



INTRODUKTION TILL IAB/MOBILE

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IAB/MOBILE I DAG



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More Mobile Relations



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Varför tar IAB Sverige detta initiativ

Vilka frågor / utmaningar finns på agendan

Hur ska arbete finansieras och organiseras

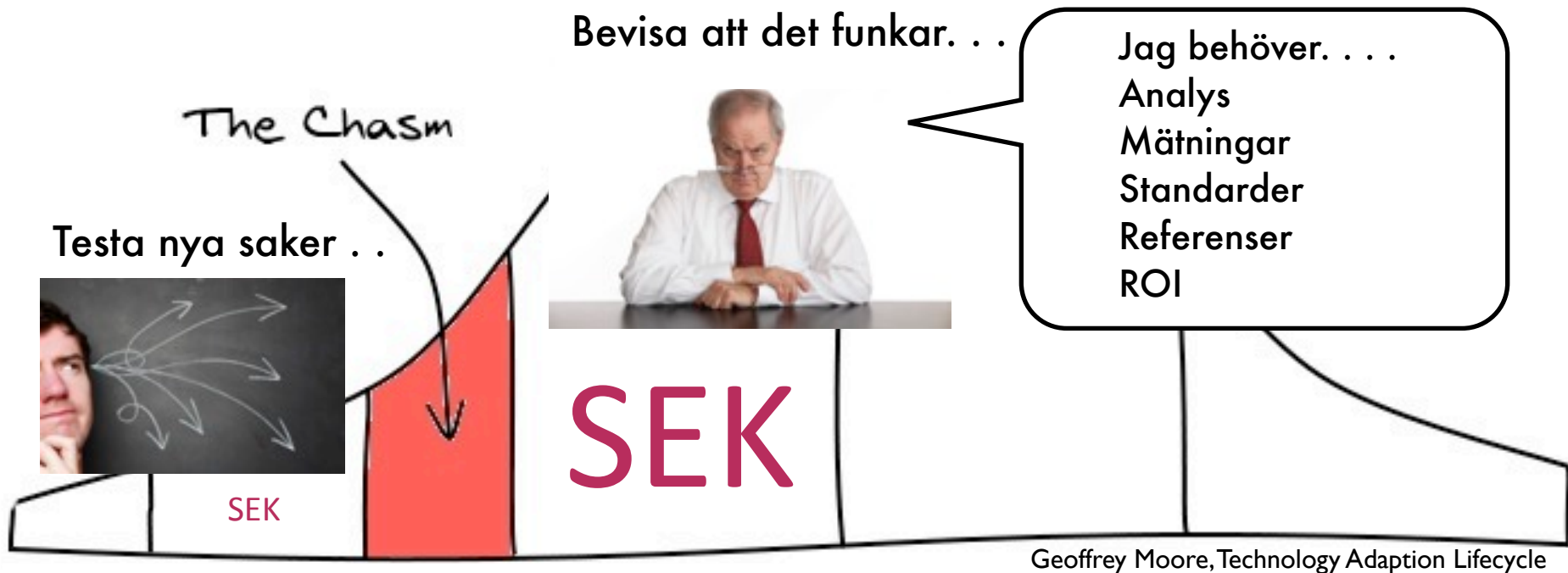
Vad kan man förvänta om vi lyckats

Vad skiljer IAB/mobile från andra liknande initiativ i Sverige

Vem av är vill vare med



NÄSTA FAS KRÄVER MER...OCH KOMMER GI MER



VARFÖR

Över halva svenska befolkning har i dag en smartphone

Internett-trafik från mobiler går om internet-trafik från datorer

EU och lokala myndigheter kommer att lägga sig i regleringar av marknaden

Vilka effekter kommer den här utvecklingen att ha på
ditt företag, din affär och din marknadsföring?

