



**Tablet Buyer's Guide:
Practical Advice for Advertising on Tablets**

October 2011

IAB Tablet Buyer's Guide

This Tablet Buyer's Guide has been developed by the Tablet Task Force of the IAB's Mobile Marketing Center of Excellence, with contributions from the following member companies:

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About the IAB Mobile Marketing Center of Excellence:

The IAB Mobile Marketing Center of Excellence, an independently funded and staffed unit inside the IAB, is charged with driving the growth of the mobile marketing, advertising and media marketplace. Its agenda focuses on building profitable revenue growth for companies engaged in mobile marketing, communications and advertising, and helping publishers, marketers and agency professionals understand and leverage interactive tools and technologies in order to reach and influence the consumer.

This document can be found on the IAB website at: www.iab.net/tabletbuyersguide

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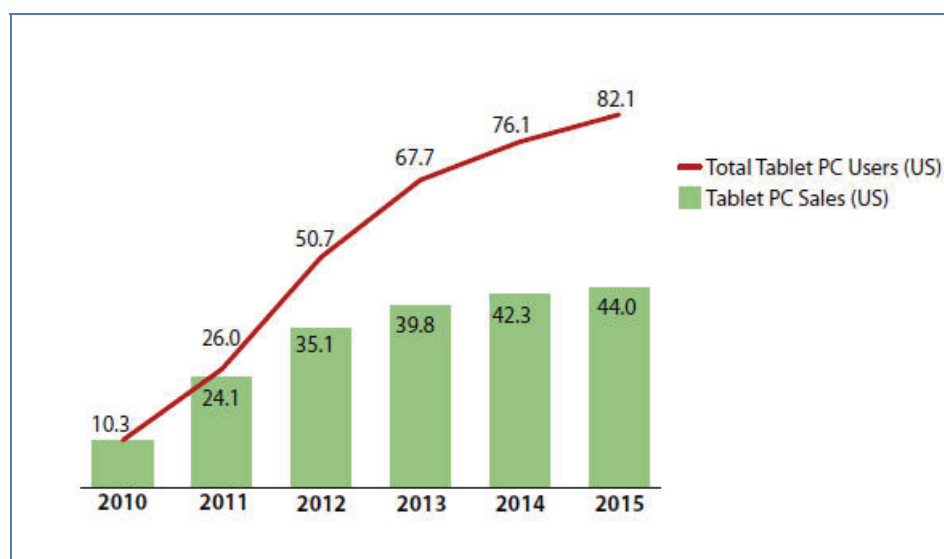
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Introduction: Tablet Advertising Opportunity

The tablet market has experienced rapid growth over the last 18 months. It has outpaced other device or media categories at a similar point in its lifecycle. Tablets offer consumers a more ubiquitous, personalized, intimate and interactive way to access content. Advertising on tablet devices allows marketers to deliver an accountable and powerful brand message literally into the hands of your consumers.

In 2010 there were 9.7 million tablets sold in the U.S. representing 3% of the U.S. population. Of those 9.7 million, 8.5 million were Apple iPads (88%). Apple reported that it had sold nearly 29 million iPads from the initial launch of the product in April 2010 through July 2011.

Additionally, Forrester predicts that by 2015, there will be 82.1 million tablet users in the U.S.¹



Source: Forrester Research. Note: All figures in millions of U.S. adults.

Today, tablet advertising opportunities exist in two main forms: through the internet browser (either to tablet-optimized or to standard web sites) and via applications (“apps”). According to a recent Forrester Research study, internet browsing accounts for the majority of tablet usage to date. Only 16% of the tablet population claims to spend more time using apps than internet browsing. Nearly 50% of tablet users claim to spend an even amount of time between apps & internet browser making it important for marketers to have exposure in both.

