

QUOTES FROM INDUSTRY REPRESENTATIVES:

“The rapid evolution of digital media presents new challenges and opportunities for those who are open to change. There is a lot of interest in digital advertising but it is not translating fully into actual ad spend. The 4As recognises that developing digital talents and educating clients and staff are essential if we are to bridge this gap and tap the huge potential for growth. Together with our partners in the Digital Advertising

Alliance, we look forward to productive discussions and good ideas to drive growth in the sector.”

- *Angus Fraser, 1st Vice President, Association of Accredited Advertising Agents Singapore*

“Digital Advertising’s growth is the harsh reality of our times, its onset made possible by technological change sweeping the planet and magically making it possible to connect the middle of the Sahara to your home in Singapore. Advertisers ignore it at their peril.”

- *Low Siew Thiam, Academic Director, Institute of Advertising Singapore*

“Recognising the importance of capturing accurate and transparent data for the effective measurement of digital campaigns, we have published the Singapore Interactive Advertising Revenue Report, which is a bi-annual report published to illustrate the current value of the interactive industry in Singapore. We are glad to have received MDA’s support for our inaugural report for 2008 and 2009. We believe the report will be useful in delivering industry insight, attracting inward investment, allowing industry players to create growth strategies and gauge success, assessing individual companies’ competitiveness and improving staff performance.”

- *Ken Mandel, Chairman, Interactive Advertising Bureau*

“Singapore is at the centre of the regional mobile ecosystem in Asia, a base for global players as well as a launch pad for innovative start-ups. In addition, with over 6.8 mobile phone subscriptions, the market has proven itself to be an ideal test bed for mobile marketing and advertising campaigns, which can then be rolled out through the region. With a view of Singapore’s position within the region, we’re delighted to launch our first localized Certified Mobile Market Program for Asia Pacific here today, to enable marketing professionals to increase their knowledge and expertise in mobile marketing and advertising. The Program will cater to all those interested in learning more and pursuing a career in mobile marketing, and is especially relevant to brands and agencies based here running local or multi-market campaigns. The MMA is also currently reviewing Consumer Best Practice Guidelines and plans to roll this out in Singapore. This will provide a recommended set of guidelines to ensure a better experience for the wireless subscribers.”

- *Rohit Dadwal, Managing Director, Mobile Marketing Association Asia Pacific Limited*

“Given the phenomenal rise in social media usage globally, digital advertising expenditures provides a good alternative to the conventional media of paper and broadcast. Thanks to its measurability and the ability of more customized targeting, digital advertising is expected to grow. Thus, the formation of the Digital Advertising Alliance is timely and it will provide a strong impetus of both demand and supply in the industry.”

- *Eddie Chau, 2nd Vice Chairman, Singapore Infocomm Technology Federation (SiTF) Council*

"Driven by its philosophy of 'Good Innovation', Dentsu Asia hopes to spawn innovative solutions worldwide by leveraging from its award-winning innovations and developing breakthrough digital solutions through its regional network. Singapore is the ideal place to launch these new innovations outside of Japan because of the country’s developed and advanced digital infrastructure and its government’s support in propelling the digital advertising industry. This is the main reason why Dentsu Asia has chosen to have our digital division headquartered in Singapore."

- *Angeli T. Beltran, Regional Senior Director, Dentsu Asia Digital Division*