

# Mobile Social Media - Growth & Monetization

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**KF Lai  
CEO & Co-Founder, BuzzCity**

# Mobile overtakes PC in Internet Access

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1. In South Africa, Google receives more searches from mobile than from PC Internet
2. In India, there are more than 400M mobile phone users growing at about 10M per month. PC internet penetration is less than 50M in total.
3. Indonesia is the largest market for BuzzCity Ad Network, serving about 1.5 billion ads per month.



# Favorable Conditions for Mobile Internet

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1. Low PC ownership and access
2. High mobile penetration
3. Mass market pricing for mobile data – flat or quasi-flat rate

→ The “Unwired”

A new, unique audience emerges

An INTERACTIVE medium



# Mobile Traffic : Social Networking Stands Supreme

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State of the Mobile Web, April 2008



- 40% of mobile traffic worldwide is to social networks.
- In some countries, such as the US, South Africa and Indonesia, the social Web accounts for more than 60% of the traffic

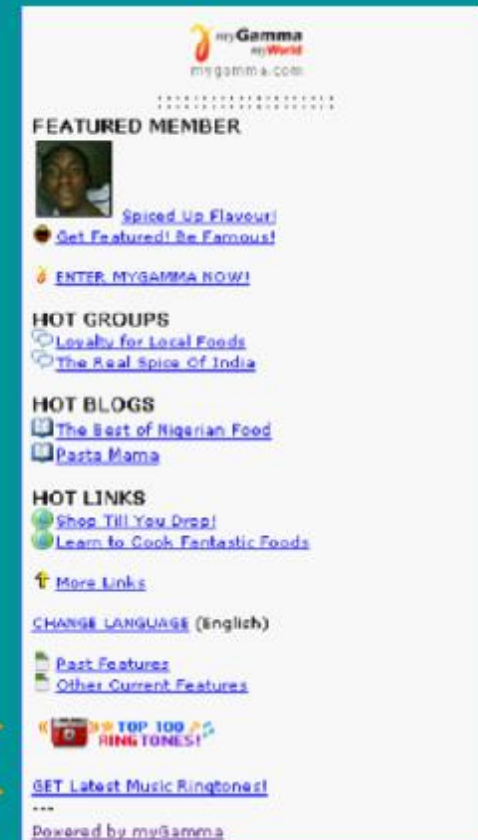
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# Monetization of Mobile Social Media : Advertising

1. Usually CPC
2. Social Media : High Traffic, Low Click Thru
3. Brands are uncomfortable with user-generated contents
4. Opportunities:
  - *Social media as traffic funnel*
  - *Fan pages, viral marketing*

Text / Graphical  
Banners



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# Monetization of Mobile Social Media : Transactions

## 1. QQ-Tencent:

- *\$1B annual revenue, \$600M from virtual items*
- *QQ-coins become de-factor virtual currency*
- *Limited success outside China*



## 2. Habbo Hotel

- *Pre-teen, virtual furniture*
- *Carrier billing, prepaid cards at convenient store*
- *Laid off 20% staff in October 2009*



## 3. Hi5

- *World's #3 social network*
- *2009 : laid off 50% staff, focus on virtual items*