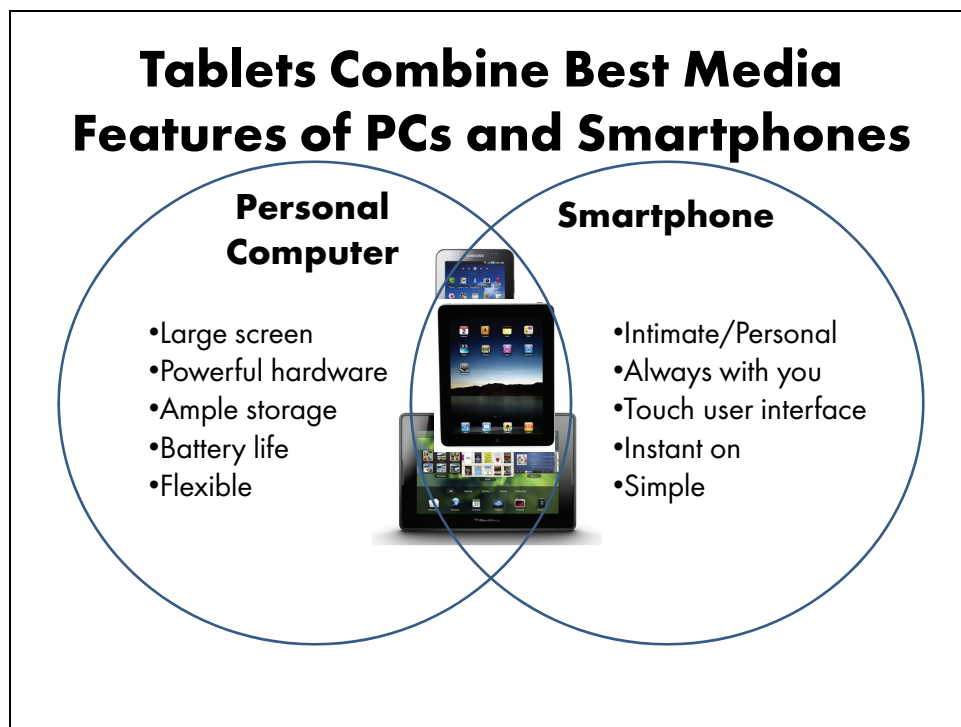
This guide offers concrete advice for adding tablet advertising to your campaigns. It is intended for marketing and advertising agency staff (both creative and media planning) looking to learn about the state of advertising on tablets today. Because tablets are still a new and evolving platform, many

¹ Forrester Research eReader Forecast, 2010-2015 (US).

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aspects of the device, particularly with regard to metrics and buying media, are changing quickly. The IAB expects to revisit questions and topics of this report over time, updating and revising as the market matures.

Defining the Tablet



Source: IAB

It may be tempting to include tablets in with other categories of media devices currently on the market. Some consider tablets as really big smartphones while others consider them lighter netbooks or laptops, lacking a mouse and keyboard. Neither view, however, is accurate. From a user experience and user mindset perspective, tablets are emerging as a unique category. Advertisers will need to take the unique features of consumer interactions via tablets into account to realize and reap the rewards of adding tablets to a media plan.

Tablets as a form factor have existed for a long time— either as specialized devices for use in industrial or commercial settings or in the form of Tablet PCs. PCs in tablet form have been available at least since 2002, when Microsoft first released the Tablet PC edition of Windows XP. Outside of a few specialized use cases, adoption of Tablet PCs has so far remained limited. E-Readers like the Kindle and Nook, another class of tablet-like device, are extremely popular gadgets; however, until recently their feature sets have been limited and advertising opportunities didn't extend very far. The next generation of "eReaders" will be far more tablet-like; indeed, the IAB expects that the distinction between tablets and eReaders will steadily erode.

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While Tablet PCs are still available, in general, this report focuses on the tablet form generating the most interest today—what some in the technology industry call a “media tablet.”² Media tablets come in a wide array of shapes and sizes but are characterized by a few key features:

- Touch screen, with multi-touch capabilities
- Thin and very light, even relative to Netbooks³
- 6-10 inch color, high-resolution screen
- Wireless internet connectivity (at least Wi-Fi, and/or 3G or 4G)
- Ability to add apps (free or paid) that increase the functionality of the device

The IAB believes that tablets represent a new and exciting media opportunity. Tablets today combine the best of both worlds of interactive media devices: the large screen, hardware power, and flexibility of PCs with the intimacy, always-availability, simplicity, and user interface of smartphones.

Marketers need to start tapping into tablets as an opportunity; the audience is already there and will only continue to grow. There are strategic reasons to embrace tablet advertising as we have every reason to expect that other devices and platforms will become more “tablet-like” in the future, e.g., PCs and televisions adding touch and gesture to their feature sets. We also expect for ‘thin,’ ‘portable,’ ‘flexible,’ and ‘intuitive’ to increasingly become watchwords throughout the universe of consumer electronics.

