



Mobile Advertising

Television's New Best Friend: The Mobile Phone

The Influence of Mobile Phone



1. The mobile phone : the **most influential technology in the history**
2. In the U.S. 3 out of 5 mobile phone owners say that they **keep phone with them all the time** (including in-house)
3. **Nielsen Company Report**: Americans were viewing 3 hours of TV program a month on their mobile phones
4. Strategy Analytics is forecasting **advertisers will spend 1.4 billion on mobile media in 2009**, with the rising to 14.4 billion in 2011.
5. **Major brands** have started **moving into mobile advertising**: P&G, CBS, Coca Cola.
6. **Coca-Cola/Sprite brand** this summer launched **WAP-based mobile** community service in the US, aimed at teenagers: **The Yard**.



“Mobile Advertising could become a tiger escaping from its cage next year.”

Wireless Week, 02.09.

Mobile advertising models

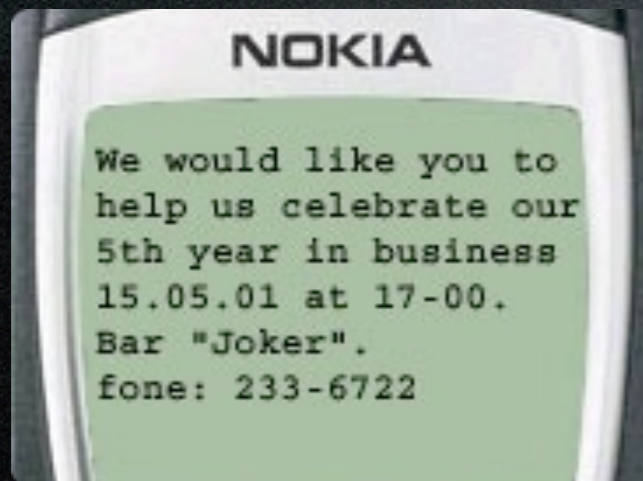
3G VIDEO CALL



WIRELESS ENTERTAINMENT
ring tones, screen savers, games etc.



WAP COMMUNITIES



SMS



MMS



MOBILE VIDEO & TV

Procescom is developing sophisticated technical IT solutions and software applications as a support for listed models of mobile advertising.

Video call advertising Advantages:



Procescom developed the solution for **3G video call advertising**.

Service Unique Points:

1. Defined **profile** of ad consumer (sex, age, spending)
2. Defined **time** of ad broadcasting
3. Defined **location** of ad consumer (e.g. Consumer is located in the Shopping Centre)
4. Defined **shopping pattern** (interactivity with the consumer)
5. **Law-cost or free of charge call** for ad consumer
6. Ad consumer choose video call option, and **can reach both:** either **video call** recipient, or **voice call** recipient
7. **Connection Reach Period** can be equal to the **ad video length**





Video call advertising: Processing

1. Ad consumer is making a call



2. Ad consumer chooses video call option



3. While waiting to be connected, Ad video is broadcasted



4. The Ad ends, and the communication starts...



5. Either as video call communication...



6. ...Or as voice call communication...



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Everything is possible...



Beyond imagination...