



MOBILE REACH PACKAGE
LITHUANIA

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WHAT IS THE MOBILE REACH PACKAGE ?

- **The Mobile Reach Package allows media buyers to book ad inventory across Omnitel, Tele2 and Bité's portals in one shot**
- **The Mobile Reach Package is the answer from Lithuanian mobile operators to media buyers in order to shed a light on their needs:**
 - **easier media planning**
 - **clearer guidelines and standards**
 - **common metrics and measurement**

WHY DO I NEED THE MOBILE REACH PACKAGE ?

- It brings a more **powerful brand impact** (multiplies exposure and awareness)
- **Simplifies** the different ad offering across the operators' portals
- **Media planning** becomes **easier** and campaign roll-out becomes more extensive
- Provides **simple ad formats** (already in use today) with very **successful advertising performance**
- As with other types of media, frequency of exposure is critical for building brand equity via mobile advertising
- Mobile advertising provides a **unique vehicle** for introducing new brands that **complement other media selections**

SOME **FACTS ABOUT THE MOBILE REACH PACKAGE**

Top Lithuanian Sites*

Monthly Unique Users

One.lt	891.144
Delfi.lt	878.424
Plius.lt	722.643

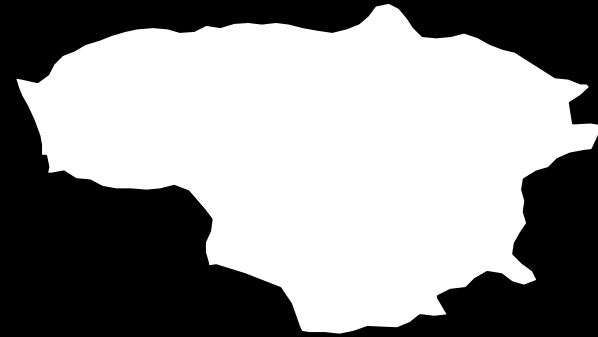
MOBILE REACH PACKAGE

608.100

Lrytas.lt	605.483
Skelbiu.lt	527.611
Draugas.lt	485.553
Alfa.lt	474.180
Zebra.lt	466.400
Videogaga.lt	458.320

- **Mobile penetration in Lithuania is around 148% (4.8M active mobile subscriptions)***
- **The Mobile Reach Package gives an unparalleled reach of 12.5% on the total mobile audience**
- **Since 3.4M people live in Lithuania the Mobile Reach Package hits 18% of the Lithuanian population**

100% Lithuanian population



+18% Reach



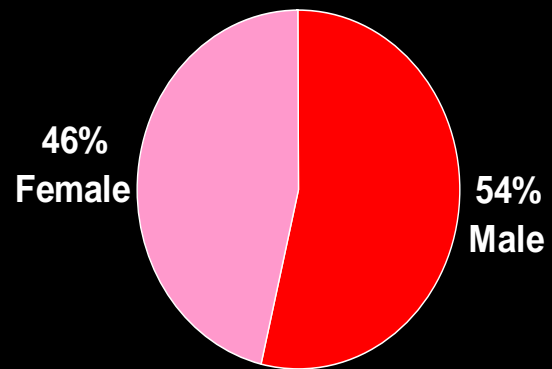
- **Approximately 30-40% of Lithuanian operators' customers access the mobile Internet at least once a month, and growing!**
- **At least 60% of the mobile Internet traffic is gathered by operators portals**
- **The Mobile Reach Package ads do not overlap amongst the different operators' customer base**
- **Lithuanian operators' customers surfing on their mobile portals see +4.3M pages per month**

WHICH IS THE ADVERTISING OFFERING?

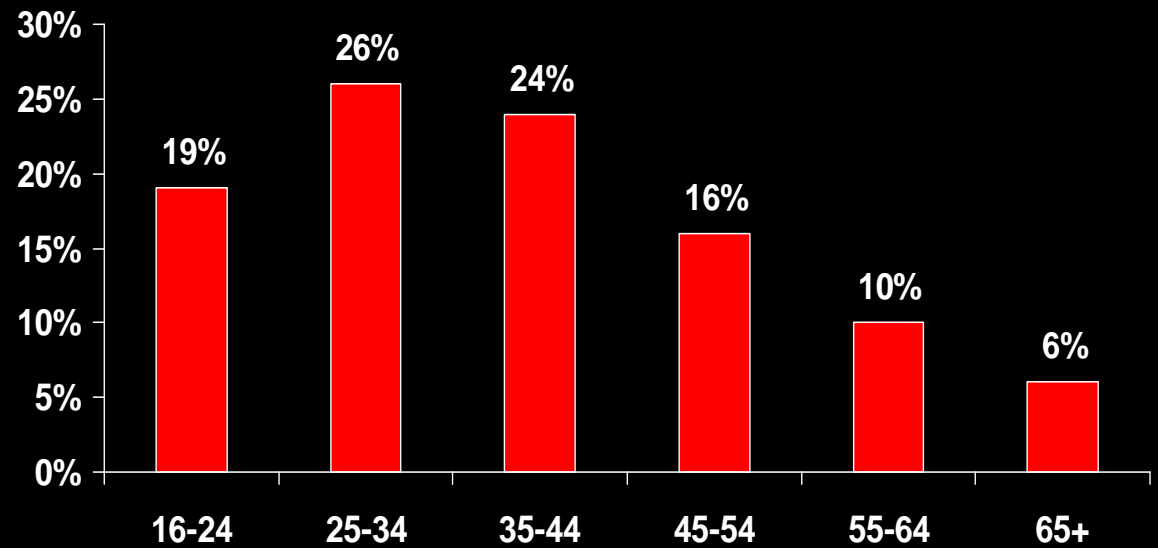
- **+5.2M** available ad impressions per month
- **Three different ad zones** (top, middle and bottom) across the following common portal sections: **Homepage, News, Music Entertainment, Useful, E-mail, Chat&Date and Games**
- **Targeting by vertical context, handset and timeframe**
- **Performance-based perfect for instigating user actions: CTR ranges from 2% to 8%***
- **Value for money: Conversion rates go from 5% to 25%***
- **Similar online advertising analytical metrics with strong reporting features** (impressions, clicks, CTR, etc.)
- **CPM model**

WHO IS THE TARGET GROUP?

Portal Users - Gender



Portal Users - Age Groups



WHAT CAN I ADVERTISE?

- **The Mobile Reach Package Guidelines and Standards have been set up to define the exact advertising policies (look for a printed copy amongst the delivered materials)**
- **Content-wise, "non-family safe" advertisements are not permitted (adult content, violence, weapons, illegal content, drugs, etc.)**
- **Gambling and sport betting ads are only allowed for those entities who are legally entitled to conduct and advertise such activities according to the applicable regulations**
- **Standards-wise, the Mobile Reach Package adheres to the promulgated by the Mobile Marketing Association.**

HOW MUCH IT COSTS?

Top: 0,03 LT per ad = LT 30 CPM
Middle: 0,025 LT per ad = LT 25 CPM
Bottom: 0,02 LT per ad = LT 20 CPM

THINK MOBILE!

THINK MOBILE REACH PACKAGE!

For further enquiries, please contact:

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ERROR: syntaxerror
OFFENDING COMMAND: --nostringval--

STACK:

/Title

()

/Subject

(D:20081118135759+02'00')

/ModDate

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/Keywords

(PDFCreator Version 0.9.5)

/Creator

(D:20081118135759+02'00')

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