Market Framework: Ways to Understand the Tablet Market

This section reviews some basic ways to understand and evaluate the tablet landscape.

Device Diversity

Over 80 new tablets were announced or introduced at the Consumer Electronics Show in January 2011. Given that Apple's iPad dominates 80% of the tablet market share, it seems likely that many tablet campaigns, if not most, will be designed with an iPad audience in mind and considering the strengths and limitations of the iPad.

Campaigns that exclusively target an iPad audience remove a lot of ad-creation complexity since all iPads to date have the same size and screen resolution and offer the same browsing experience. If, however, advertisers choose to target their ads toward iPad users, they should realize they are omitting a segment of the market. iPads do not support Adobe's Flash, so all content, including ad creative and

² See IDC Press Release May 20, 2010, <http://www.idc.com/about/viewpressrelease.jsp?containerId=prUS22345010§ionId=null&elementId=null&pageType=SYNOPSIS>

³ i.e., small, ultra-portable laptops

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landing pages or microsites, must be built in HTML5 or using other alternate tools. Additionally, many iPads do not have continuous network capabilities so media planners should assume that the devices will spend at least some of their lives offline. Therefore, iPad campaigns can't rely on being able to update information from the web continuously.

While the iPad dominates the tablet audience, it is not the only game in town. Achieving 100% reach of tablet users will require building a campaign that runs across devices that will vary tremendously in screen size, operating system, and connectivity. This differs from the world of Web advertising but parallels mobile advertising on smartphones.

The following table presents a snapshot of the main tablets available in the U.S. as of July 2011.

Operating System	Maker	Device Name	Screen Resolution
Android	Acer	Iconia Tab	1280x800
	Archos	70 Internet Tablet	800x480
	Archos	9PC Tablet	1024x600
	Asus	Eee Pad Transformer	1280x800
	Dell	Streak	1024x768
	HTC	Flyer (aka EVO View 4G)	1024x768
	LG	G-Slate	1280x768
	Motorola	Xoom	1280x800
	Samsung	Galaxy Tab 10.1	1280x800
	Samsung	Galaxy Tab 7.0	1024x600
	Toshiba	Thrive	1280x800
	ViewSonic	ViewPad 7	800x480
iOS	Apple	iPad	1024x768
	Apple	iPad 2	
QNX (BlackBerry)	RIM	Blackberry Playbook	1024x600
Microsoft Windows 7	HP	Slate	1024x600
	Archos	9PC Tablet	

At this given time, the tablet market is one that sees a great deal of rapid entry and exit. For example, HP recently stopped production of its TouchPad tablet; meanwhile, it's expected that Amazon will introduce an Android-based Kindle tablet before the end of 2011. Therefore, as the tablet market stabilizes, advertisers should choose the most prevalent platform, taking into consideration variations in operating systems and screen resolutions, as well as for different hardware, processor speeds, and Adobe Flash support capabilities for each device.

Operating Systems

The device operating system ("OS") offers a way to organize the tablet market. Tablets sharing the same OS will be similar in terms of their innate capabilities and will usually support the same apps; therefore, a campaign which focuses on a particular OS can make development easier. While the

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Android OS currently supports a large number of the tablet market, Apple's iOS, as already noted, has the dominant share.

Screen Size and Resolution

Although one set of complexities results from the varieties of operating systems, the amount of variance in screen dimensions poses another challenge. One way to create some order out of the potential chaos is to group tablets with similar screen sizes. iPads and similarly sized devices (approx. 8 inches x 6 inches) would constitute the "large-screen tablet" class, while Samsung Galaxy Tab 7 and similarly sized devices (approx. 6 inches x 3.5 inches) constitute a "medium-screen tablet" class. Marketers and agencies should bear in mind that creative sizes that look good on medium-screen tablets may not look good on large-screen tablets, and vice versa.

