30% of smartphone users (25% of smartphone users in 2016)

App users, UK



Are **TV brands** equipped to use **social** effectively via mobile?

# Mobile mashing

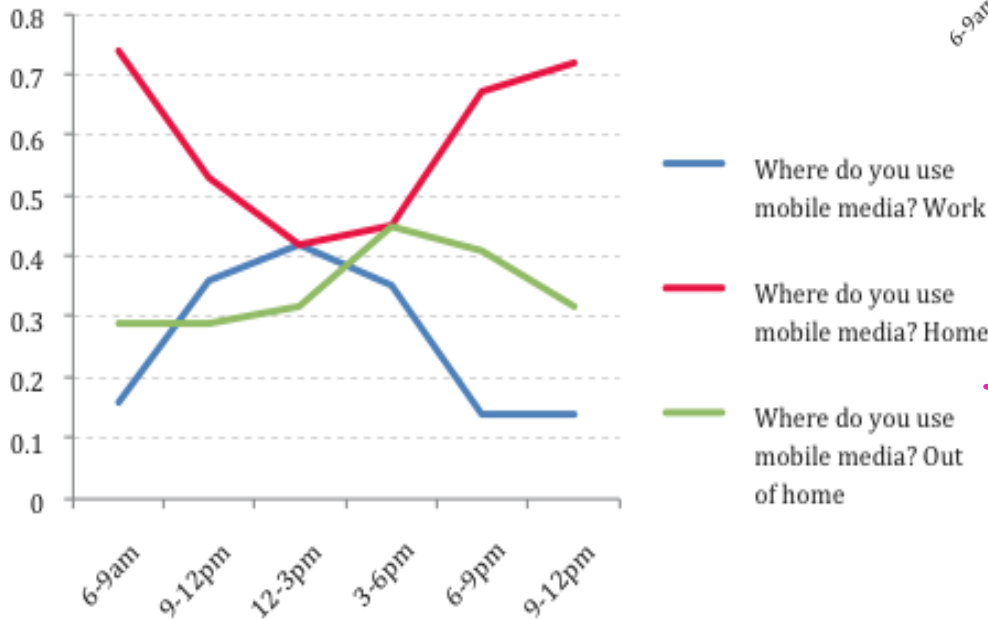
Media multi-tasking peaks from 18:00 onwards

Dual-media consumption driven by TV & mobile

## Mobile media usage, UK



## Location of mobile media usage, UK



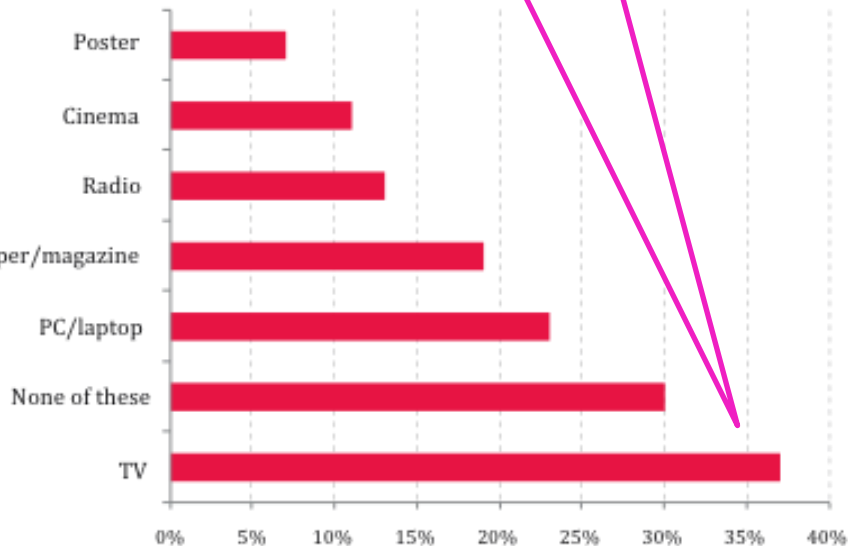
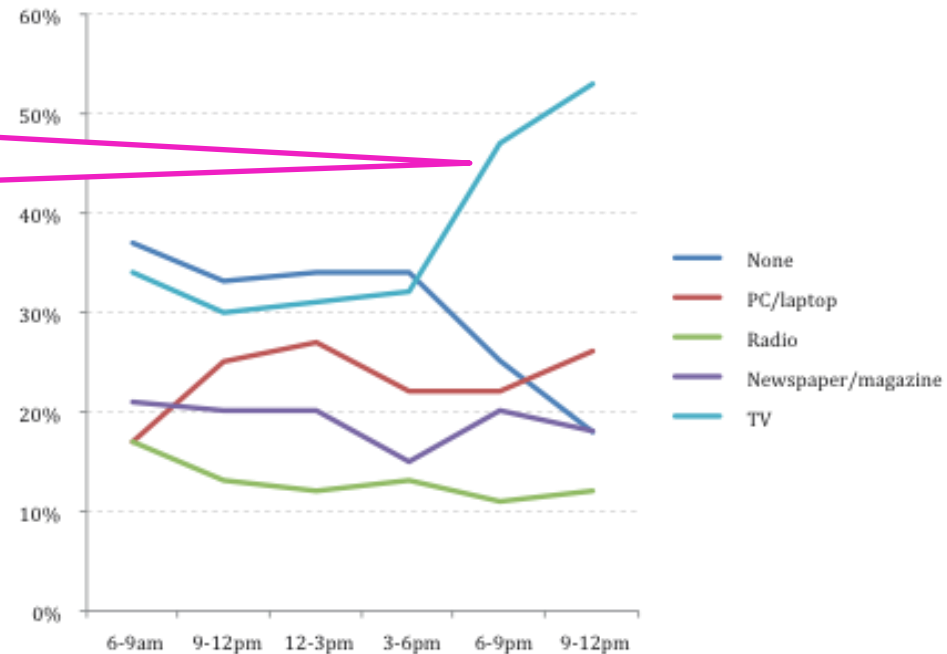
Mobile media consumption increases when at home