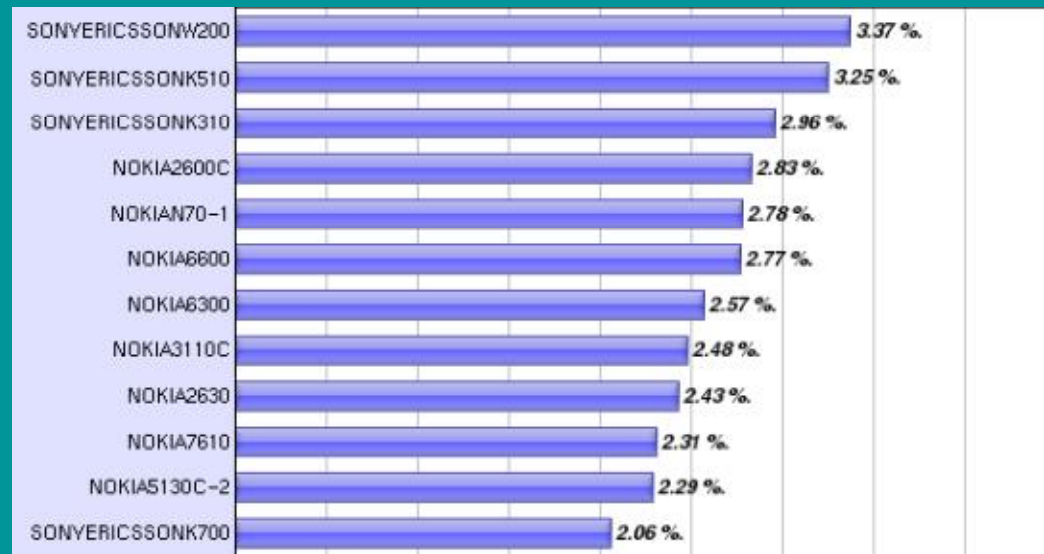
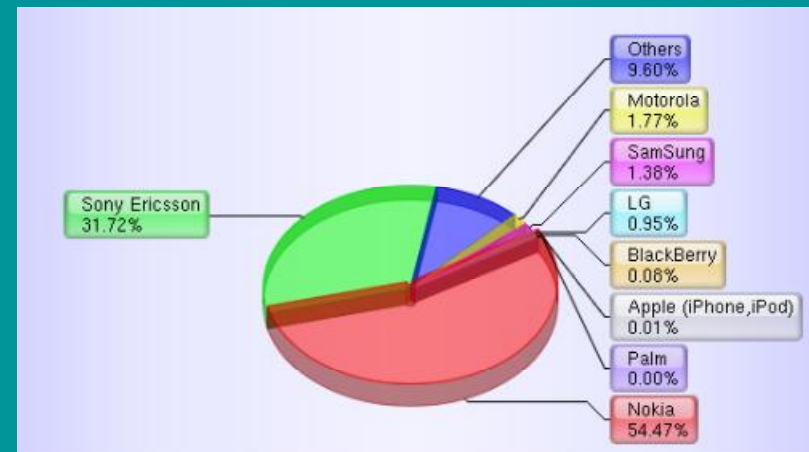
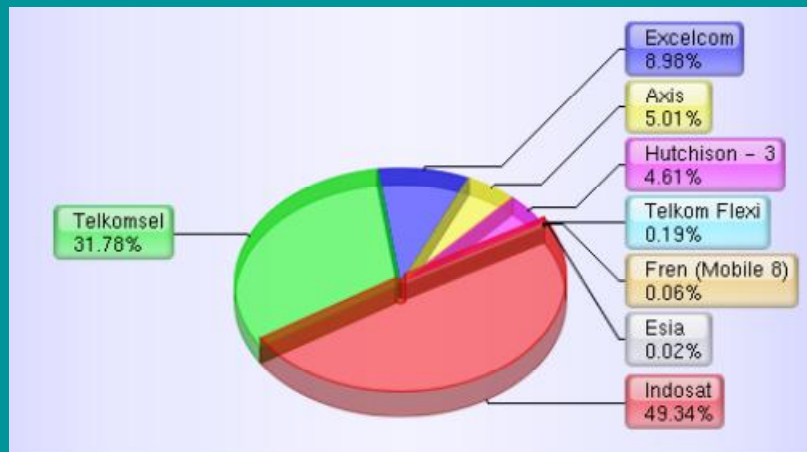
# User Profiles : Emerging Markets