Utmaningar

Låg mobil kompetens bland Sveriges annonsörer och byråer

Liten insikt i folks uppfattning av mobil marknadsföring

Till sammanlikning med andre medier er annonsering i mobilen mycket låg i förhållande till bruk

Inga gode kända riktlinjer för mätningar och annonsformat

Låg kreativ höjd inom mobil i förhållande till andre länder

Fortfarande mycket liten del av svenske bolag har mobil anpassat sin web site

Lager och regleringar inom mobil kommunikation



IAB Focus områden

Utbilda

- säkre mer fakta for beslut

Inspirera

- Sprida case och erfarenheter från IAB Internationellt

Samla och Sammanställa

- plats att rikta sig för att hitta inspiration och analys

Mäta

- Effekt och Marknadsutveckling

Riktlinjer

- Standarder, "Best Practice"

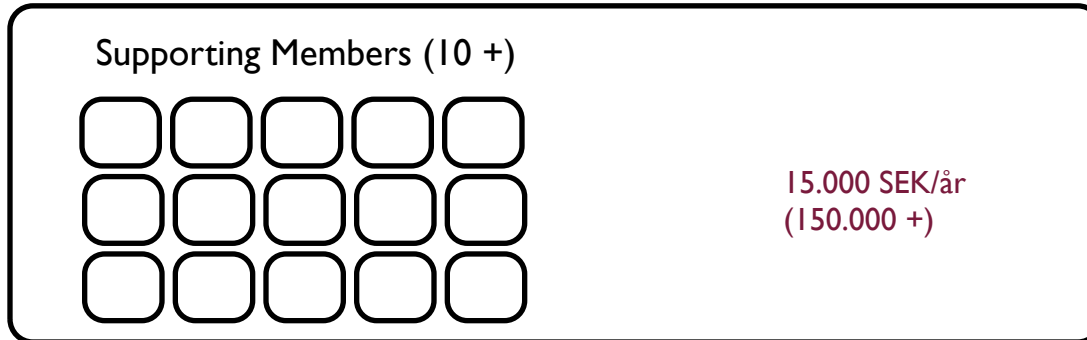
FINASIERING OCH ORGANISERING

Beslut om projekt
Kvartalsmöten
"First refusal"
Exposure
Senior Management



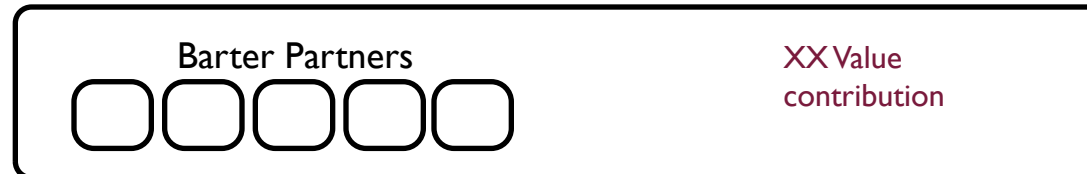
500.000 SEK

Påverkning
First refusal
Exposure



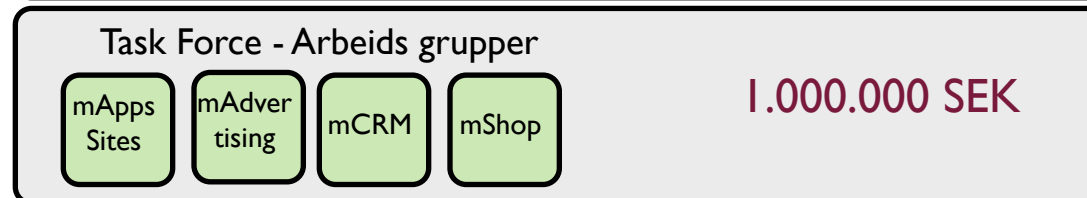
200.000 SEK

Påvärkning
First refusal
Exposure

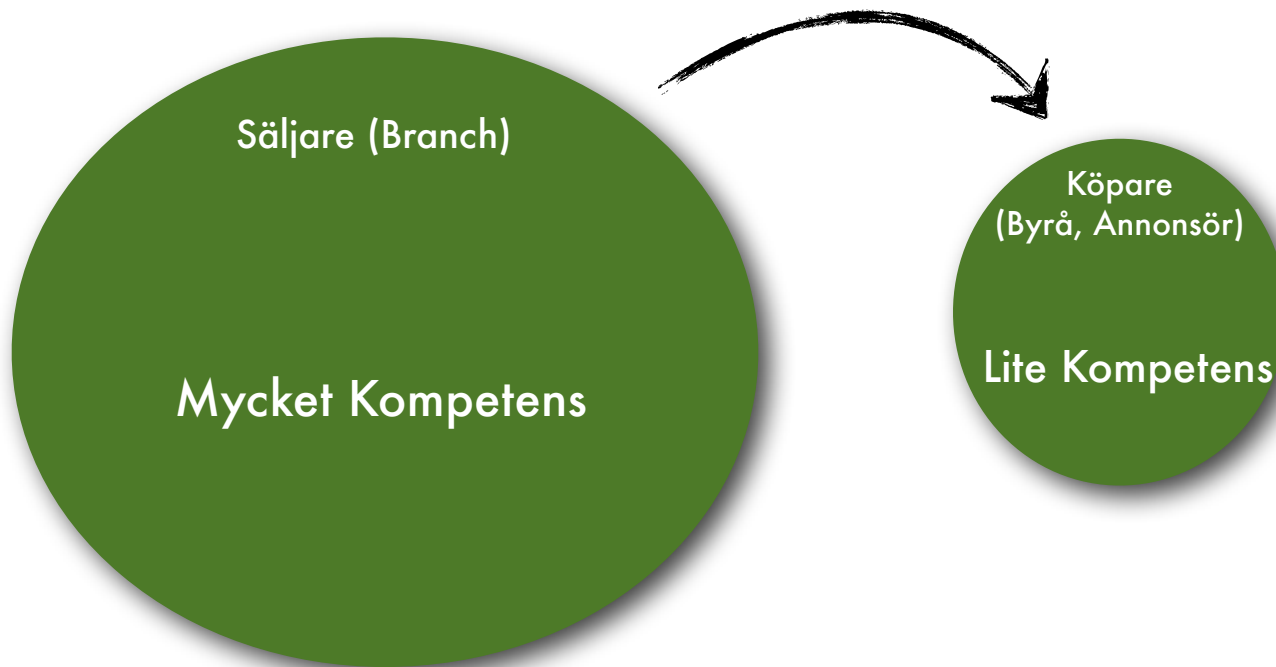


300.000 SEK

Utförande
Påverkning
Projekt ägarskap



MARKNADEN (räckvidd via web/mob/app, newsletters, sociala, events, etc)



**IAB/MOBILE SKAL INTE UTBILDA
SIG SJÄLV MEN MARKNADEN**

AMBITION FÖRSTA ÅRET

1.000.000 SEK