Source: IAB Mobile & The Media Day Study, Jan 2011

Base: Average of 500 respondents, over 7 days

# Most likely form of mobile mashing?

40% of users will consume mobile media while watching TV

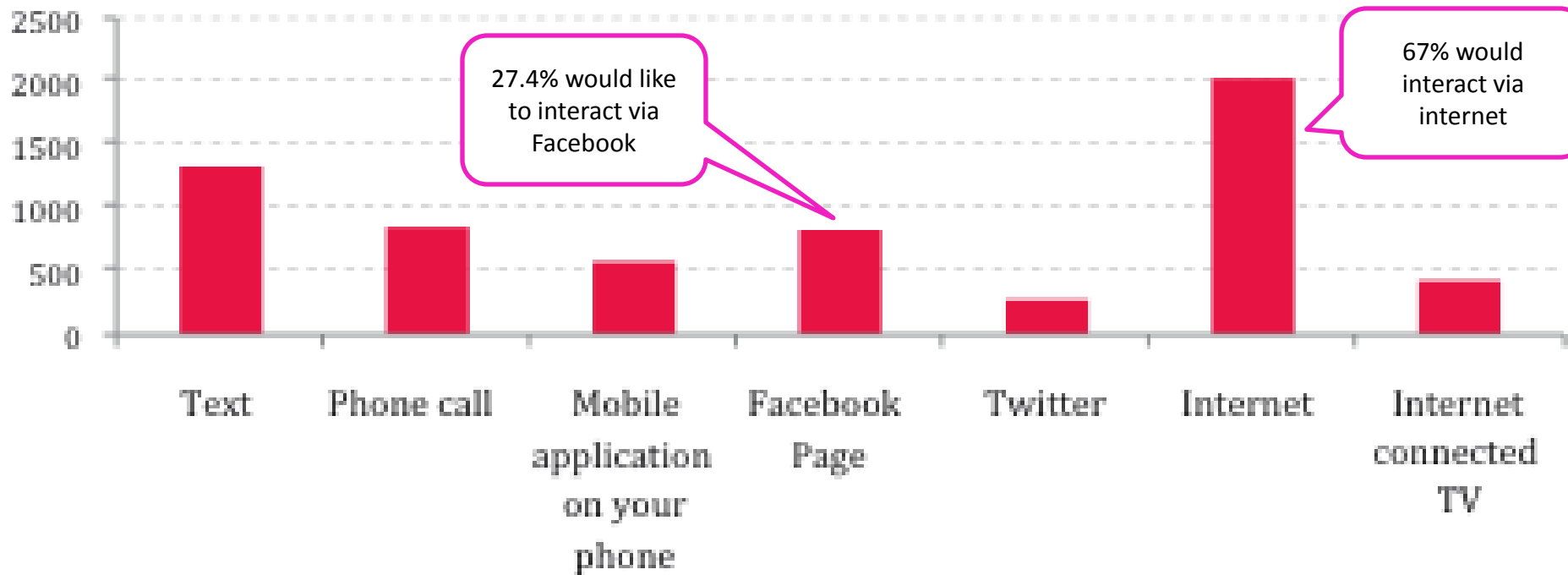


Source: IAB Mobile & The Media Day Study, Jan 2011

Base: Average of 500 respondents, over 7 days

# What is your preferred method of interacting?

Text interaction offers simplicity, but online is most popular. Firstly, people have a familiarity with the internet. Secondly, TV-mobile multi-tasking (browsing/emails). **Internet now as easy for interacting as texting.**





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# Facebook facts

**22.9 million**

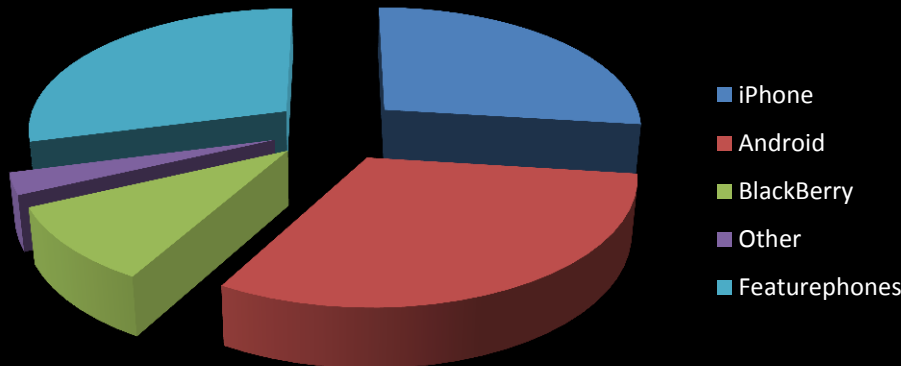
Facebook Mobile users

**16 million**

Facebook Mobile smartphone users



Facebook Mobile Users



Facebook Mobile usage is 2/3s app, 1/3 web.