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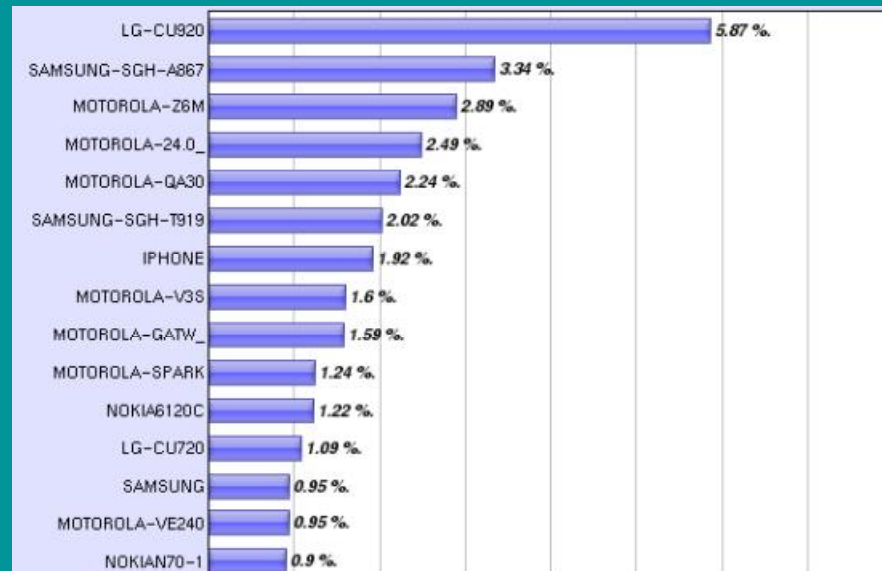
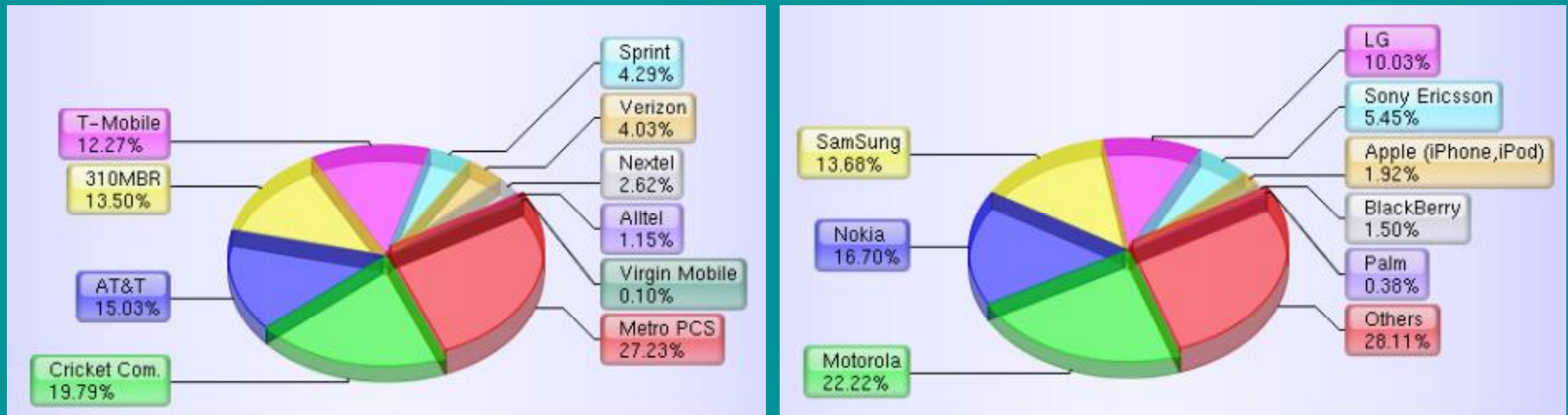
1. Largest Age Group : 20-35. First jobber, not teen.
2. Uses mobile primarily, or exclusively
3. Reasons for using myGamma
  - Connect & Share
  - Be recognized
  - Kill Time
4. Most likely time to access : 10 pm to 1 am



# Snapshots: Indonesia



# Snapshots: United States



# Mobile Communities: Increase ARPU, Lower Churn?

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## Options for Mobile Carriers:

1. Communities to increase data usage and hence more data packages?
2. Get transaction revenues from community members?
3. Run own-branded communities?