Fast Anställd +
Projekt finansiering



Etablerat digitala mötesplatser för spridning av information

500 externa supportere/köpare

Veckovis uppdatering av aggregerade och filtrerat innehåll

Anpassat och distribuerat 5-10 relevanta rapporter från IAB UK/US

1 Svensk Market Insight Project (Advisory Board)

1 Nordic Market Insight Project (Advisory Board)

Första årliga IAB/mobile event

Studiebesök IAB/US (New York) !!!



IAB/MOBILE VS. ANDRA MOBIL INITIATIV I SVERIGE

IAB/Mobile önskar att samarbete med andra mobil grupper inom exempelvis Annonsör foreningen och Swedma

IAB/Mobile kommer tillföra något mer...

- 1. Högre aktivitetsnivå och större projekt - eftersom vi säkrar finansiering/resurser*
- 2. Case, inspiration, market insight IAB Internationellt (UK, US, Europe)*
- 3. Nordiska projekt och samarbete - IAB mycket aktiva i Norge, Danmark och Finland*



NÄSTA STEG

Vi önskar komma i kontakt med alla som kan tänka sig stödja detta initiativ:

Advisory Board

Supporting Member

Task Force el Arb Gruppe

Barter Partner

Uppstart möte Mars 2012

Genomgång organisering och "gouvernance"

Genomgång konkreta leveranser

Besluta äntligen nivå (SEK) på medlemskap

Slutlig runt bordet - med/inte med

Samtliga bolag som går med i Advisory Board från början vill få en status som "Founding Members" med särskilda fördelar/exponering möjligheter

