

# CAS: Mobile Local Media

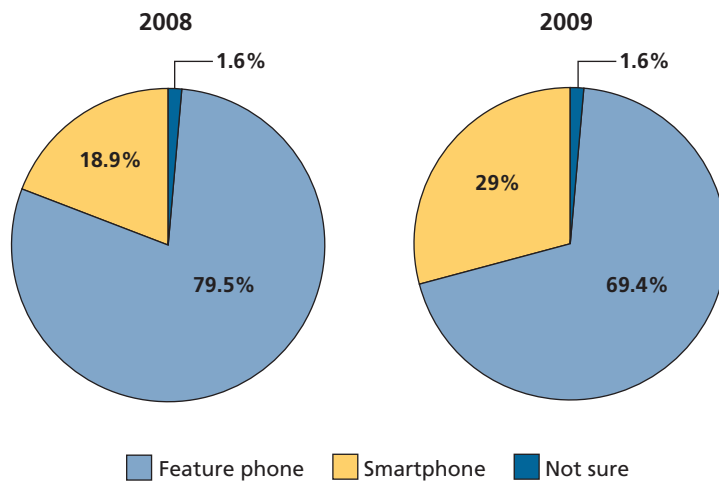
*Cutting-Edge Research and Analysis of the Geolocal Advertising Opportunity*

**Mobile Local Media (MLM)** is a continuous advisory service (CAS) that focuses on mobile as a critical and key driver in the overall transformation of the advertising industry. MLM CAS clients have ongoing direct access to research, expert analysis, market intelligence and networking opportunities that give them a competitive advantage in the converging mobile, search-based marketing, online directories and local media space.

## Capitalizing on the Mobile Local Opportunity

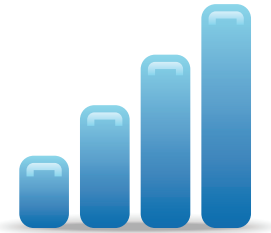
The increase in consumer adoption of smartphones and mobile search is driving many local media players to experiment with mobile content and advertising as a component of the local media offering. BIA/Kelsey's Mobile Local Media advisory service is designed for companies that have a stake in the emerging mobile local marketing opportunity. MLM provides research and analysis of the geolocal advertising opportunity, including content, delivery (bandwidth and access device) and advertiser adoption

### Consumer Adoption of Smartphones on the Rise



Source: BIA/Kelsey's Mobile Market View (2008 and 2009)

Mobile Local Media provides important insights and guidance on emerging trends, best practices, and product development in the geotargeted search and advertising space.



## Who Subscribes to Mobile Local Media?

Mobile Local Media brings together BIA/Kelsey's expertise in interactive local media, traditional media, the mobile Web and content delivery, providing essential guidance to a range of industry segments, such as:

- Local media companies
- Mobile carriers
- Mobile handset developers
- Mobile application developers
- Search engines
- Directory publishers
- Advertising agencies/ ad buyers/recommenders
- Intermediaries/resellers
- Individual advertisers
- Mobile sector investors

### Learn More

<http://www.biakelsey.com/Advisory-Services/>

# Inside the BIA/Kelsey CAS Client Experience

## Advantages of Being a BIA/Kelsey CAS Client

Being a Continuous Advisory Services client is not just about access to BIA/Kelsey's vast library of important data and reports. You'll discover the real value is derived through your access to our analysts—a team of knowledgeable, globally recognized and trusted subject matter experts, who will:

- **Guide you in applying relevant data to your business**
- **Offer insights regarding your specific business strategy**
- **Provide you with introductions to key players that align with your business strategy**
- **Offer financial expertise and identify or facilitate funding opportunities**

## MLM Coverage

Mobile Local Media covers the subjects that are pertinent to companies that have a stake in the emerging mobile local marketing opportunity, such as:

- **Mobile as an element of a multiplatform media strategy**
- **Mobile content**
- **Delivery—bandwidth and access to device**
- **Customer and advertiser adoption**
- **Mobile search-based marketing**
- **SME spending migration**
- **Location-based services**

## Topics Covered in Recent MLM Reports

- **Affluents Take the Lead in Mobile Commerce**
- **Mobile Parents Express Greater Interest in Merchant Text Alerts**
- **Social Networking Sets Pace in Mobile Application Use**
- **Value Exchange Drives Engagement With Mobile Ads**
- **Google's Hotpot Bakes More Social Into Local Search**
- **Facebook Deals Out Another LBS Game Changer**
- **Explosive Growth Projected for U.S. Mobile Gaming Market**
- **Device Penetration Tunes In New Mobile Music Listeners**
- **Teens: The Undisputed Texting Champs**
- **Male, Younger Demos Welcome Location Relevant Ads**
- **Mobile Users Crave Social, Music; Younger Crowd Welcomes In-App Advertising**
- **QR and Bar Code Scanning Activity in Japan and the U.S.**
- **Usage Growth of the Mobile Web**

## Analyst Access

Access to the top local search and mobile local analysts with ties to traditional media and leading online companies enables you to extend your internal M&A and product development team's intellectual assets to create a reliable vision of the future.

## Focused Coverage

Helping you understand the mobile local opportunity. Coverage includes mobile ads, coupons, mapping, video, radio, gaming, social networks, geolocation, location check-in services, mobile search and SEM, pay-per-call marketing, brand advertising, mobile ad networks, premium local content, device and platform evolution, app development, mobile Web site (HTML5) development, SMS, voice search, augmented reality, traditional media, and cross-media integration.

To learn more, please visit  
<http://www.biakelsey.com/Advisory-Services/>  
e-mail us at [info@bia.com](mailto:info@bia.com), or call (800) 331-5086.

