

## CellStrat-CMAI Annual India Gen-Y Mobile Media Survey Report 2010 (An Excerpt)

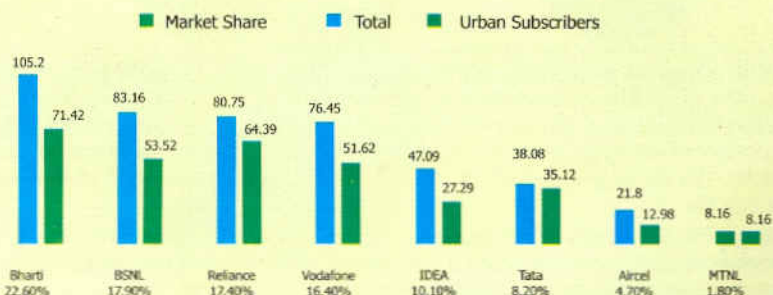
### Mobile Advertising & Marketing in India

The TRAI report of June 2009 shows penetration in the urban sector is around 70% of the total subscriber base. Further for the same source the teledensity in urban region is 87.18 as compared to 15.35 in the rural regions. This shows that for providing Value Added Services (VAS) or executing mobile marketing, it would be more effective and profitable in the urban regions.

Service Provider	Rural Subscribers*	Urban Subscribers*	Total*	Market Share
Airtel	33.78	71.42	105.2	22.60%
BSNL	29.64	53.52	83.16	17.90%
Reliance	16.36	64.39	80.75	17.40%
Vodafone	24.83	51.62	76.45	16.40%
IDEA	19.8	27.29	47.09	10.10%
Tata	2.96	35.12	38.08	8.20%
Aircel	8.82	12.98	21.8	4.70%
MTNL	-	8.16	8.16	1.80%
<b>Total</b>	<b>136.19</b>	<b>324.5</b>	<b>460.69</b>	

(\*in millions)

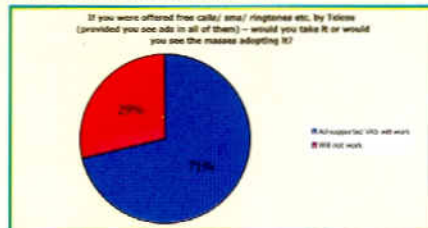
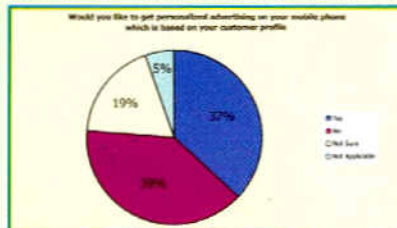
### Mobile Usage



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CellStrat Annual India Gen-Y Mobile Media Survey - 2010 proves, that while marketers and blue chip companies in India have a good handle on general marketing and media strategies, when it comes to the newest of new media channel i.e. The Mobile Device, these same firms are struggling to get a grip on how to utilize this exciting and fast growing channel as a media platform. These firms and executives are just beginning to experiment with the integration of mobile into their multichannel branding, customer acquisition and customer retention plans.

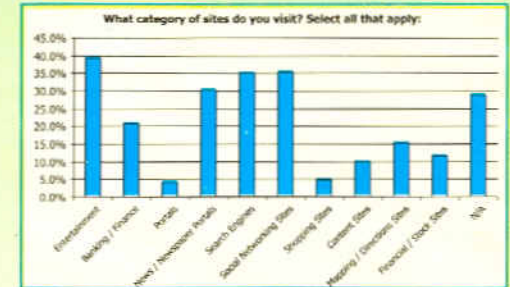
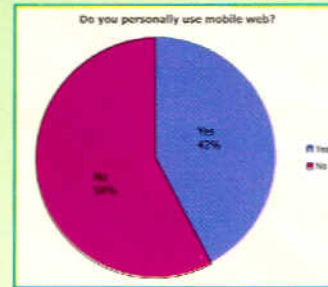


While companies are grappling with how to tackle the exciting new world of Mobile Media, a majority of the Survey respondents agreed that Mobile is the next big thing. When asked if audience would like to get personalized ads on mobile, the survey points out that 37% of the population is interested in receiving customized ads according to their preferences and customer profile. 19% are not sure but willing to try. Also, all of these believe that mobile advertising will be successful.

