

The Mobile Marketing Association's recent Western European Attitude and Usage Study revealed that 1 in 10 consumers are highly interested in mobile marketing, with a further 4 in 10 having some interest in it. Figures such as this demonstrate that there is a growing opportunity for marketers within the mobile channel, further supported by ABI's latest prediction that mobile marketing will grow to over \$24 billion worldwide by 2013.

Mobile marketing is sure to be a hot topic at this year's Mobile World Congress in Barcelona and the Mobile Marketing Association (MMA) would like to offer you the opportunity to meet President, Laura Marriott to discuss:

- * Mobile industry predictions and developments for 2008
- * The role of the MMA's Consumer Best Practices and Mobile Advertising Guidelines
- * The results of the first MMA UK & Europe Attitude & Usage Study, as well as the North American and Asia Pacific survey findings
- * How the MMA's initiatives are helping the mobile marketing industry to grow, whilst protecting the consumer's interests and privacy

During Mobile World Congress, Laura will also be chairing a roundtable debate on mobile advertising on Tuesday 12 February at 11.40am and will be speaking at the CMO Forum on Monday 11 February on mobile advertising. (This event is co-located with Mobile World Congress.)

The MMA is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The 500+ global member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. www.mmaglobal.com

If you would like to book a briefing with Laura, please reply to this email, contact jen@libertycomms.com or call 0207 751 4444.

Best wishes

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