User Mindset

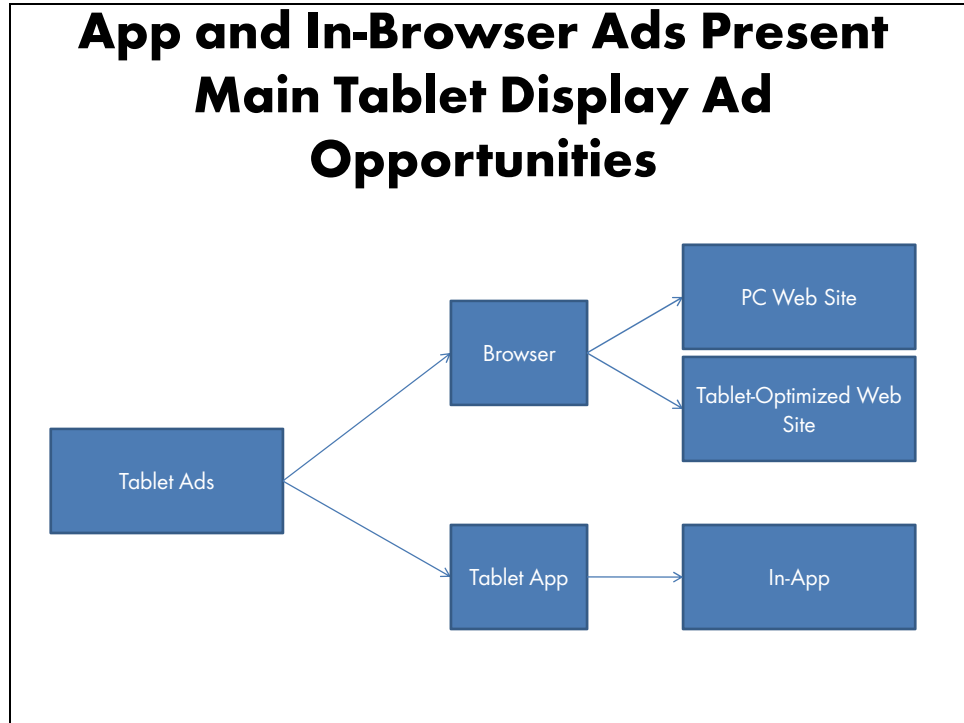
The tablet market is still developing and we can't really state with authority how consumers will use them in the future. Tablets are used inside, outside, in conjunction with other media, for leisure pursuits and as productivity tools. The portability aspect of tablets is only one element of their unique position. The touch screen and intimate nature of tablets make them a more immersive medium. These factors suggest that users would be more willing to engage with relevant ads if displayed at appropriate times. For example, a user browsing for restaurant reviews might be very receptive to an ad for a restaurant ratings app. With that said, tablets are not just for fun and games; they increasingly help students and professionals improve productivity, with increasing numbers of content relevant to those user segments. The upshot of this is that you shouldn't treat tablets as a "monolithic" device or user experience. Instead, consider using specific kinds of apps and cases that complement the marketing message you are trying to deliver and the audience you are trying to reach.

Starting Points for Tablet Advertising

A wide variety of tablet advertising opportunities exist today. For the sake of simplicity, the advice in this document will focus on three specific opportunities for tablet display advertising.

1. *In-app ads.* Ads delivered in apps downloaded to and resident on the tablet.
2. *Tablet web ads in PC-optimized websites.* Ads served to consumers using tablet web browsers, but browsing websites designed with the PC audience in mind.
3. *Tablet web ads in tablet-optimized websites.* Ads served to consumers using tablet web browsers, in web pages designed specifically for tablet-based browsers.

While there is much talk in the industry about "apps versus browser," and whether one form of tablet media will dominate the other, the fact is, both websites and apps are valid and important ways to reach the tablet audience. All of these opportunities will reach a consumer on a tablet and offer the advertiser the opportunity to tailor the experience accordingly. This section outlines these three types of ad opportunity.



Source: The IAB

In-App Opportunities

Tablet in-app ad opportunities today fall into five basic types, each with its own set of pros and cons for buyers. Some apps may feature only one of these types while others may combine types in various ways. It's important to know which types the publishers in your media plan offer so that you can plan the creative accordingly.