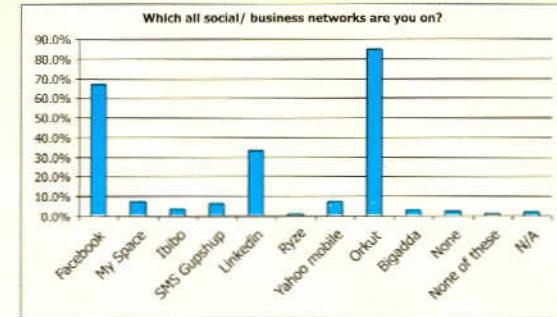
Just as FMCG marketers offer free samples for free trial to their customers, in mobile ads as well, freebies etc could prove to be effective. 71% of the survey participants consider that if freebies are given for viewing ads, the mobile advertisement concept would work.

## Mobile Trends

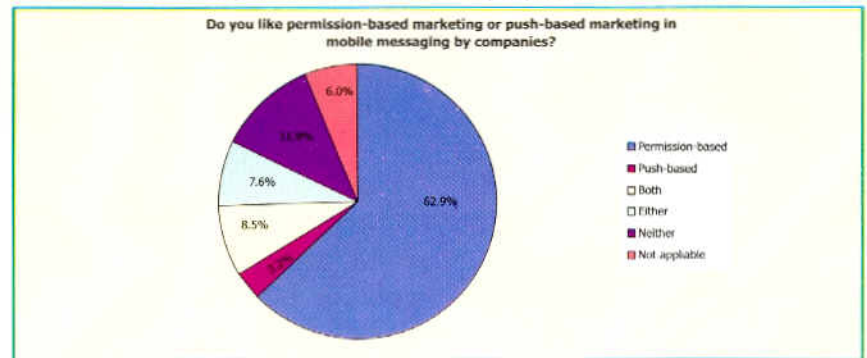
Internet on the mobile is the easiest way of being able to use internet on the move. The trend of accessing internet through mobile is fast catching up. There were 42% respondents who were personally using mobile web and the most popular category amongst them on the mobile web were entertainment, news, social networking, search engines and banking/ finance.



An increasing number of mobiles users have been using their devices as a platform for social networking and to access their favorite social networking sites. A survey on popularity of social networking sites showed that a majority of the people still uses Orkut as their primary social networking site. Lately facebook has been picking up steadily and holds 68% mindshare while Orkut is at 83%.



For Mobile Advertising, Service Providers have a choice of permission-based or push-based models. From the survey we can conclude that majority, around 62.9%, are in the favor of





permission-based marketing rather than push-based marketing, the latter is only acceptable to 3.2% of the survey audience. Also advertisement must be correlated to the service and offering which depends on the consumer segment being targeted and the market being addressed.

## Survey Results

The CellStrat Annual India Gen-Y Mobile Media Survey provides excellent insights into the Mobile Media consumption by the Indian youth segment. Currently, executives of various organizations are simply trying and testing the mobile media industry by allocating a small share of their overall advertisement expenditure to this area. Similarly, Indian Gen-Y consumers are also ambivalent about Mobile Advertising and don't easily accept every service offered by the providers. But research indicates that this market has tremendous future potential for vendors and customers, both from India and abroad.

**This document is an Excerpt for the actual Research Report. To purchase the full Research Report, please contact us at [contact@cellstrat.com](mailto:contact@cellstrat.com).**

## CellStrat Profile

CellStrat is a mobile consulting, market research and technology strategy firm providing solutions and market intelligence to businesses around the world in areas of mobile marketing, media, and digital domains. CellStrat conducts syndicated Market Research and organizes conferences and workshops to train executives and firms in above areas. Custom Research Options

- |                                               |                                             |
|-----------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Mobile Applications  | <input type="checkbox"/> Mobile Commerce    |
| <input type="checkbox"/> Mobile Entertainment | <input type="checkbox"/> M-Healthcare       |
| <input type="checkbox"/> M-Learning           | <input type="checkbox"/> Handset Research   |
| <input type="checkbox"/> Digital Media        | <input type="checkbox"/> Rural VAS Research |
| <input type="checkbox"/> Any others...        |                                             |

## Review:

"Fascinating and deeply insightful.... Aggressive companies everywhere will want to grab CellStrat's Gen-Y Mobile Media Survey Report ! and apply it's lessons."



**N.K. Goyal**  
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