

Digital Media Market Trends



Web & Mobile Technology is the Future for Magazines – With TOS the Future is NOW . . .

[Smarter Media Sales](#) conducted a study on readers of interactive digital magazines and found that “readers were less likely (70%) to ignore ads in digital magazines than ads on Web sites”. As well they found “ads in digital magazines more helpful and interesting than ads in other electronic media”.

[Borrell Associates](#) (the industry’s largest target mobile ad exchange) statistics show “more than half a million apps are downloaded every hour and the average smartphone user has 22 of them.”

Advertising in mobile apps is one of the most promising venues on the horizon.

[Mobclix survey](#) reveals:

- Average Smartphone user spends 2.8 hours per day using apps.
- 3 in 5 people first turn to an app before searching the web.
- 91% of iPad owners have downloaded an app and 41% have downloaded a magazine app.
- 36% of iPad magazine readers make an online purchase using their computer after viewing an ad on the iPad; 24% make a purchase at a store after viewing an iPad ad.

Mobile Media Usage Surveys

Nielsen conducted a [“Connected Devices” survey](#) that polled users of 54 different devices. They learned that as a group, users of tablets, e-readers and smartphones were comfortable with mobile advertising. Of those, iPad readers were the most receptive to advertising and more likely to make a purchase.

[Mobile Redirect](#): Google reports that mobile search queries have increased 500 percent over the past two years (2008-2010) with the digital services giant now on track to generate more than \$1 billion in annual revenue from its mobile search and display advertising initiatives.

[Informa Telecoms and Media](#) concludes, “The mobile advertising industry has moved ahead from the trial and experimental phase. Many brands are now spending significant sums on mobile advertising campaigns on a regular basis.”

