

# Updated mobile ad guidelines released

NEW YORK; LONDON, UK; SINGAPORE & SAO PAULO: The updated global Mobile Advertising Guidelines, released yesterday, Wednesday, 29 October 2008, by the Mobile Marketing Association (MMA), address mobile TV and video and multimedia messaging (MMS). The MMA has published regional ad guidelines since 2005 and globalised these in April this year.

“The continued enhancement of the MMA's global Mobile Advertising Guidelines ensure that marketers are able to quickly deploy mobile advertising campaigns world-wide in a manner that optimises screen size and ensures consumer satisfaction,” said MMA president Laura Marriott.

The guidelines provide the global formats, guidelines and best practices necessary to implement mobile advertising initiatives in a variety of mobile media channels, including web, messaging, downloadable applications and video.

The guidelines are designed to encourage the uptake of mobile marketing worldwide by creating a simplified framework for brands and agencies to deliver mobile advertising in a consistent way. Released every six months, the guidelines process ensures that the recommendations are continually updated and reflective of global best practices and industry feedback.

## Key revisions include:

- Updated mobile web guidelines:
  - Added recommendation on automatic resizing of mobile web banner ads
- Updated MMS:
  - Revised the MMS ad unit and aspect ratio recommendations
  - Updated the audio formats best practices
  - Revised the size recommendations
- New mobile video and TV guidelines including the following:
  - Ad units
  - Aspect ratios

The new set of guidelines are the result of ongoing collaboration between MMA member companies and MMA Mobile Advertising Committee members in the Asia Pacific, Europe, Latin America and North America regions and are representative of the entire mobile marketing ecosystem. They have also received industry endorsement from industry associations such as ADMA, BVDW, DMA UK, dotMobi Advisory Group (MAG), IAB UK, Chile and Mexico.

The MMA Mobile Advertising Committee member companies include: 4INFO, AdInfuse, AT&T Mobility, Buzzd, Google, Golden Gekko, GoldSpot Media, Greystripe Incorporated, GroupM, JumpTap, Madhouse, MediaFLO USA, Microsoft (MSN and Windows Live), Millennial Media, Mobile Posse, MobiTX, Mobixel Networks (Europe), Neustar , News Over Wireless, Nokia Corporation, OpenMarket, Qualcomm, R/GA, Rhythm NewMedia, ScreenTonic, Sensei, Sharpcards, Smarter Agent, Smaato , State Farm Insurance, Tapioca Mobile, Turkcell Iletisim Hizmetleri AS, Unkasoft Advergaming, Verizon Wireless, Vodafone Group Services, and Yahoo!

The latest version of the MMA Global Mobile Guidelines may be downloaded from [www.mmaglobal.com/mobileadvertising.pdf](http://www.mmaglobal.com/mobileadvertising.pdf). The MMA has also published a Mobile Advertising Overview white paper ([www.mmaglobal.com/mobileadoverview.pdf](http://www.mmaglobal.com/mobileadoverview.pdf)), as well as an Applications white paper ([www.mmaglobal.com/mobileapplications.pdf](http://www.mmaglobal.com/mobileapplications.pdf)) for educational purposes.

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