- *Sponsorships.* 100% share-of-voice opportunities, sometimes including content integration, that integrate references to the brand with the app itself.
- *Full-screen ads.* Full-screen or interstitial ads are commonly found in magazine-style apps. As in a print publication, ads that take up the whole "page" are delivered between or within articles. These can be static or they can include video, animation, slideshows, or tap into tablet features like the accelerometer, etc.
- *IAB web standard ad units.* Ad sizes like the IAB Medium Rectangle and IAB Leaderboard, familiar from the Web and designed into the content of apps. As with full-screen ads, these can be static or they can include video, animation, slideshows, or tap into tablet features like the accelerometer, etc.
- *Custom or unique in-app ad units.* Custom or unique in-app ad sizes are in-page units designed to complement the overall design of a specific publisher's app. Again, these can be

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static or they can include video, animation, slideshows, or tap into tablet features like the accelerometer, etc.

- *Video ads.* Ads specifically featuring video creative. Often found in video-centric apps, where, as on the web, ads run as pre-, mid-, or post-roll. But video ads are also found in other app types and contexts, for instance, between game levels.

Although the mechanics of in-app advertising on tablets will seem similar to in-app ads on smartphones, marketers should remember that tablets represent a unique medium. Knowing the distinctive capabilities of tablets will critically aid in successfully integrating tablet ads into a campaign.

Tablet Browser Opportunities

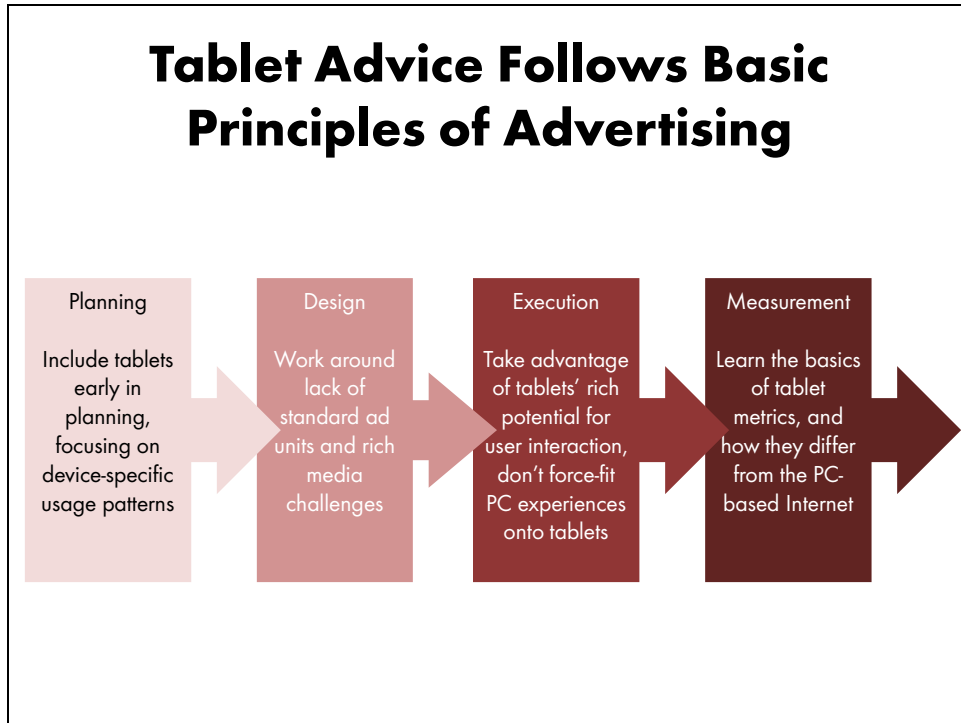
While tablet apps are a popular and important way consumers get information on their devices, tablet browsers are a vital link to the media world as well. With the exception of support for Adobe's Flash, which is absent on iPads and some other tablets, large screens and robust processing power mean tablets generally render standard web pages well. The web ads served on those pages are a way to reach tablet users. Some publishers already differentiate their website audiences to distinguish, and to serve different ads to, consumers on tablets versus consumers on PCs.

At the same time, a growing number of publishers have also redesigned their websites with tablet capabilities and user needs in mind. Given the differences in usage patterns and UI (User Interface) options between a consumer on a PC and one on a tablet, designing a tablet-optimized version of a website can be highly prudent.

Tablet web ad opportunities are generally similar to the opportunities outlined for in-app ads above, including sponsorships, in-page ad units, and full-page interstitials. A couple of pointers to keep in mind:

- IAB standard ad units may be somewhat more common on the web than in-app, but tablet web sites, in aggregate, will present a mix of IAB standard and customized sizes.
- While technological capabilities are always changing, generally, tablet web ads today are less likely to be able to tap into advanced device capabilities like the accelerometer, camera, etc., than they are able to in-app ads. As mentioned earlier, it is important to remember that Flash does not work in Apple products.