Additional slides from Advisory Board Prospect Dec-11

Summary

Changes in media consumption in favour of mobile devices such as smartphones and tablets increases the interest for mobile as part of communication mix

To push forward and influence the development of mobile marketing in Sweden, IAB would like to emphasise its efforts within mobile together with key players sharing IAB's interest in setting standards and educating the market for mobile

Main Challenge: Large competence gap between Suppliers/Industry and Buyers (e.g. Advertisers)

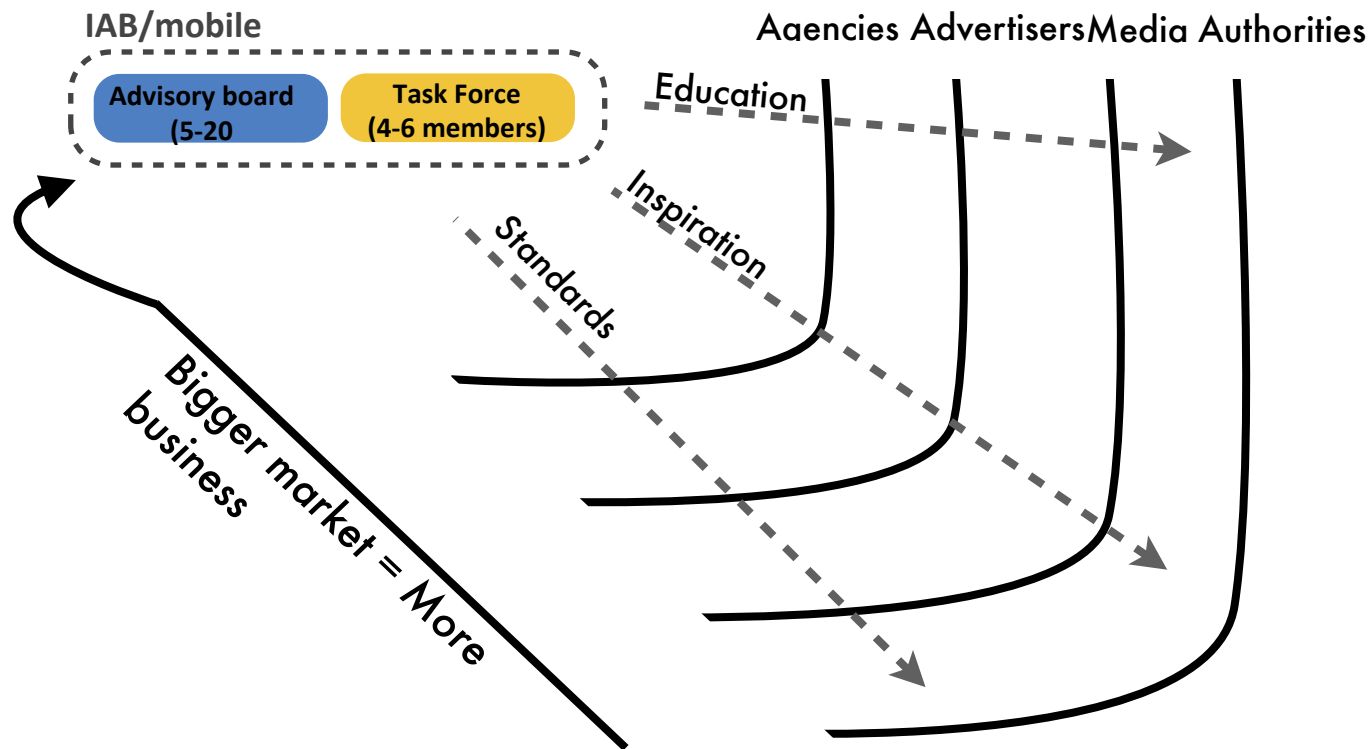
This prospect sums up why and what is IAB/mobile. It also outlines organisational set up and terms and benefits for members who would take seat in the Advisory Board of IAB/mobile



