



# Mobile Search – Trends & Opportunities

IV Mobile VAS Conference  
16 November 2007

## Agenda

- Trends
- Local search players
- Mobile local advertising

## About mobilePeople

### mobilePeople is the global leader in local mobile search & advertising solutions for directory/ media publishers

- Founded in 2002
- Launched with publishers and media companies in 12 markets and 8 languages (Engl., Port., Ger, Fr, Dutch, Dan, Sw., Nor.)
- liquid Product Suite: Search, Maps, Advertising (browser, Java, SMS)
- Headquarters in Copenhagen (DK), branch offices in London (UK), Melbourne (AUS), Denver (US)
- 45 employees
- Leader of the MEF Mobile Search & Discovery Initiative

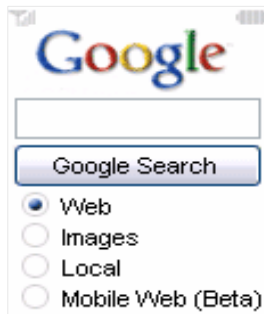


# Mobile search players

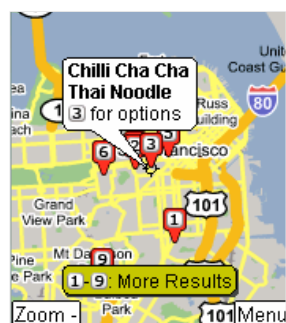


global

Google



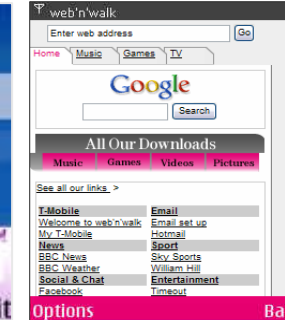
Google Maps



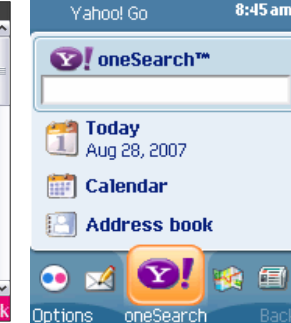
Nokia



T-Mobile



Yahoo

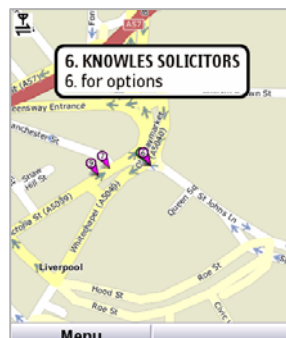


local

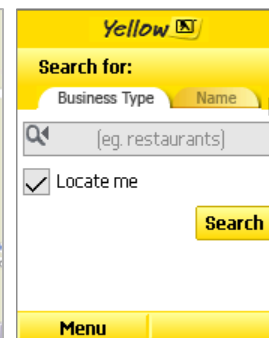
Yell



Yell maps



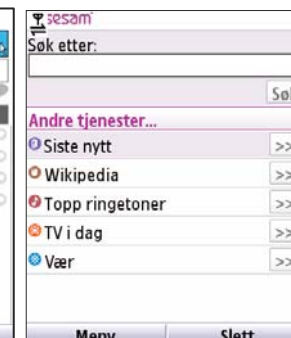
Sensis



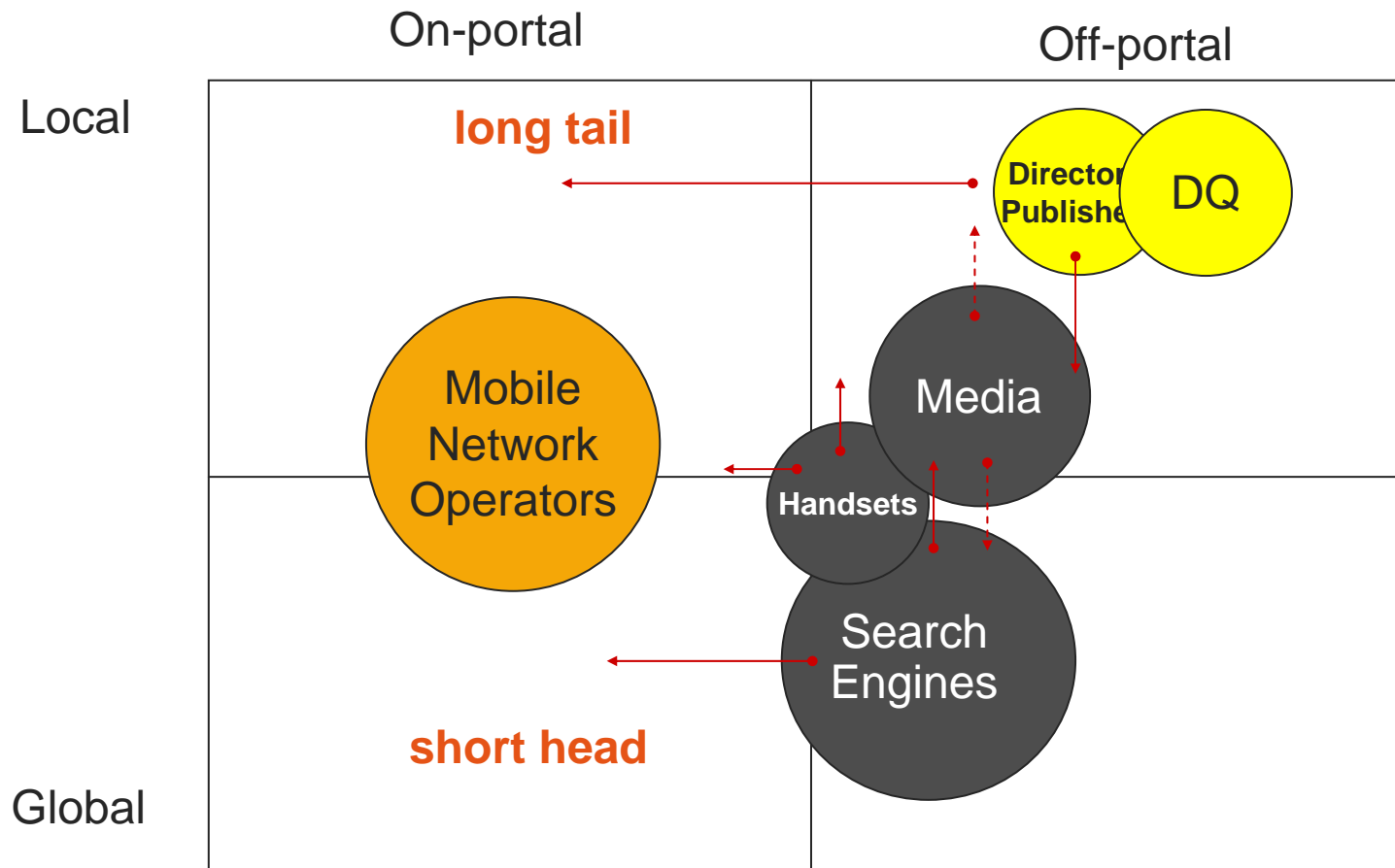
Truvo



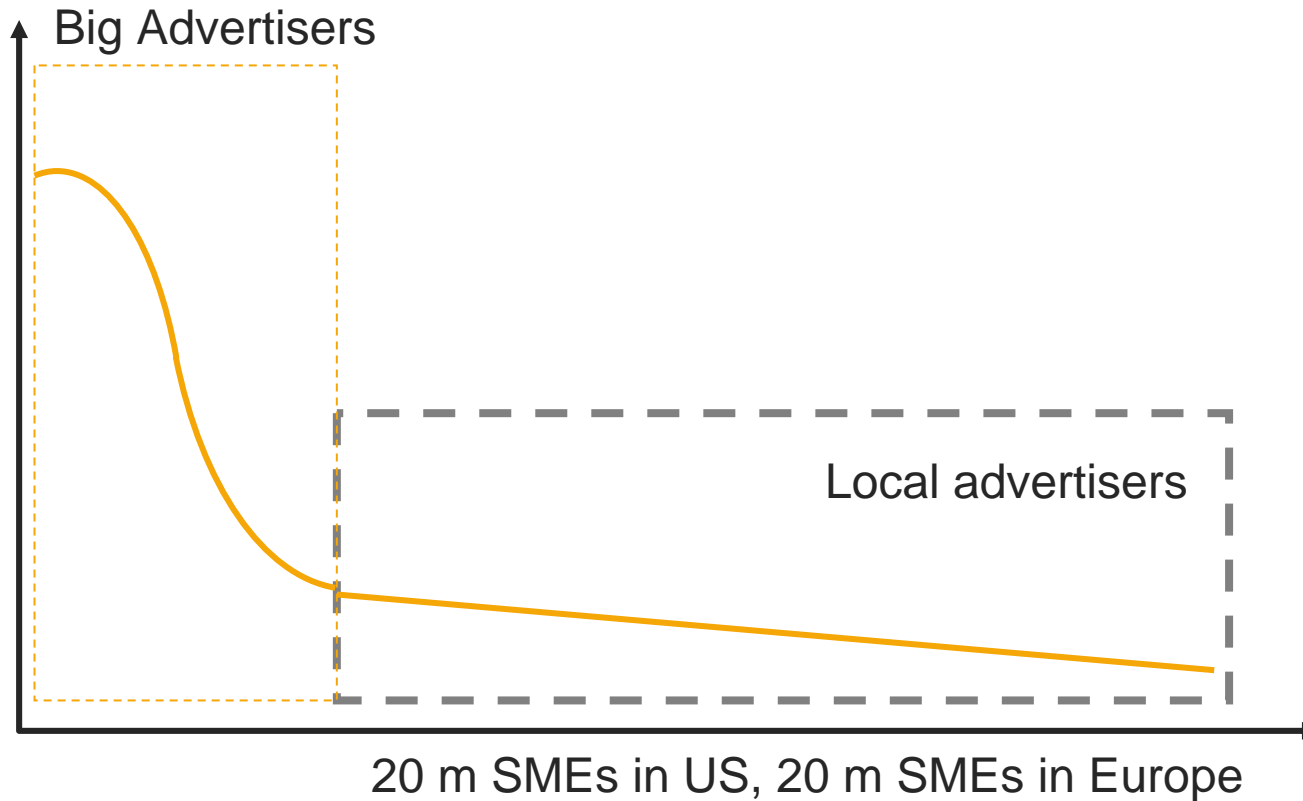
Schibsted



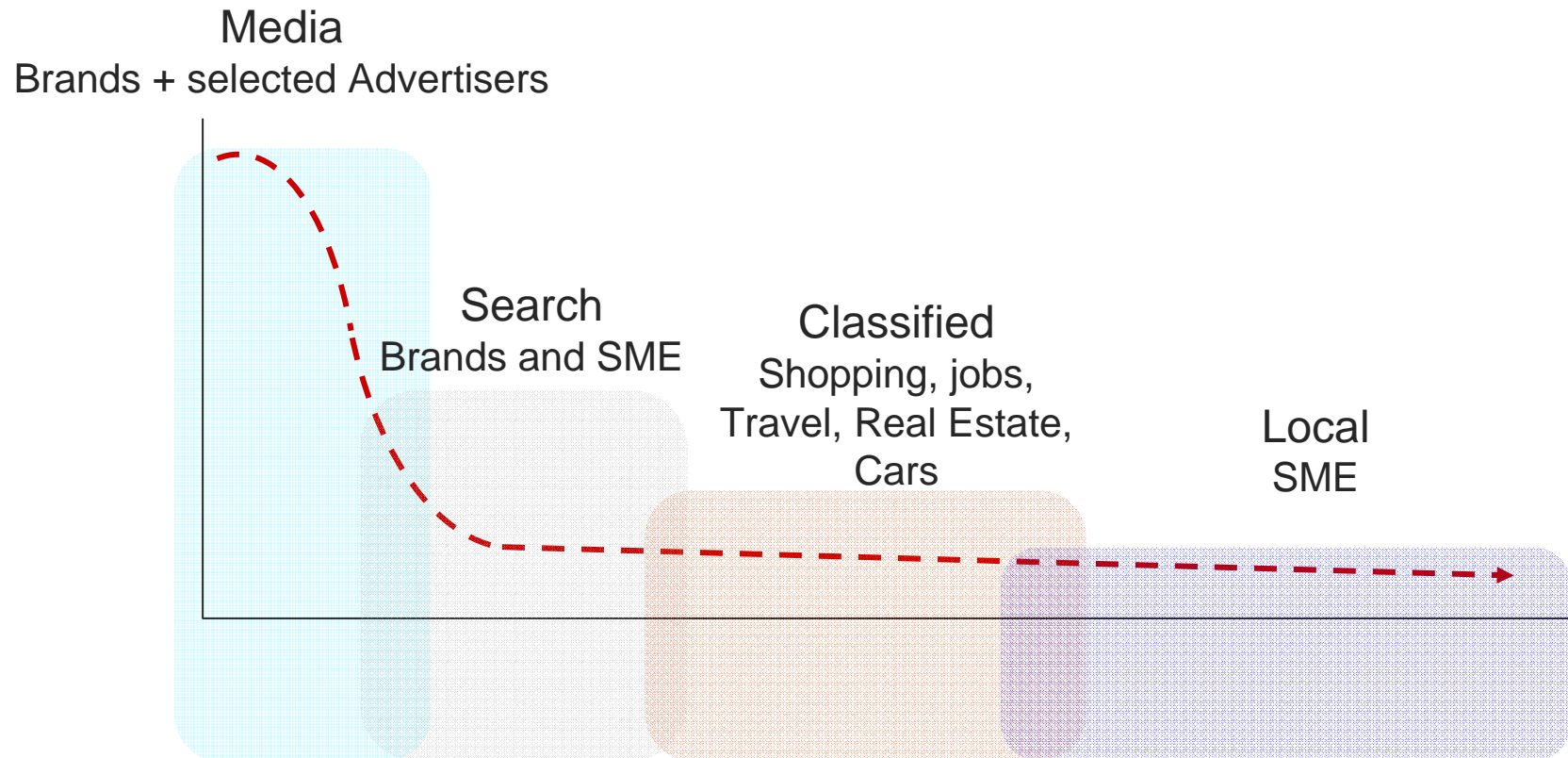
# Mobile search players



# The long tail in mobile advertising



# Mobile advertising market

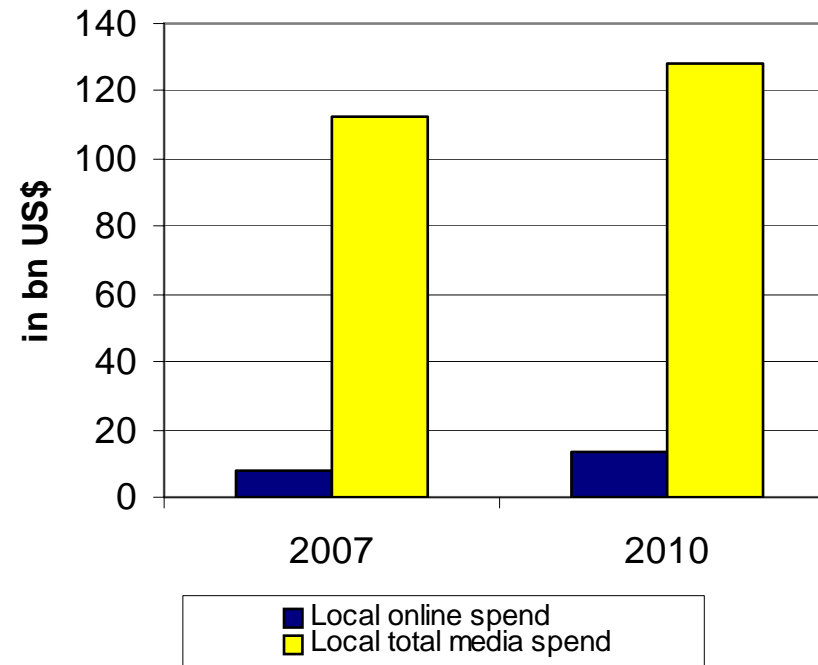