## Options for Shareholders of Mobile Carriers:

Treat carriers as pipes (smart or dumb), invest in carrier-agnostic mobile media companies?

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# Case Studies

## BuzzCity & myGamma

# What is BuzzCity Network?



1. Aggregate 1,000's of mobile Internet sites  
(Some sites owned by us, some not)

## 2. Categorize them into channels:

- Community
- Entertainment
- Information / Search
- . . . .
- Adult

## 3. Provide easy ways to target


- Countries
- Carriers
- Phone Types & Capabilities



# Online Interface – Campaign Settings

<b>Campaign Type</b>	CPC (Cost per Click) <input type="button" value="v"/>		
<b>Start Day</b>	2008-05-20	YYYY-MM-DD	
<b>End Day</b>	2009-08-03	YYYY-MM-DD	
<b>Start/End Time</b>	Only show ads from <input type="button" value="v"/>		
	8:00 <input type="button" value="v"/>	to	16:00 <input type="button" value="v"/> (GMT+9)
<b>Day Budget (USD)</b>	5 <input type="text"/>		
<b>Price per Click (USD)</b>	<input type="checkbox"/> All Countries <b>Custom Rates</b> <a href="#">(Campaign Planner)</a> Enter Price Per Click for regions or countries where ads will appear.		
	<input type="checkbox"/> Africa		
	<input type="checkbox"/> Algeria <input type="checkbox"/> Botswana <input type="checkbox"/> Cameroon <input type="checkbox"/> Chad <input type="checkbox"/> Congo Rep. <input type="checkbox"/> Equatorial Guinea <input type="checkbox"/> Gabon <input type="checkbox"/> Guinea <input checked="" type="checkbox"/> Kenya <input type="checkbox"/> Libya <input type="checkbox"/> Mali <input type="checkbox"/> Morocco <input type="checkbox"/> Niger <input type="checkbox"/> S.Tome & Principe <input type="checkbox"/> Sierra Leone	<input type="checkbox"/> Angola <input type="checkbox"/> Burkina <input type="checkbox"/> Cape Verde <input type="checkbox"/> Comoros <input type="checkbox"/> Djibouti <input type="checkbox"/> Eritrea <input type="checkbox"/> Gambia <input type="checkbox"/> Guinea-Bissau <input type="checkbox"/> Lesotho <input type="checkbox"/> Madagascar <input type="checkbox"/> Mauritania <input type="checkbox"/> Mozambique <input type="checkbox"/> Nigeria <input type="checkbox"/> Senegal <input type="checkbox"/> Somalia	<input type="checkbox"/> Benin <input type="checkbox"/> Burundi <input type="checkbox"/> Cent.African Rep. <input type="checkbox"/> Congo <input type="checkbox"/> Egypt <input type="checkbox"/> Ethiopia <input type="checkbox"/> Ghana <input type="checkbox"/> Ivory Coast <input type="checkbox"/> Liberia <input type="checkbox"/> Malawi <input type="checkbox"/> Mauritius <input type="checkbox"/> Namibia <input type="checkbox"/> Rwanda <input type="checkbox"/> Seychelles <input type="checkbox"/> South Africa
	<input type="checkbox"/> 0.10 <input type="button" value="v"/>		
	<input type="checkbox"/> Telco		
	<input type="checkbox"/> MTN <input type="checkbox"/> Vodacom <input type="checkbox"/> Cell C <input type="checkbox"/> All Carriers		

