



# Prevailing Mobile and Tablet Advertising Formats AU Market

**March 2013**

# Introduction

*The in-app and mobile web ad markets have experienced rapid growth in recent years. This has been driven by the strong uptake of smartphone's within Australia and the subsequent distribution of content by publishers and advertisers across the medium.*

More specifically as of December, 2012 the Apple's app store has 775,000 active apps, including 300,000 for the iPad with over 40 billion downloads to date. The Android app market (Google Play) on the other hand launched in 2008 hosts over 700,000 apps with more than 25 billion downloads. Both Apple's apps store and Google Play are on track to have 1 million apps in mid-2013. Along with this countless websites have been optimised to take advantage of the strengths of the smartphone.

This is the first edition of the "Prevailing Mobile and Tablet Advertising Formats" which highlights some of the trends in display ad sizes offered by publishers in the Australian market. Although audio and video content and ads have a very natural home on smartphones and tablets, display ads are the most prevalent and the most varied ad formats on these devices today, and therefore tracking their evolution has been the IAB's first priority. Video and audio ads will be reviewed and included in future releases.

The IAB hopes that this document serves as a useful guide to both publishers and the marketing/agency community. Publishers thinking about launching or relaunching apps can examine the sizes outlined as input into sizes they should consider designing into their applications. And marketers can get a better sense as to the ad sizes that might help them maximise their potential reach with the minimal number of ad formats.

# Company Participants



# Methodology

*The IAB fielded a brief survey to member companies that sell mobile ads, asking them to list the ad formats they currently support, across iOS and Android for Apps and all operating systems for mobile web. We asked about mobile web and app offerings on smartphones and tablets separately.*

## App Operating Systems Included

Android

Apple iOS

13 IAB member companies responded with ad formats they support:

## Participating Publishers

APN

Big Mobile

Fairfax

Google

InMobi

Medialets Marketplace

MediaMotive

Mi9

News Limited

REA

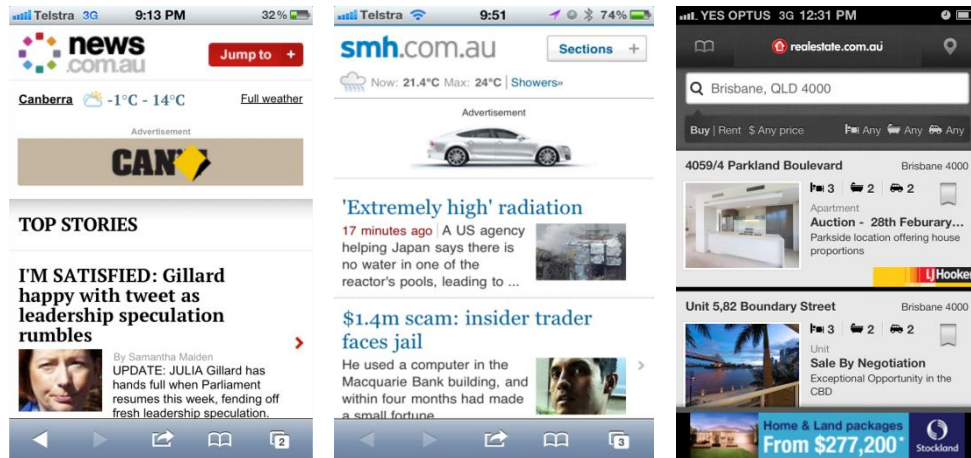
Telstra Media

Ten Digital

Yahoo!7

# Smartphones

## 300x50 Banner Examples



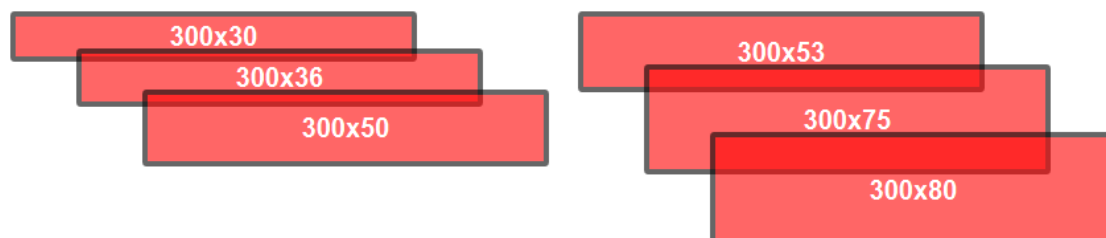
Sources: news.com.au, smh.com.au, realestate.com.au

## Smartphone ad sizes are highly diverse

For ads running on smartphones in browser and in-app executions, ad sizes in this survey varied widely. The IAB Australia found ten 300xX or 320xX sizes being used across iOS and Android.