\*) World-Wide Mobile Advertising Market Value 2011 \$ 11,3 bn (source: Informa)

# Local advertising



Local online spend vs. Local total media spend (USA)



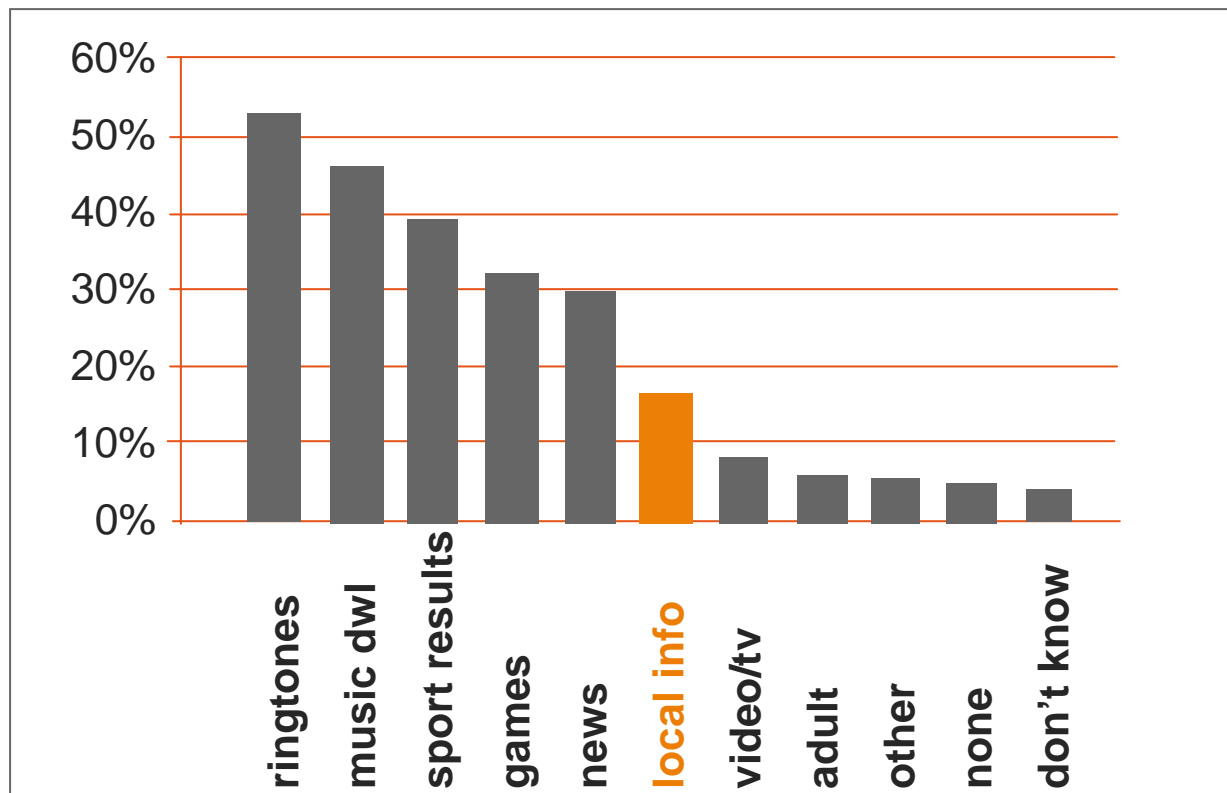
- ❑ Google can't reach the local ad market with classic pay-per-click Web advertising because most potential advertisers don't have Web/ WAP sites.
- ❑ A vast majority of people do their local business face-to-face or over the phone.



# What are people searching on mobile?



Question: "When using the search facility on your mobile, what kind of content or information do you tend to look for"?