<b>Target Devices</b>	<input checked="" type="checkbox"/> All Devices <input checked="" type="checkbox"/> All Makes <input type="checkbox"/> Nokia <input type="checkbox"/> Sony Ericsson <input type="checkbox"/> Motorola <input type="checkbox"/> Samsung <input type="checkbox"/> LG <input type="checkbox"/> iPhone <input type="checkbox"/> Palm / HandSpring <input type="checkbox"/> BlackBerry <input type="checkbox"/> Others <input checked="" type="checkbox"/> All Platforms <input type="checkbox"/> MIDP 1.0 <input type="checkbox"/> MIDP 2.0 <input type="checkbox"/> Symbian OS <input type="checkbox"/> Windows CE <input checked="" type="checkbox"/> All Features <input type="checkbox"/> WCDMA (UMTS, 3G) <input type="checkbox"/> MP3 <input type="checkbox"/> Music Player (Full, eg. MP3, AAC, WMA...) <input type="checkbox"/> XHTML Browser <input type="checkbox"/> Flash Player (Flashlite) <input type="checkbox"/> Real Player <input type="checkbox"/> Bluetooth <p><i>Price per Click must be at least USD 0.02 to enable Device Targetting</i></p>
<b>Target Channels</b>	<input checked="" type="checkbox"/> All Channels Please upload banner(s) according to <a href="#">MMA</a> guidelines. Suitable banners will be shown depending on phone resolution. (Maximum size / banner : 10 kb) <b>Required:</b> Standard (120x20) <input type="text"/> <input type="button" value="Browse..."/>  <b>Optional:</b> Medium (168x28) <input type="text"/> <input type="button" value="Browse..."/> Large (216x36) <input type="text"/> <input type="button" value="Browse..."/> Extra Large (300x50) <input type="text"/> <input type="button" value="Browse..."/> <b>Click-Through To</b> Bring customers to a WAP page with this URL: <input type="text" value="http://wap.dream3c.com/cool/index.php"/> <input type="button" value="v"/> My Target URL

# Campaign Mechanics and Objectives

After clicking, users can go to

- Your mobile site (or micro-site)
- Landing page (click-to-call, click-to-SMS)
- Survey

## Real-Time Reports

Objectives:

- Branding
- Leads
- Sales

Day	Exposure	Click	CTR %	Spending USD	CPC USD	CPM USD	Conversion	CPA USD
<a href="#">2009-08-19</a>	220,919	2,173	0.98	22.76	0.010	0.10	156	0.15
<a href="#">2009-08-18</a>	1,025,350	8,331	0.81	86.75	0.010	0.08	174	0.50
<a href="#">2009-08-17</a>	1,851,487	13,140	0.71	158.75	0.012	0.09	249	0.64
<a href="#">2009-08-16</a>	1,693,761	12,772	0.75	155.07	0.012	0.09	247	0.63
<a href="#">2009-08-15</a>	882,078	8,596	0.97	89.81	0.010	0.10	128	0.70
<a href="#">2009-08-14</a>	868,482	8,825	1.02	89.41	0.010	0.10	69	1.30
<a href="#">2009-08-13</a>	866,242	8,877	1.02	90.00	0.010	0.10	90	1.00
<b>Total</b>	<b>7,408,319</b>	<b>62,714</b>	<b>0.85</b>	<b>692.55</b>	<b>0.011</b>	<b>0.09</b>	<b>1113</b>	<b>0.62</b>



# Case Studies (1)

## Office of Narcotics Control Board (ONCB), Thailand

- Agency : Zed Digital
- Shrunk ONCB's TV ad on mobile
- Purchased Banner Space
- Users taken to landing page (hosted by BuzzCity)
- Download ONCB's video
- 10,000 daily exposures, 0.5% CTR (Thailand avg=1.2%)



# Case Studies (2)

## Click-To-Call

**Auto & General**

Auto & General  
Get cash back on your premiums!!  
Best cover at the lowest rate. Get covered over the phone.

