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## SMAATO PREDICTS US MOBILE MARKETS TO REACH \$5 BILLION



Smaato, a mobile ad optimization company, has released new data regarding the US mobile advertising market. The company predicts that the mobile ad market in the US will reach \$1.24 billion in 2011. More exciting is the company's projections for 2015, in which it predicts the market will hit revenues of over \$5 billion. "The US is all about numbers, big big numbers," the company wrote. "It has a mobile population exceeding 300 million, and a mobile internet user base on the verge of surpassing 100 million. With this level of scale, mobile advertising budgets are high -- campaign in the US between \$75,000- 100,000. At this level, it ensures there is sufficient budget available to release the creatives on the campaign and deliver a truly compelling, rich advertising experience." According to Smaato, the mobile market has not even reached 50 percent of its potential. "As smartphone usage increases, interact rates will increase and advertisers will be more willing to shell out ad dollars."

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