The following sections provide advice and best practices for marketers thinking about embarking on a first tablet campaign. We break down the recommendations to parallel some of the main steps for any ad campaign: planning, design, execution, and measurement.



Source: The IAB

Tablet Ad-Vice: Planning

Make tablet decisions based on a campaign's overall strategy. As with any other advertising platform, buyers adding tablet ads to a media campaign need to articulate their objectives clearly. Adding tablets for their own sake, or because they are the next new thing, may lead to useful learning; however in doing so, it is unlikely to lead to executions that improve campaign results.

Include the tablet component as early as possible in the planning process. And coordinate with the rest of the campaign whether it is offline or online.

Consider the challenges of assembling an audience. Assembling an audience that reaches across the total tablet audience poses a number of challenges today. Measuring in-app audiences remains in its infancy—most rely on analytics from the app publishers to understand who they are reaching. Tablet web measurement is also still nascent. Understanding a cumulative/unduplicated audience across multiple tablet apps is virtually impossible today; therefore, planning a multi-app reach play requires much instinct and guesswork on the part of the media planner. With that said, a growing number of campaigns are beginning to run across multiple tablet apps as well as covering both apps and the tablet-optimized web. The opportunities for branding abound and success increases when campaigns are the most inclusive.

Promote tablet-based products on tablets. Ads that work best for the tablet are ads for tablet related products. For example, ads for apps do amazingly well at generating downloads. E-Books,

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video clips, digital whitepapers, PDFs, and other similarly tablet-friendly digital goods can work well too. So if you are advertising on tablets, it's a great opportunity to make those things part of your offer/creative.

Take into account the tablet's multiple use cases. The question of whether tablets are "mobile" is an intractable one, not to be resolved here. However, when designing a tablet strategy, it is vital to take into account usage patterns of the tablet and of the specific app/web site where you plan to run your campaign. Because tablets are used both in and out of the home, marketers can't make easy assumptions about where their audiences will be or when they will see an ad. Some tablet apps are far more likely to be used in the home, while others are optimized for use "out and about." Make the usage of the app or site part of your strategy.

