



MODES OF MOBILE ADVERTISING

VOICE AD

Usually heard when you dial a service such as booking movie tickets. The ad could vary from a song to an audio message.

SMS AD

The most common form of advertisement on phone—it is a text message informing the user about a product in as many as 60-80 characters.

VIDEO AD

These are television-style ads on your handset. Video ads are part of a broader push by advertising companies and brands to create 'close and personal' ads delivering

video as well as audio, text and banner displays over a mobile phone. They are supposed to be very short—up to 10 or 15 seconds to grab attention and retain a user's interest.

MMS AD

Mobile advertising in multimedia message services (MMS) offers desirable ad inventory because MMS messages are rich media and include not only audio and video but also graphics. These ads reside on the subscriber's mobile phone.

WAP AD

These are ads you receive while surfing the Net on your handset.