Advisory Board

Suppliers invest in education of market to make pie bigger

Suppliers invest in education of market to close competence gap between Suppliers and Buyers



Intro

IAB/mobile lays under IAB Sweden and is its instrument to develop Swedish market and set standards within mobile

To follow the pace in the market and to secure IAB take lead “ear-marked” financing is required

Inspired by the set up of IAB mobile in UK www.iabuk.net/en/1/mobileadvertising.html
- IAB/mobile has also decided to establish an Advisory Board to secure financing

Members in Advisory Board will be granted certain benefits and they will secure a financial foundation of the work to be carried out by the IAB/mobile



IAB/mobile Mission

"IAB/mobile shall educate, inspire and lower thresholds for companies that want to leverage business through the mobile channel"

IAB/mobile

IAB/mobile shall

Work and produce content for widely distribution in Sweden

Deliver insight - business decisions can be made upon

Capitalize on IAB Network to spread International Best Practice

Educate and Inspire market through free or low-cost reports and events

IAB/mobile is not

Yet another mobile supplier committee

Yet another mobile future seminar

IAB/mobile – Focus Areas

Mobile Marketing

Education Inspiration Best Practice Standards Measuring & Analysis

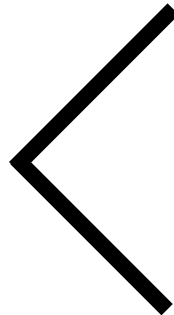
- » Mobile Advertising
- » Measuring
- » Standards
- » Market size and development

- » Mobile Production
- » Mobile CRM
- » Sites and apps
- » Mobile Integrated
- » Mobile Learning

- » Mobile Commerce
- » Payment

Advisory Board - benefits

50.000 SEK
1 year (incl. IAB membership)



“Hand on the wheel” – can influence on how IAB/mobile prioritize its work

Regular market updates and exclusive insight (every AB meeting will have this on the scheduled meeting agenda)

X free entries to all events/seminars

Complete access to all reports and insight produced within the budgets of IAB/mobile

First Refusal on Speaker opportunities IAB/mobile events

First Refusal on Sponsored productions (eg. Bigger seminars)

Branding (logo will appear in all relevant IAB/mobile material)

Networking – ambition is to arrange different meeting arenas even outside the Board Meetings

Examples of content

Best cases
International

Best cases
Sweden

Best cases
Nordic

Mobile banner
guidelines

Mobile Ad and
Search guidelines

Mobile Marketing
guidelines

Mobile Marketing
vs. segment A/B/C

Market Insight
(incl. trends)

Consumer Insight

Company Insight

Industry
index

Constructed
cases

Agency training

Advisory Board – who should join?

Companies & Organizations who can benefit from investing in this market to develop and/or for having easy access to high quality insight.

Companies & Organizations

... who's own growth depends on a growing market for mobile
Marketing & Advertising

e.g. mobile operators, mobile search companies, mobile agencies, mobile solution developers, mobile payment providers)

Companies & Organizations

... who sees mobile as an extension/supplement to existing business/channels

e.g. Advertising agencies, media agencies, CRM agencies, event agencies, PR agencies, payment solution providers

Companies & Organizations

... who has an interest in staying "on top of" what's happening within mobile

e.g. Media covering digital, consultancy companies, authorities)

Organisational structure IAB/mobile UK

Mobile Steering Group



Mobile Leadership Council



Mobile Assembly

Open to 550 IAB members and other mobile members including: Breezotech, Amobee, Somo, Adfonie, Taptu, Momac, Swanbay, Velti, Bview, FirstPartner, Vicorp, Vodel, InMobi

Draft Agenda 1st meeting Advisory Board Advisory Board

- » Welcome, presentation Task Force and Advisory Board
- » Rationale and Ambitions behind IAB/mobile
- » Walk through Organizational Guidelines
- » Presentation of Activity Plan and Budget first 6 months
 - Insight Reports
 - Distribution channels
 - Recruitment
- » Get input to activities beyond 6 months (Roadmap)
- » Different updates
 - IAB activities (other Task Forces)
 - Market update mobile
- » Presentation. Invited company or person sharing relevant insight/inspirations