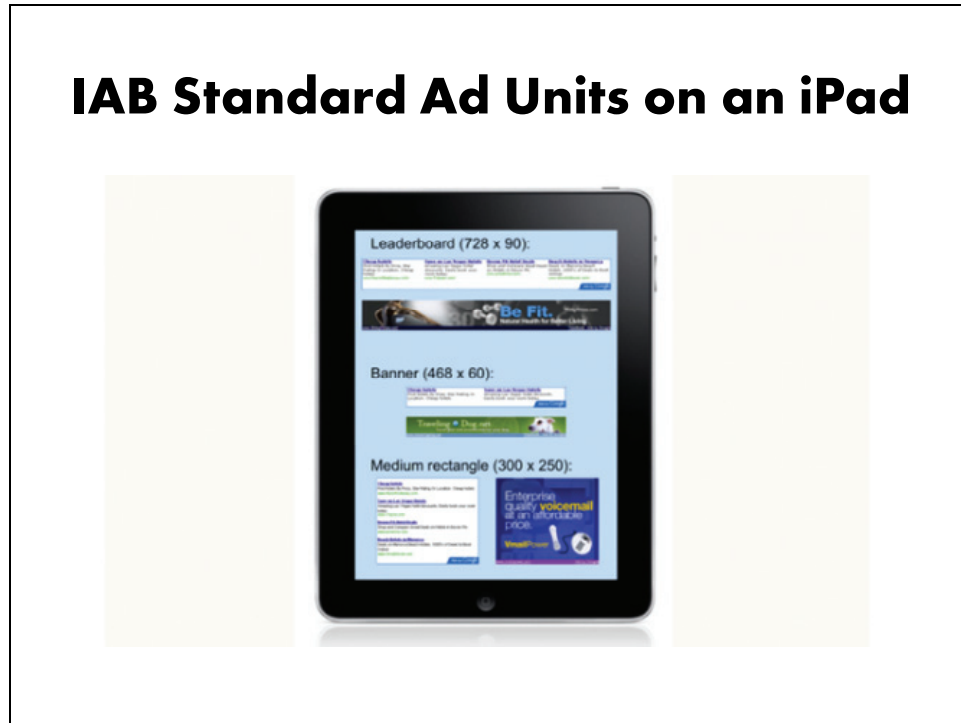
Tablet Ad-Vice: Design

Understand the lack of standard ad units. The first thing to know about tablet ad sizes is that standard tablet ad units do not exist yet. Neither the IAB nor the MMA has put out standards; with the tablet advertising market under two years old, that's probably appropriate. This situation makes it difficult to build creative that scales and—like the early days of the web—practically requires that buyers work closely with the specific publishers on the buy to understand what formats are supported. If the buy crosses multiple publishers, using specific ad sizes that work across all of them will save development time and cost.

Start with prevailing or popular sizes. While there are no tablet ad standards, per se, the IAB regularly surveys its members to see what ad sizes they offer on tablets and smartphones. Based on the most recent survey⁴ and conversations with IAB members, marketers thinking about display advertising on tablets can find a few ad types that are fairly widely accepted across different properties. These include:

- **Full-page ads:** Many publishers, especially those with tablet apps, are selling full-screen ads. Agencies designing full-page tablet ads should include two formats, one for landscape and one for portrait viewing. This is likely to work on many if not most iPad apps. Just what constitutes a "full page" can vary from app to app; some publishers reserve some space at the top or bottom of the screen for navigation, an ad indicator, or other purposes.
- **IAB standard ad units:** For example, Medium Rectangles (300x250s), Leaderboards (728x90s), and Skyscrapers (160x600s) are also becoming fairly common in-page units both in-app and on tablet-optimized browser pages.

⁴ See: http://www.iab.net/iab_products_and_industry_services/508676/mobile_guidance/mobileadformats



Source: Appadvice.com, <http://appadvice.com/appnn/2010/08/googles-ios-sdk-brings-ads-ipads>

User behavior around these ad formats will likely differ from the PC web, and advertisers are strongly encouraged to create different creative and offer different experiences post-click or post-tap relative to what they do with PC Web campaigns. But at least some of the creative sizes are familiar.

Consider sponsorships as a way around the ad size conundrum. Another way to advertise on tablets while avoiding the complexities of ad formats is to focus on single sponsorships or soft branding throughout an entire app or tablet web experience. Sponsorships have a long history as a preferred format for new media (think back to the early days of TV and radio) and have many advantages for marketers learning a new platform. They offer 100% share of voice and they tightly integrate the brand with the content. Sponsorships are fairly common for new or just-launching apps.

If you're sponsoring a tablet content property, be sure to confirm the number of brand placements, size, timing, and whether they are "tappable" or "clickable." Different publishers and apps will have different answers to those important questions.

Take into account screen size and user switching between portrait and landscape modes. Tablet screens are generally also smaller than those of most netbooks, laptops, and desktop computers, undoubtedly affecting the browsing experience. Although many web pages designed for the larger screen sizes of PCs can be viewed on tablets, it is also important to note that tablets' screen orientations also change. Desktop and laptop monitors have long been designed for wide-format, "landscape mode" viewing: the height of the screen is always much smaller than the width. The web, therefore, has historically been designed for a 4:3 experience with an infinite height scrolling. Tablets

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depart from this convention: they can be used in either portrait or landscape mode, and indeed users change from one to the other at will. This feature represents a departure from the established design conventions of the web, but it also creates opportunities that both content and ad creators can leverage.



Source: The Associated Press

Understand the tablet rich media situation. Adobe's Flash and the huge pool of developers who can create in it provide a ready source of talent for executing Web rich media. However, iPads don't support Flash, instead rich experiences are built using CSS, WebKit, and HTML5. The pool of designers with experience using these technologies is much smaller than the Flash developer base. Outside of iOS, some tablets do support Flash. For example, Android based devices can run Flash 10 and are limited only by their processing power and memory. However, because Android based devices also have full access to WebKit, CSS and HTML5, content developed for iPads can potentially be repurposed for Android tablets.

Even in the world of "web standards," some things are not fully standard. For example, iPhones and iPads differ slightly in how they respond to a <video> tag. Video can auto play in a PC web browser, but not auto play on an iOS device. Also, video will load and play in-page if viewed on an iPad. On an iPhone, however, the video will load on the page but play in a separate, full-screen video player. Because each device implements differing features based on its unique capabilities and limitations, ad

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designers need to be careful to understand how a creative may behave differently from one operating system to the next, or even one device to the next.

