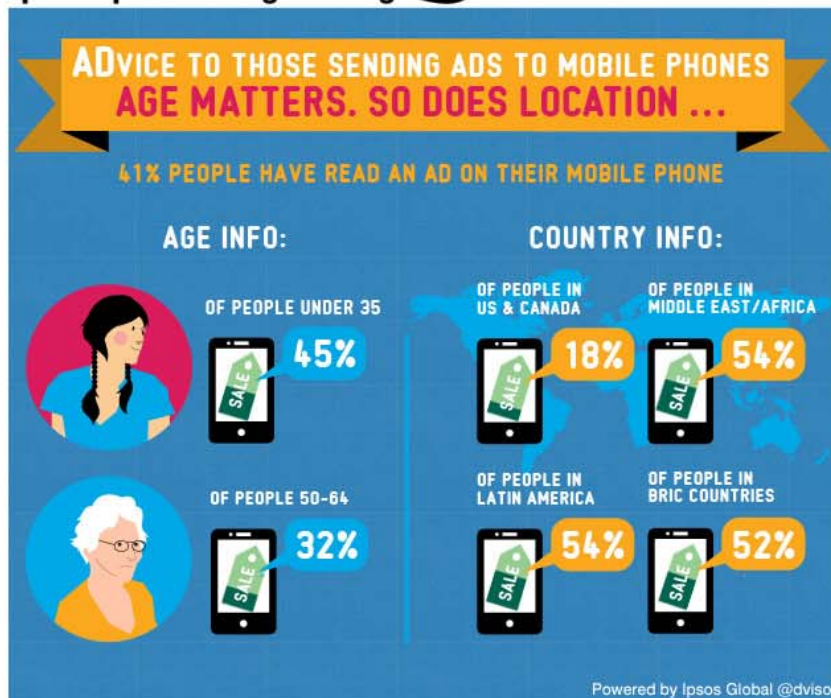




Receptivity to reading ads on mobile phones is on the rise, with 41% saying they have already done so. As you would probably expect, the percent rises for those younger than 35 (45%) and falls among those who are 50 to 64 years of age (32%). Geographically, those in Latin America, the Middle East, Africa and the BRIC Countries are much more likely to have viewed an ad on their mobile phones (more than five out of ten people) than those in North America, where less than two out of ten people have. So when making media plans, remember that you'll have better mobile phone exposure among younger people outside the U.S. and Canada – at least for now.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Sociallogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.