

TECHNOLOGY**Huge potential seen
for mobile advertising**

Immense opportunities exist in China, especially in the mobile advertising sector, said a study published by multinational professional services firm PriceWaterhouseCoopers on Feb 24.

The study into the marketing trends in the United States, Britain, Brazil and China, found that the Chinese are far more open than inhabitants of other countries in receiving advertisements and publicity on their mobiles.

“China proposes some interesting, unique and robust opportunities for the advertiser,” Deborah Bothum, the PwC’s US Advisory Leader for Entertainment, Media and Communications, said at the Mobile World Congress, which opened on Feb 24 in Barcelona.

She said the Chinese people are “open to receiving offers.”

Mobile advertising has been a topic for around 10 years, but still requires studies of behavior regarding mobile and tablet usage, Bothum added.