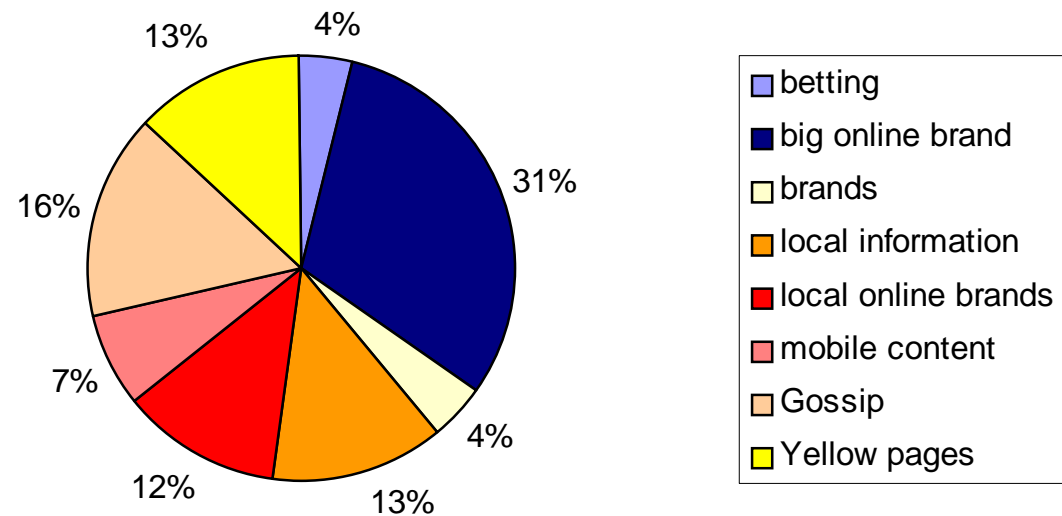


Source: MEF 2007

## Top mobile searches

### Top search terms

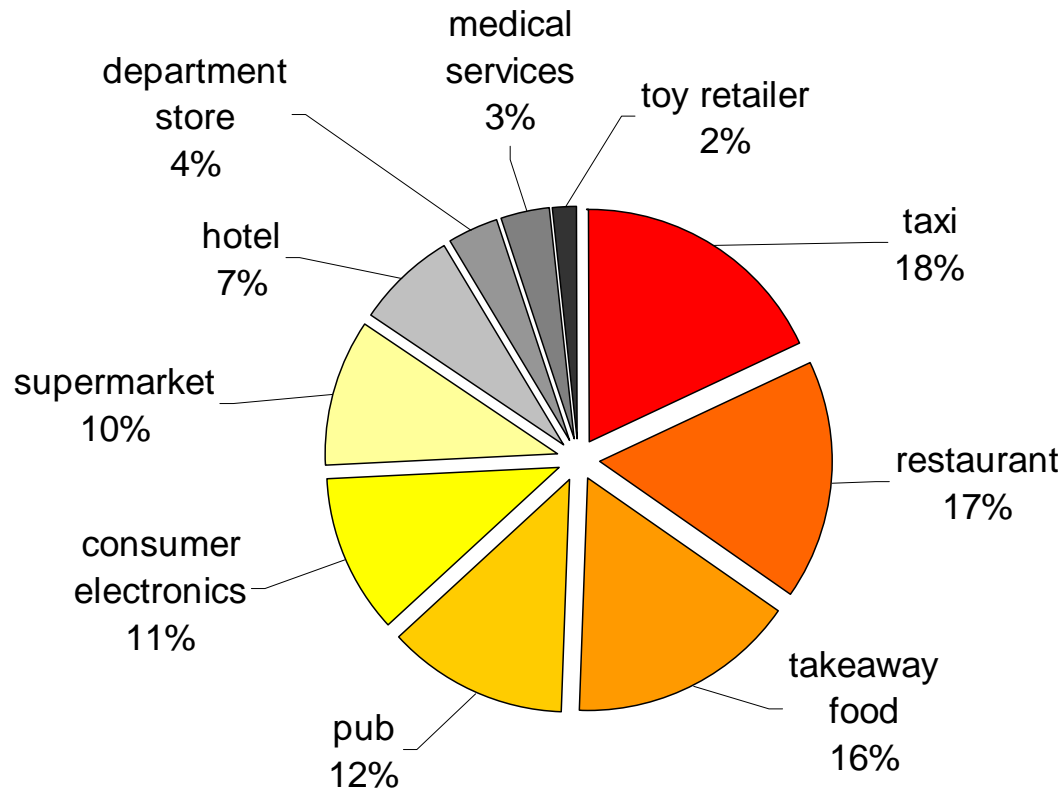
- 30% adult content (continuously decreasing)
- 70% other content



# Local searches



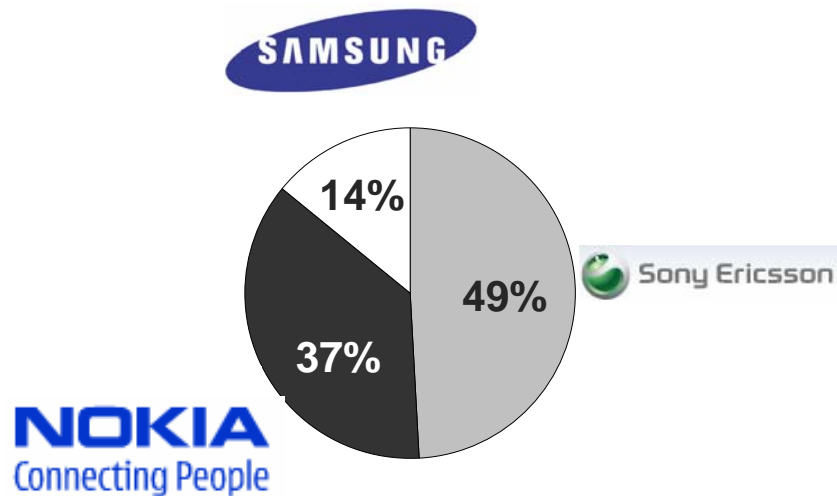
## Top 10 categories of mobile local search in Europe



Source: mobilePeople. Findings based on data obtained from mobilePeople's European customer base during a build up to and during Christmas 2006 period (23 – 27 December, 2006).

## Most popular handsets for mobile searches

### Top 3 Handset Manufacturers



### Top 3 Handsets

Sony Ericsson K750i

Nokia 6230i

Samsung SGH-D600



-> Not high end, but mass market handsets generate most searches.