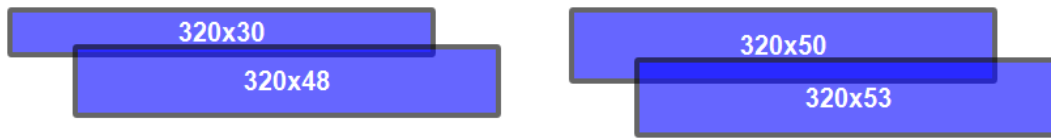
While 300x50s are historically the established common mobile banner ad size on m.sites, 320x50s are increasingly popular for rendering on smartphones and are dominant in applications.

## Six “300 x X” Sizes on Smartphones



Source: IAB, Prevailing Mobile In-Application Ad Formats, v.3, Nov., 2011

## Four “320 x X” Sizes on Smartphones



Source: IAB, Prevailing Mobile In-Application Ad Formats, v.3, Nov., 2011

## Large format ad sizes

For ads larger than a banner, as for banner expandables or OTPs, the market is more standardized. We found that a 300x250 size was the most common for expandables on mobile web, while for full screen ads 320x416 (web), 320x480 (in-app) were the most common formats, and many of the other 320xX sizes were offered by two of the participants in the survey.

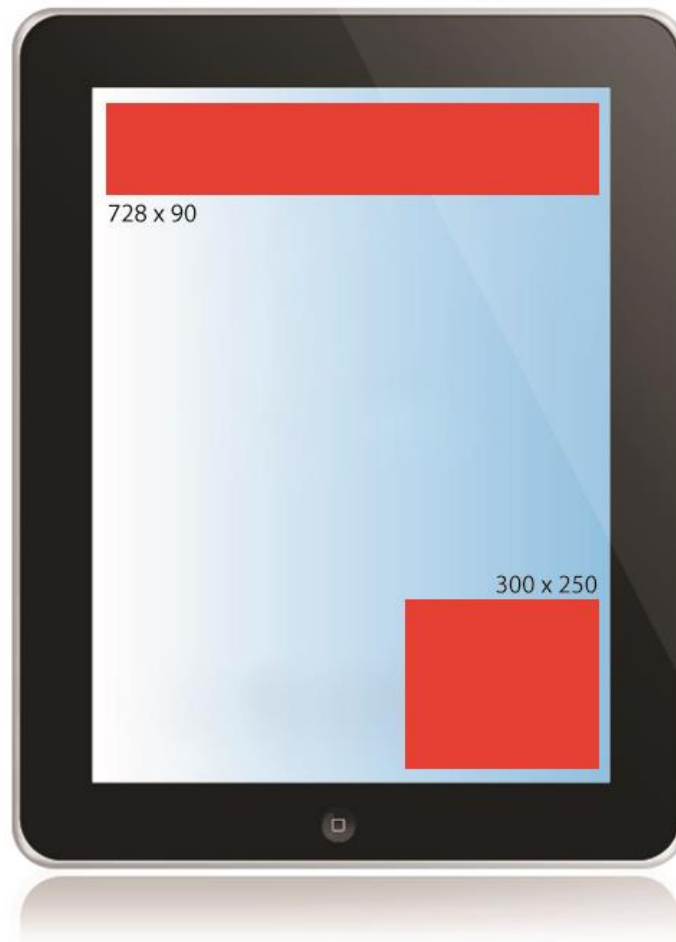
We expect that the release of the IAB Australia’s MRAID (Mobile Rich-media Ad Interface Definitions) spec for mobile rich media ads will make building such creative more scalable, and thus spark even more supply of and demand for expandable inventory.

## iPad and Android Tablet ads’ size diversity

For tablet in-app advertising there are relatively few ad sizes that can be said to be “common” yet---with only two, the 300x250 IAB Medium Rectangle and the 728x90 IAB Leaderboard offered by most publishers.