**AUTO & GENERAL**  
MOTOR AND HOMEHOLD INSURANCE

Enlarge  
Call 0860 10 92 10

## Click-To-SMS

**Wolverine**

Enlarge

**Text message**  
160 (1) 12:12

To: 123456

Lily Tan S1234567  
Hugh Jackman

**Send**

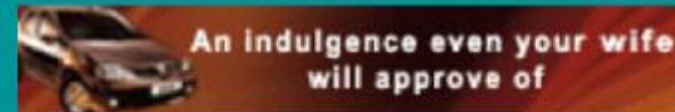


## Case Studies (3)

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- Sri-Lankan Airline – Kids go free
- Landing page to enter details, airline to call
- 1000 clicks/day, 4.3% CTR



- “New Corolla Altis. Test Drive Now”
- “Be Classy Get a Logan – mylogan.mobi”

- Toyota / Renault
- Landing page to fill details, reps to call back
- Reached into 3<sup>rd</sup> Tier cities in India

# myGamma – “Grassroot” mobile communities



1. 4M members, 150M monthly pageviews
2. Daily 30K log-in, 150 pages / member
3. 250K “browsers”, 2-4 pages / visitor
4. Chat, Message, Blog, Groups, Albums ..
5. Editorial direction: food centric
6. Largest Markets:
  - Kenya
  - India
  - Indonesia
  - Thailand
  - Egypt
7. Largest Languages: English, Arabic, Thai, Indonesia. More than 90 languages available through member translation.

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## English

Hello Monster

MAIN PERSONAL DASHBOARD FEEDS

WHAT'S HOT

 Go Green! Save the Earth!  
!! What's the latest news in myGamma? [Read on & be informed!](#)

ACTIVITY FEEDS

- Frödö shouted "Feeling ill this morning, Stil..." (Oct 12 949am)
- Frödö shouted "It rained most part of the mor..." (Oct 10 132pm)
- Frödö shouted "A thundering Saturday morning..." (Oct 10 846am)

More...

MY DASHBOARD

- Online Now (2424)
- Friends (6)
- Inbox (2)
- Groups (5 / 1 posting)
- Moblogs (2)

More...

Join N.E.mation! 4 now!

## Sheng

Hello Monster

MAIN PERSONAL DASHBOARD FEEDS

VITU FIAM!

 Go Green! Save the Earth!  
!! What's the latest news in myGamma? [Read on & be informed!](#)

NJARO ZA WADHI

- Frödö shouted "Feeling ill this morning, Stil..." (Oct 12 949am)
- Frödö shouted "It rained most part of the mor..." (Oct 10 132pm)
- Frödö shouted "A thundering Saturday morning..." (Oct 10 846am)

More...

DASHBOARD YA ME

- kwenye mtandao (2424)
- Mabeshte mutual. (6)
- Inbox (2)
- Magrupz (5 / 1 posting)
- blogs za kwanu (2)

Kadhalika...

Join N.E.mation! 4 now!

## Change History

#	Date/Time	By UID	Type	Translation
1	2009-09-18 17:49:58	<a href="#">3559640</a>	change	Mabeshte mutual. [x]
2	2009-08-07 01:19:48	<a href="#">3030149</a>	change	Mastebe
3	2009-05-21 23:20:02	<a href="#">2571356</a>	change	Mabeshte

- 4,000 volunteer translators
- More than 90 languages
- Largest : English, Arabic, Indonesian, Thai, Malay
- Fastest Growing : Sheng, Java, Sunda, Gujarati, Bengali, Persian
- Will use translators as source of "community feed"

# Conclusions

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1. The “Unwired” from emerging markets are leapfrogging into mobile Internet, often making social media their starting point.
2. Handset fragmentations making bets on application development risky
3. Monetization on ads and transactions are rewarding in some markets, yet challenging in others
4. Carriers are increasingly taking the “open garden” approach