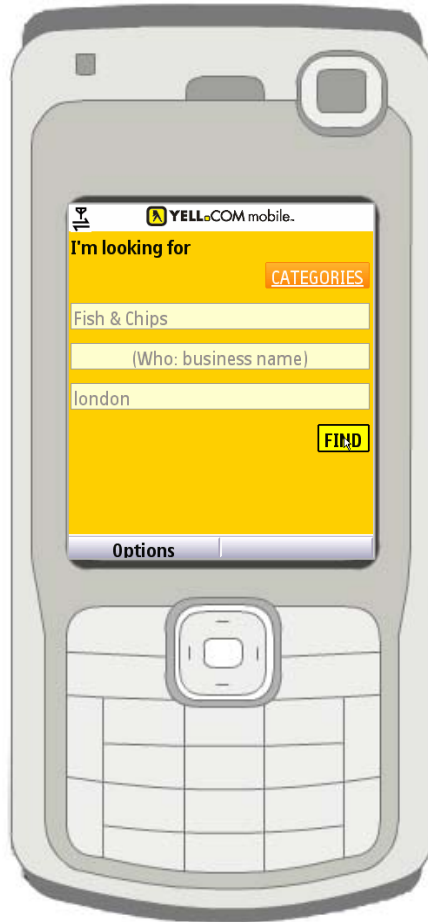
Source: mobilePeople 2007



## Local search players

# Yell.com mobile (UK)

Mobile Local Search across local directories and maps including auto-suggest, send to friend, save to contacts, make a call.



**Screen 1: Search**  
I'm looking for  
Fish & Chips  
(Who: business name)  
london  
FIND

**Screen 2: Categories**  
I'm looking for  
doctors  
dentists  
driving schools  
dry cleaners  
doctors surgery  
day nurseries  
diy  
decorators  
dog breeders  
department stores  
Select

**Screen 3: Results**  
Results: 1-10 of 100  
1. Fish 'n' Chick 'n'  
22 Hatch Lane, Chingford  
2. SEA SHELL OF LISSON GROVE  
49-51, Lisson Grove, London  
3. Olley's Fish Restaurant  
65-69 Norwood Road, London  
4. Christopher Varnava  
106, Eardley Rd, Streatham, London  
5. Ocean Fresh  
1459, London Rd, London  
6. Frying Pan 2  
1, Brewery Rd, London

**Screen 4: Map**  
Map showing location of SEA SHELL OF LISSON GROVE in London.

**Screen 5: Action Menu**  
Call  
Show on map  
Get directions  
Send by text  
Add to contacts  
Exit  
Select Cancel

**BRAND EXTENSION OF THE YEAR** dpa data publishers association

Yell.com mobile - www.yellmobile.com for yell.com Yell Group



**YELL.**

**“** A great viral distribution model, which is innovative and embraces new technology. It gives customers what they want, when they want it. A well-promoted extension of a high profile brand to new media, with a targeted, integrated campaign behind it. **”**

**Eligibility to enter the award**  
This award covers any type of brand extension of activity in 2007 that has been undertaken by a directory/ data product, such as a website, e-mail, blog, conference, award or another associated activity.

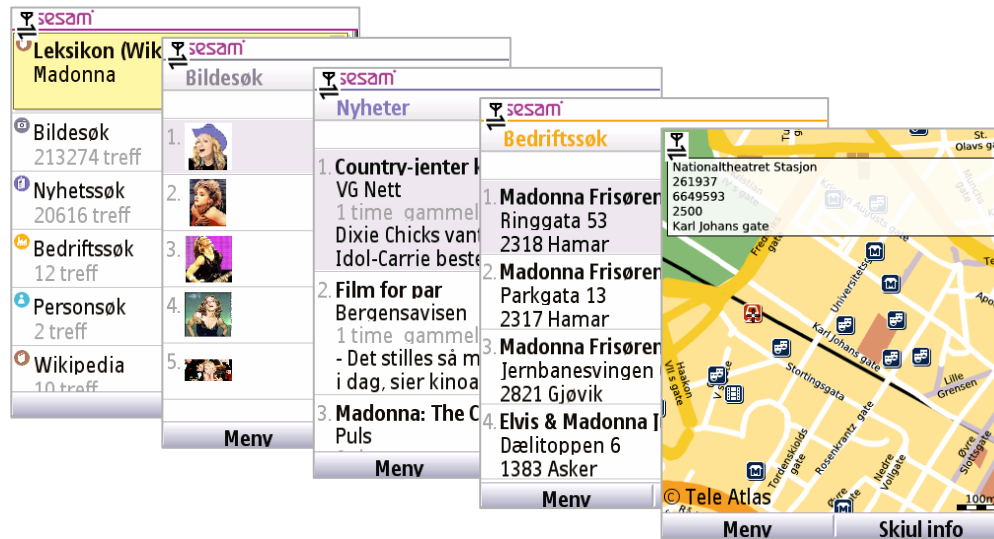
**HIGHLY COMMENDED**  
The People Business for The Personal Manager Handbook and The Training Manager's Handbook - AP Information Services

**SHORTLIST**  
Kilguswinch Hill Franchise Network for AllSource.com - Real Business Information

# Schibsted (NO)



Mobile Search across yellow pages, white pages news, maps, pictures, ringtones, games, wikipedia, wap index



# Example: Search for „house (hus)“

**Search field**

**Vertical search options**

- News
- Wikipedia
- Top 20 ringtones
- TV guide
- Weather

**Banner ads**

sesam

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Søk etter:

Mobil underholdning

**Start page**



sesam

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Sponsede lenker:

- [FINN -Mulighetenes marked](#)
- [Finansa AS](#)
- [TradisjonsHus og Hytter AS](#)

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- [Nettsider \(35392\)](#)
- [Bildesøk \(160147\)](#)
- [Nyhetssøk \(218935\)](#)
- [Bedriftssøk \(1638\)](#)
- [Personsök \(1061\)](#)
- [Wikipedia \(83\)](#)
- [Spill og ringetoner \(1\)](#)

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**Finn kjærligheten i sommer!**

Start sommeren med kjærlighet!