The Tablet Full Page ad dimensions are increasingly being adopted by publishers with some offering portrait and landscape options. The diverse screen sizes of the various Android tablets on the market justifies some variety of ad sizes there however publishers are running more standardized sizes.

# IAB Web Standard Ad Formats on iPad Screen



Source: IAB, Prevailing Mobile In-Application Ad Formats, v.3, Nov., 2011

Leveraging IAB web standard sizes for in-page ads is convenient and consistent---these sizes are familiar to agencies and marketers, and creative designers have been building for them for years. However, they may not be optimal for tablets. We encourage publishers to closely track how those units are performing (in terms of consumer interaction, brand effectiveness, or other appropriate metrics).

Increasingly, IAB members are working with publishers and agencies to standardize ad units across the market to decrease fragmentation. Of course, this would not prevent publishers from offering unique sizes as well. However, we also hear warnings not to prematurely quell innovation and evolution in the tablet advertising market by imposing standards too early in the process.

## IAB Australia - Mobile + Tablet Ad Units (as of December 2012)

Creative Unit Name		Initial Dimensions (WxH in pixels) or Aspect Ratio	Max Initial File Load Size	Max Animation & Video Length	Minimum Required Controls	Submission Lead-Time	Implementation Notes & Best Practices	
Mobile Phone Universal Ad Package	Mobile standard - S	120x20	3 KB	10 seconds or less	N/A	Minimum 5 business days before campaign start to Publisher	GIF/JPEG/PNG only	
	Mobile standard - M	168x28	6 KB					
	Mobile standard - L	216x36	9 KB					
	Mobile standard - XL	300x50	15 KB				GIF/JPEG/PNG or HTML5 (reference publisher spec for full requirements) No flash ads accepted	
	Mobile standard - XL-WIDE	320x50	15 KB					
	Medium Rectangle	300x250	40 KB					
Mobile Rich Media	Expandable	Collapsed	300x50	N/A	N/A	Minimum 5 business days before campaign start to Publisher	GIF/JPEG/PNG or HTML5 (reference publisher spec for full requirements) No flash ads accepted	
		Medium expanded	300x250					40 KB
		Full page expanded	320x416					50 KB
	Over The Page (OTP)	Expanded (OTP)	300x250				40 KB	GIF/JPEG/PNG. Auto-initiated on page load and displays over a semi-transparent overlay. Auto-collapses after specified seconds - refer publisher. Must include 300x50 companion (collapsed) banner. Reference publisher spec for full requirements.
		Collapsed	300x50				15 KB	
Tablet Ad Units	Tablet Leaderboard		728x90	10 seconds or less	N/A	Minimum 5 business days before campaign start to Publisher	GIF/JPEG/PNG or HTML5 (reference publisher spec for full requirements) No flash ads accepted	
	Tablet Medium Rectangle		300x250					40 KB
	Tablet Full Page (portrait)		1024x768				150 KB	To fit 1024x768 resolution (e.g. iPad, iPad2)
	Tablet Full Page (landscape)		768_x1024				150 KB	
Mobile & Tablet Pre-roll video	<b>Mobile &amp; Tablet Pre-Roll Video</b> (Pre-roll is placed within these guidelines for consideration only; Publishers may have their own specifications)		4:3 or 16:9	2.2 MB for Video file load	<b>Short form video:</b> 15 seconds or less <b>Long form video:</b> 30 seconds or less; unlimited with user interaction	Controls = Play, Pause, Mute (and/or volume control to 0)	Minimum 5 business days before campaign start to Publisher	Uncompressed QuickTime MOV or MOV encoded with h.264 codec; 400 kbps constant; Provide largest resolution available Frame Rate: Minimum= 24 FPS; Maximum= 30 FPS

1. See CDN Self-Regulatory Framework For Online Behavioral Advertising (OBA) at: <http://www.iabcanada.com/pr-news/oba-self-regulatory-framework>

2. "User-initiation" defined: User-initiation is the wilful act of a user to engage with an ad

3. Ad unit content must be clearly distinguishable from normal Web/Mobile site content (i.e. have a distinct border to differentiate itself from the Web/Mobile content)

4. Mobile Phone & Tablet Specific: For a seamless user experience, please ensure your landing pages are Mobile ready. Do not link to Flash-based Websites. Instead use HTML5, CSS, WebKit or alternate tools