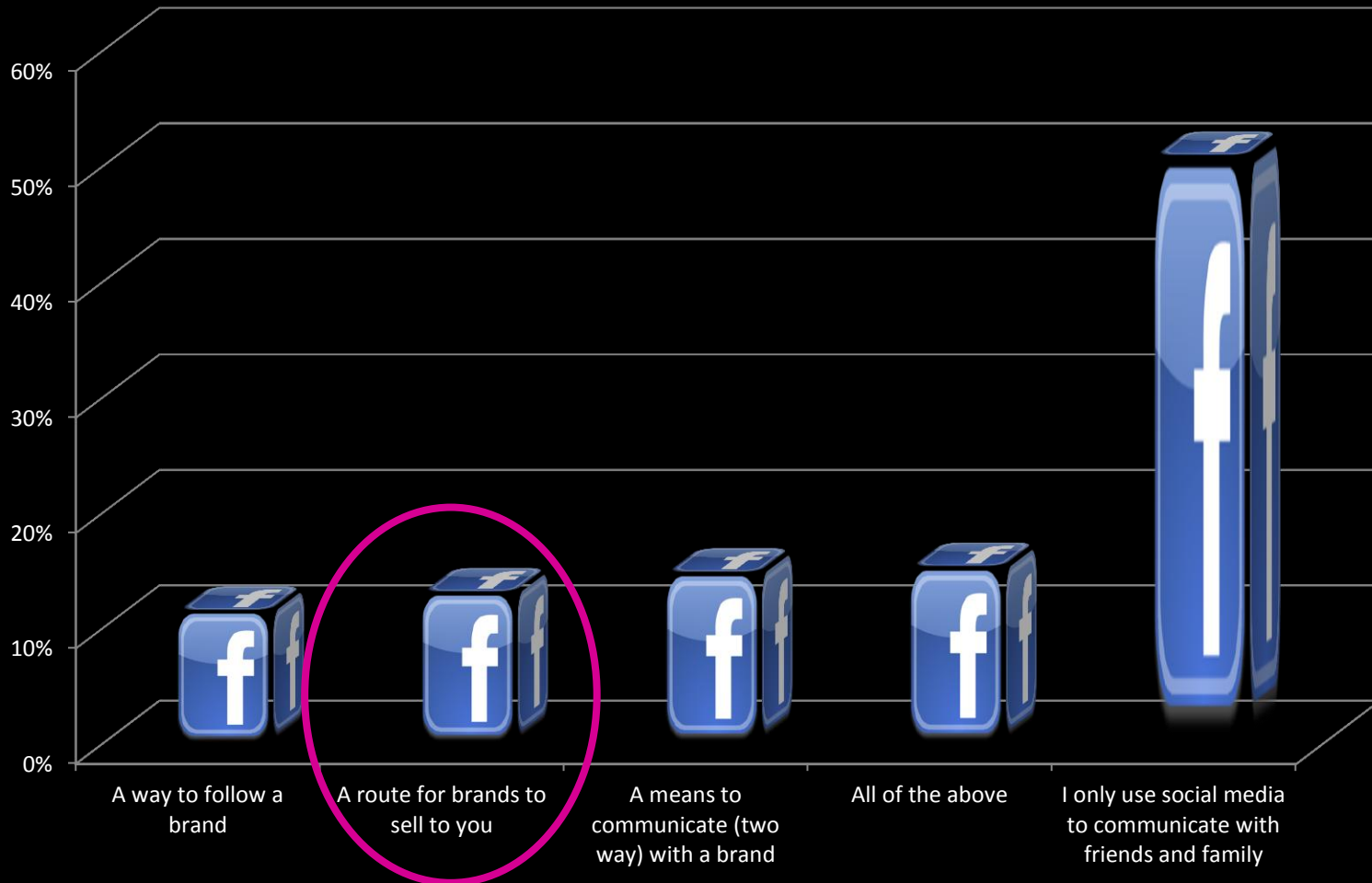
= 15.2 million app users



Off

**88% of Facebook Mobile users would be resistant to mobile advertising**

How do you view social media?



# Facebook Mobile Advertising



**22.9 million**

Facebook Mobile users

**16 million**

Facebook Mobile smartphone users

**The reality is**

**2.7 million**

Total Facebook Mobile users that would consider clicking  
on mobile advertisements...

including

**1.8 million**

Facebook Mobile app users

How should **mobile** be measured?

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