



Meet us at mobileSQUARED Roadshow US, Dec 7
New York Academy of Sciences
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New York City

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Smartphone adoption will drive US mobile advertising market to a \$2 billion industry in 2012

adsmobi released brand new whitepaper about mobile advertising growth in the US

New York, December 5, 2011 (www.adsmobi.com) – The total mobile advertising spend in the US will jump from \$1.34 billion to \$2.01 billion in 2012. Smartphone sales will continue to enjoy strong growth with a total of 155.6 million sold smartphones next year. Smartphone adoption is having a phenomenal impact on mobile internet usage: In 2011, the US mobile internet penetration reached 41% and will hit 48% next year (158.9 million users) – based on the data of research company mobileSQUARED. Android has become the dominant smartphone platform this year and will consolidate that position in 2012, with a 25% market share of the total US mobile market. (Free whitepaper download at www.adsmobi.com/whitepaper).

mobileSQUARED Chief Analyst Nick Lane about the new data: "The strong growth of smartphones is generating an incredible uplift in inventory and having a powerful impact on mobile advertising in the US! The total mobile advertising spend will jump from \$1.34 billion to \$2.01 billion in 2012 thanks to companies like adsmobi, that are helping to push the sector forward by delivering rich media capabilities that are enticing more agencies and brands to invest in mobile display."

"It's exciting to see the US hitting \$2 billion in mobile advertising spend next year. adsmobi is prepared to take an active role in driving this growth by supporting innovative and performance driven products such as Rich Media Ad Formats.", stated **Ramy Yared**, MD of adsmobi Inc. **adsmobi** expanded its US Service with **Patrick Ashby**, Sales Director West Coast and a growing team in the global Headquarter in New York to drive US market revenues together with agency partners.

About Mobile Squared

mobileSQUARED (www.mobilesquared.com) provides specialist research which enables brands, agencies and the mobile industry to increase engagement with the mobile consumer. They conduct primary research on the mobile industry and mobile consumers, with a focus on delivering exclusive forward-looking data on mobile device usage, mobile web, app and commerce trends and usage, and mobile advertising responsiveness to help clients identify and respond to fast-changing mobile trends.

About adsmobi Inc.

adsmobi (www.adsmobi.com) is a mobile media buying platform that focuses on placing successful mobile campaigns for mobile advertisers, the advertiser "buy side" of the mobile advertising ecosystem. adsmobi delivers premium advertising traffic and global reach for advertisers through a partnership with the leading mobile mediation and optimization platform Smaato. adsmobi matches agencies and brands, with the best mobile publisher inventory to achieve their mobile ROI goals. The adsmobi ad server will help effectively manage media spending with the flexibility to target a desired audience at the right time, at the right place, on the right device.