

## **Mobile advertising can learn from online**

■ Universal Music's announcement that it's incorporating ads into downloads of music videos (NMA 06.07.06) marks a key step forward in the relationship between the digital and advertising industries.

The innovation increasingly being seen within Internet advertising provides a model that the mobile world looks set to follow. As we know, mobile is still the only channel without mass penetration of advertising. This is due in part to the intimacy of the mobile phone, but it's also because of the lack of a clear route for brands to get their content to subscribers.

This is changing. There's now huge activity in this sector, with brands, advertisers and operators all focusing on developing mobile ad propositions. However, there are key lessons from the online world that must be taken into account for this move to be successful.

For ad-funded mobile content to be a success in the long term, it must add significant value to the user. A key way to do this is to segment the user base, as Universal Music is doing with its digital advertising. This will ensure that people only get the content that's relevant, useful and exciting to them.

Looking forward, this highly targeted approach will benefit advertisers by providing higher conversion rates. It will also ensure that consumers continue to be receptive to ads from brands, which is vital to the evolution of interactive digital advertising.

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