



Farber on mobile

Two significant mobile advertising deals announced this week underline the maturing of the market and the need for content publishers to raise their game if serious sales are to be expected.

Nokia Ad Sales closed a deal with off-portal publisher Reuters (NMA 06.12.07) while Yahoo! secured T-Mobile's Web & Walk inventory.

As the remaining mobile content properties continue to be signed up by aggressive ad networks and the market saturates the onus must be on publishers to attract new visitors for their ad network to sell around.

High-end phones, flat-rate data packages and a marketing spend from operators have all fallen into place. It's now left to the publishers to do what they should do best - offer compelling, sticky services.

Growing investment and innovation from the advertising industry - witness the recent impressive mobile work BBH has carried out for Lynx - will follow traffic if its generated.

The mobile ad networks such as 4th Screen Advertising, Admob, Admoda, Nokia, Screentonic, Yahoo! are engaged in a competitive land grab to win any available premium inventory and offer it to blue-chip advertisers. But their potential risks being stunted unless traffic continues to grow.

But there is still scepticism surrounding the current level of interest from major brands in terms of major investment in mobile advertising. Advertisers demand reach if mobile is to make it onto the top line of a marketing budget.