**Result page**

**Sponsored links**

**Results by categories**

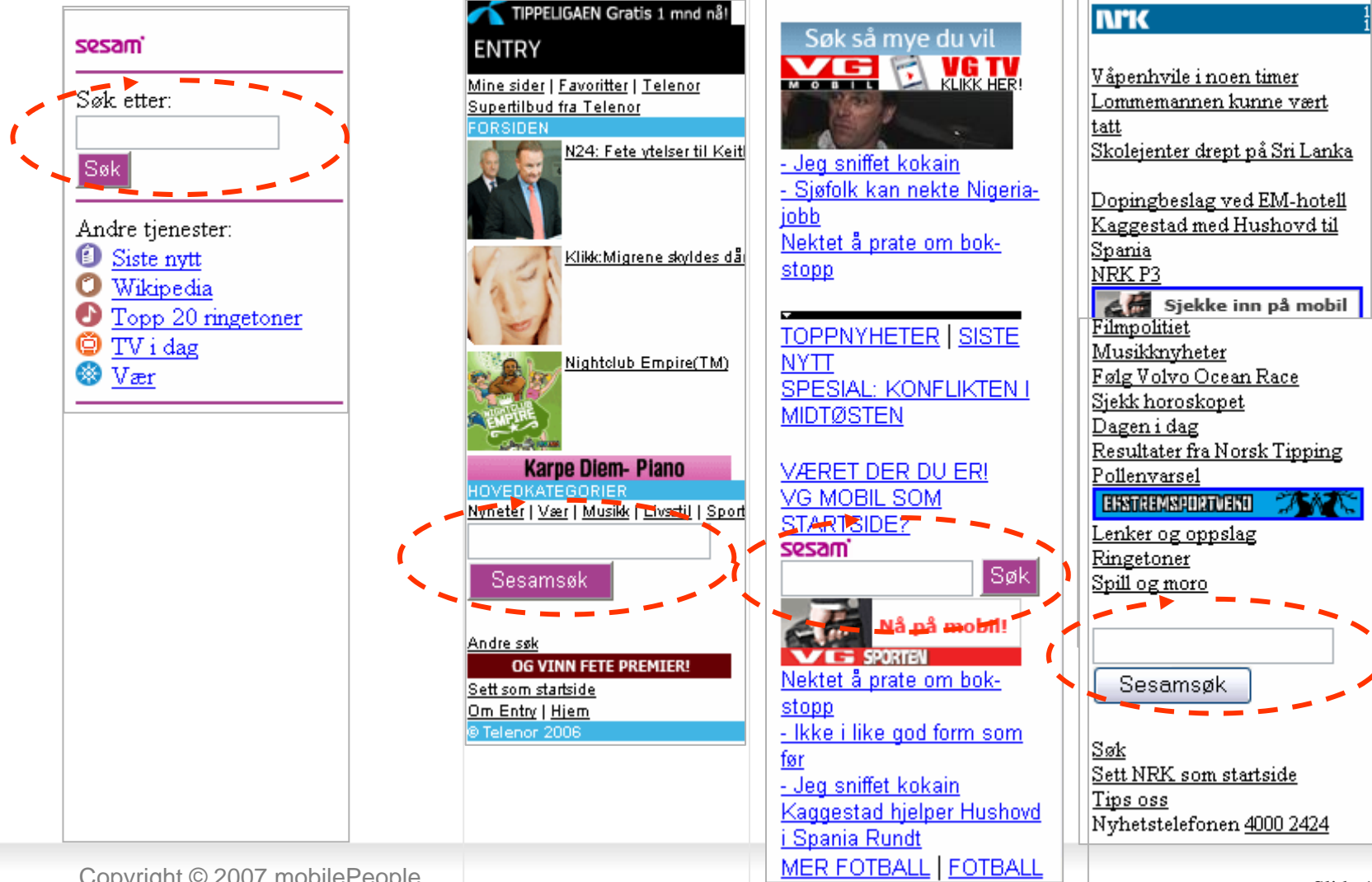
- Websites
- Images
- News
- Companies
- People
- Wikipedia
- Games and ringtones

**Banner ads**

**Search field**



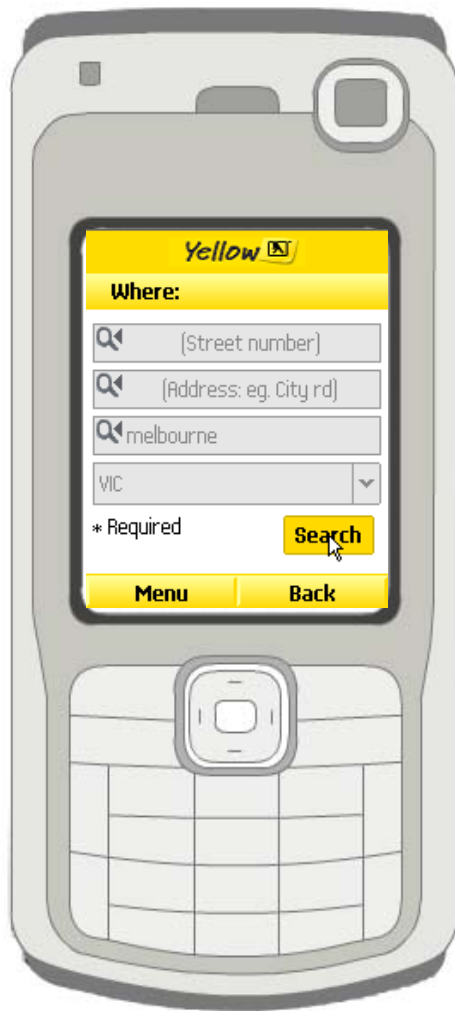
# Example: Distribution of Sesam search box across WAP sites via plug-in



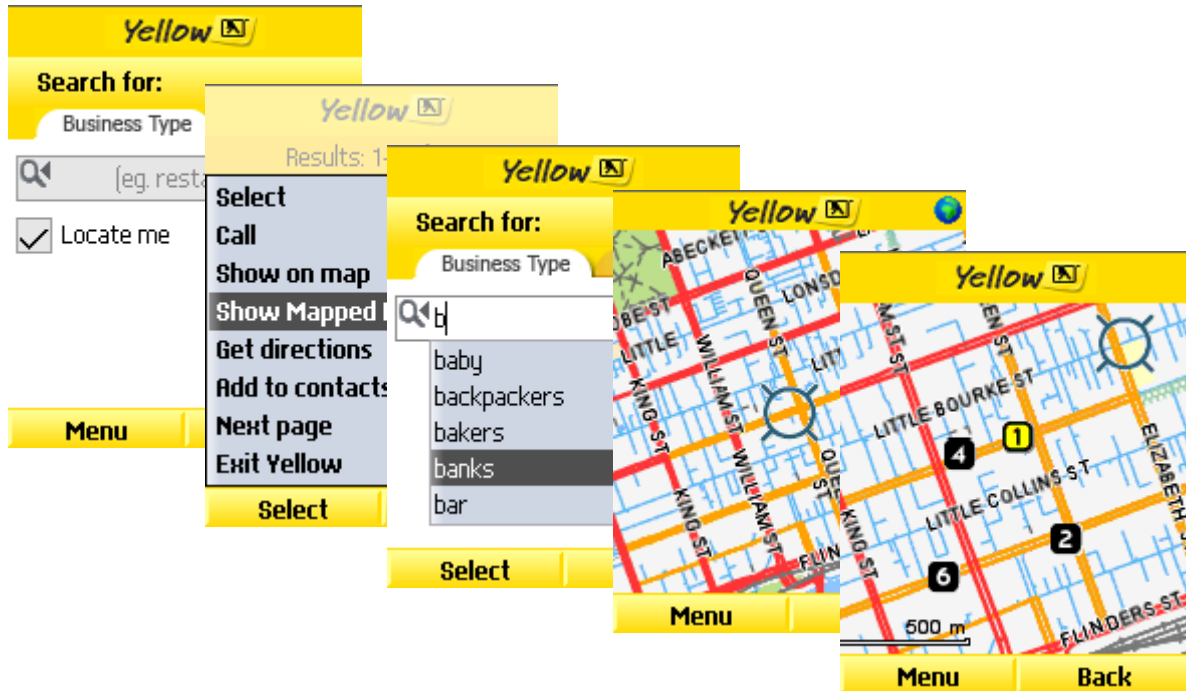
The image displays three screenshots of WAP sites, illustrating the distribution of the Sesam search box via a plug-in. Red dashed circles highlight the search boxes on each site.

