

InMobi Mobile Insights Report shows significant growth in Kenyan market

InMobi, the independent mobile ad network, has released its 3rd Quarter 2011 edition of the InMobi Mobile Insights report that provides insights on mobile advertising trends on the continent.

According to the report for Q3 of 2011, the data shows that InMobi now serves 1.1 billion quarterly mobile ad impressions in Kenya, up by 43% from 769 million in the previous quarter.

Key highlights of the Kenya data include:

- A 43% growth in mobile impressions over the past three months
- Smartphone impression grew 49% in the Kenyan mobile market and it continued to outpace advanced phones
- Nokia continued to dominate the market with 61% impression share followed by Samsung with 17% and Alcatel with 10% impression share
- Nokia OS remained the top platform in the region although Android saw a slight increase of 1 share point

Isis Nyong'o, vice president and managing director of InMobi Africa says, "The latest data reflects the continued growth in the uptake of mobile media in Kenya. This positive growth in the region can only bode well for Africa as a whole".

The full report is available to download at www.inmobi.com/research