- Left Screenshot (sesam):** Shows the 'sesam' search box with a search button labeled 'Søk'. Below it are links for 'Andre tjenester' such as 'Siste nytt', 'Wikipedia', 'Topp 20 ringetoner', 'TV i dag', and 'Vær'.
- Middle Screenshot (TIPPELIGAEN):** Shows the 'TIPPELIGAEN' site with a search box labeled 'Sesamsøk' and a search button labeled 'Søk'. The site also features a 'KARPE DIEM- PLANO' banner and various news links.
- Right Screenshot (NRK):** Shows the 'NRK' site with a search box labeled 'Sesamsøk' and a search button labeled 'Søk'. The site features various news links and a 'Sjekk inn på mobil' button.

# Sensis (Aus)



Mobile Search across yellow pages, white pages, results displayed on map, auto-location, auto-suggest, send to friend, save to contacts, make a call.



# Eniro (NO)



**Mobile Search across yellow & white pages and company internal directory. Results displayed on map, auto-suggest, send to friend, save to contacts, make a call, "Who is calling?".**

TELEFONKATALOGEN

t1880

Search (what, who, where, number)

S\_

- Sams Club
- Scandic Contine nta l
- Statoil
- Samsung phones
- Sainsbury
- Starbucks
- Sony E ricsson

Results 1-10 (458)

- Johan Blomberg
- Markveien 12, 1870 Ørje
- Johan Danielsen
- Hagegata 4, 0653 Oslo
- Johan Peters
- Borrebekken 6, 0584 Oslo
- Johan Svensson

TELEFONKATALOGEN

t1880

TELEFONKATALOGEN

t1880

Calling:

Poul Jensen

Steivei 13, 1006 Bergen

Phone native screen

Calling 22 61 10 30

# Truvo formally World Directories (NL)



Federated mobile search across yellow pages, white pages news, maps, pictures, ringtones, games, wikipedia, wap index.

A composite image showing the Truvo search results and details interface. On the left is a "Results" list with categories and hit counts: "Yellow Pages 249 Hits", "White Pages 458 Hits", "Wikipedia 2 Hits", "Wallpapers 5 Hits", and "Wap pages 5 Hits". An "Options" button is at the bottom. Overlaid on this is a "Details" window for "Restaurant Dublin", showing "1 of 458" results. The details include the address "Leicester Square 190 London WC2H 7BP", telephone "020 7437 4370", and email "arnoldi@cybercity.com". An "Options" button is also present. To the right is a map showing "Bedford Street" and "Leices Square" with a red location pin and a 100m scale bar. "Options" and "Back" buttons are at the bottom of the map.



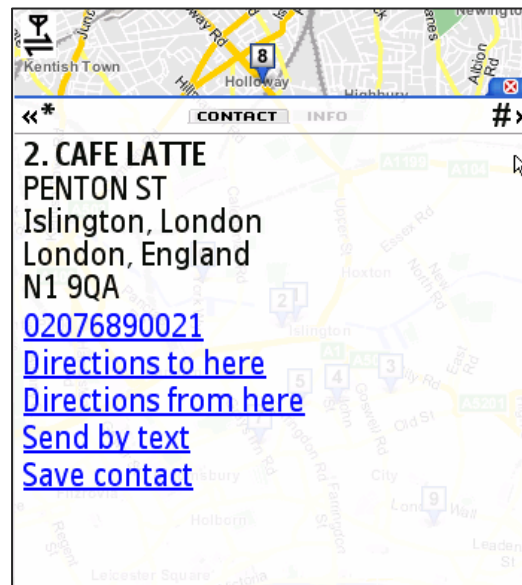
# Mobile local advertising

# Mobile advertising opportunities

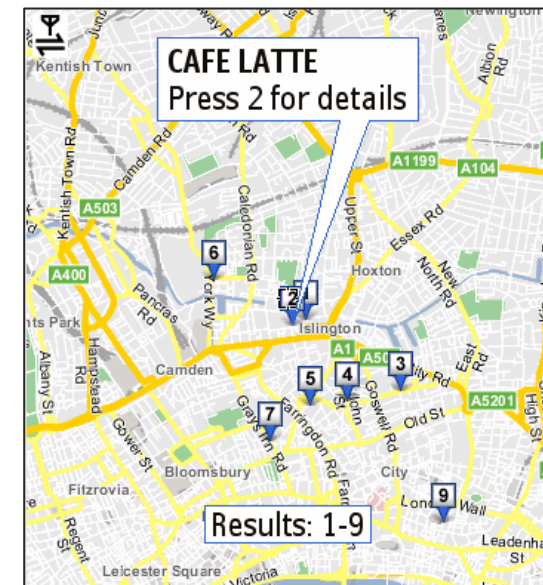
...on the result list



...on the infopage



...on the map





# Mobile advertising products

## Sponsored links

1-4 Results: 1-10 of 100 >>

Sponsored result

**CAFE LATTE**  
PENTON ST Islington, London

1. Ocean Fresh  
1459, London Rd, London

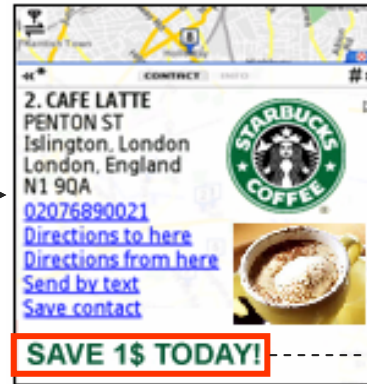
2. Frvina Pan 2  
1, Brewery Rd, London

3. Olley's Fish Restaurant  
65-69 Norwood Road, London

4. Christopher Varnava  
106, Eardley Rd, Streatham,  
London

Options Back

## Super-infopage



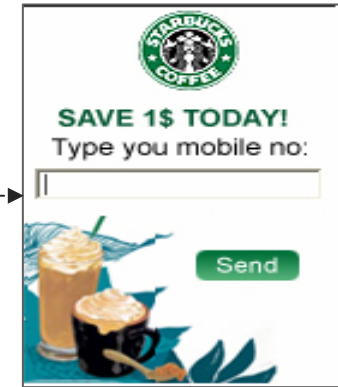
2. CAFE LATTE  
PENTON ST  
Islington, London  
London, England  
N1 9QA

02076890021

[Directions to here](#)  
[Directions from here](#)  
[Send by text](#)  
[Save contact](#)

**SAVE 1\$ TODAY!**

## Action page



**STARBUCKS COFFEE**

**SAVE 1\$ TODAY!**  
Type your mobile no:

Send

## Banner ad



Results: 1-10 of 100 >>

1. Fish 'n' Chick 'n'  
22 Hatch Lane, Chingford

2. SEA SHELL OF LISSON GROVE  
49-51, Lisson Grove, London

3. Olley's Fish Restaurant  
65-69 Norwood Road, London

4. Christopher Varnava  
106, Eardley Rd, Streatham,  
London

5. Ocean Fresh  
1459, London Rd, London

6. Frvina Pan 2  
1, Brewery Rd, London

Options Back

## Map ad



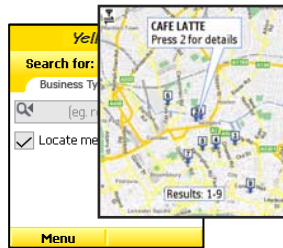
**STARBUCKS COFFEE**

**SAVE 1\$ TODAY!**  
PRESS 2!

Results: 1-9

# Mobile landingpages

Own mobile channel  
(premium channel)



Company/advertiser  
Mobile landingpages

Directory Ass.



Send to friend



Search engines



Mobile banners



Handset manufactures



Super infopages  
or  
Action pages

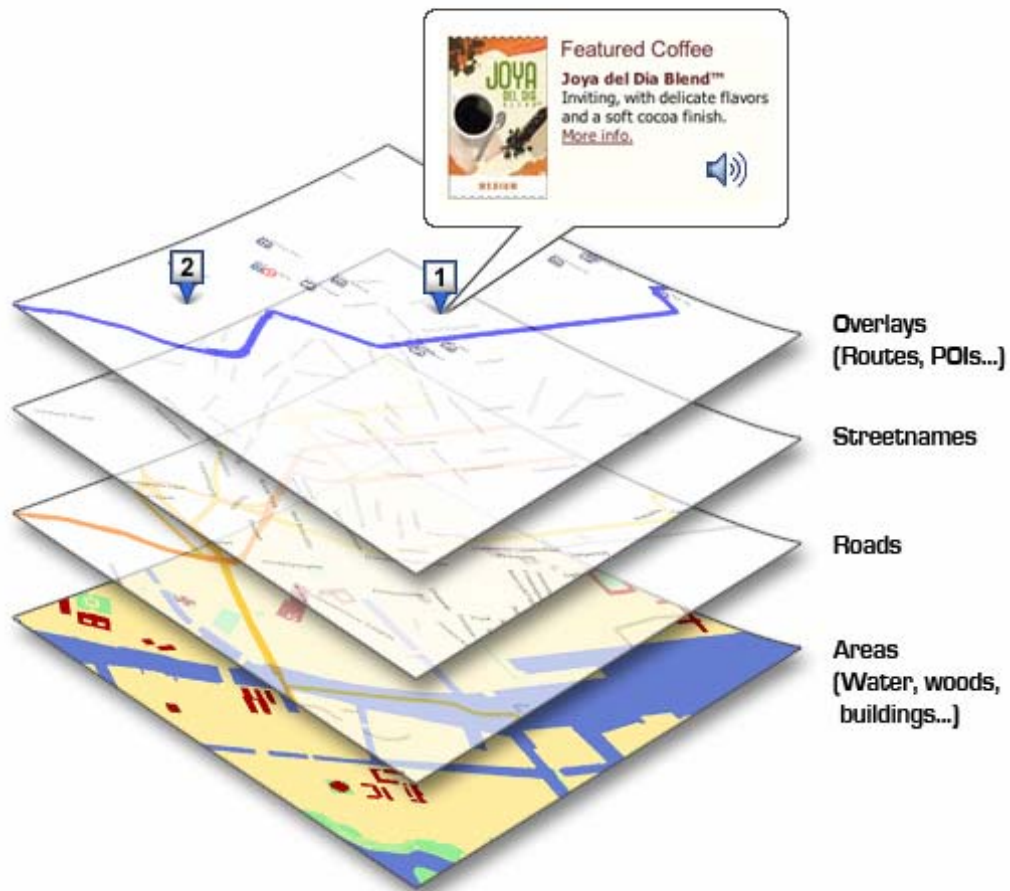
2D barcodes





## liquid MAPS (Scaleable Vector Graphics)

*"I've seen it and yes, it is like Google, only better" - Bena Roberts, GoMo News*





# Thank you!

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London – Copenhagen – Denver – Melbourne





## About mobilePeople

mobilePeople is the global leader in local mobile search and advertising solutions for directory publishers. The company builds mobile presence, distribution and advertising for directory publishers utilising its award winning white label solution liquid™. There is a dual offering – a WAP solution and a downloadable Java application. mobilePeople drives user stickiness by providing the most intuitive, relevant and comprehensive mobile search experience.

Today mobilePeople processes millions of local mobile searches every month in eight languages; English, Portuguese, Dutch, German, French, Norwegian, Danish and Swedish. Global customers include; Yell.com (UK), Gouden Gids (NL), Promedia (BE), Golden Pages (IE), Páginas Amarelas (PT), IT2Media (DE), Schibsted Søk (NO), Schibsted Søk (SE), FAST Search and Transfer (NO), Sensis (AUS), Eniro (SE), Eniro (DK), Eniro (NO), EDC (DK), Local Matters (USA) and Yellow Pages Group (NZ).

With world headquarters in Copenhagen (DK) and regional offices in London (UK), Denver (US) and Melbourne (AUS), mobilePeople is a privately owned company.

For further information please go to: [www.mobilepeople.com](http://www.mobilepeople.com)