Seek advice from your media company partners on creative. IAB media company members report that often publishers are being tasked with a lot of the heavy lifting on creative development. Talking to your media company partner or partners can definitely help clarify what can and can't be done, and what's templated versus what's more custom and thus more expensive.

For tablet rich media ads, anything beyond basic expandables (currently the common vernacular) will require advance time for development, as well as for development cycles on what the post-click experience is going to be. For agencies just learning the tablet world, a good media partner can provide invaluable help with calendaring. While the exact lead time required for creative development will vary from publisher to publisher and be dependent on the rich media pieces, availability of hi-res assets, and other factors, at least two to four weeks may be needed and potentially longer.

Think of the touch-driven environment first; then let the ad unit and the creative follow. As tablet advertising gets underway, thinking about tablets as a touch-driven environment may be a helpful intermediate step on the way to creative design. Strategists and designers new to the platform should play with one or more of the devices for a while to get a feel for what touch does to a user's experience with content and allow the behaviors of swiping, pinching, expanding, rotating, and other touch conventions to influence the creative. Thinking about the UI early in the process will almost always lead to a creative with greater engagement and appeal.

Conde Nast Shakable Qwest Ad Adds Fun to a B2B Ad Message



Shake Ad, Solve Puzzle, Learn More About Qwest Business Services

Source: Conde Nast

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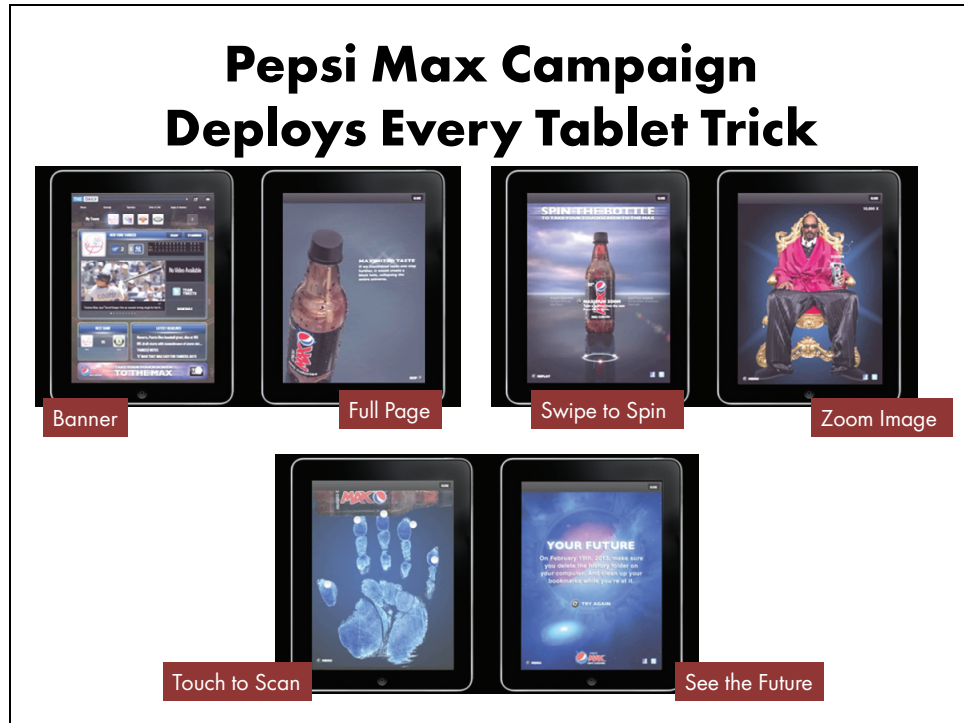
Attune the ad to the larger app or web experience. There are hundreds of thousands of tablet apps, and the number of tablet-optimized web sites is growing fast. However, most of these apps can be categorized into a relatively small set of app types. One possible categorization scheme would be the following five app types:

- **GAMES:** highly engaging and entertaining, games or game-like experiences
- **MAGAZINES:** long-form edited, article content, predominantly text and images.
- **VIDEO-PREDOMINANT:** video central to the experience.
- **INFORMATION/NEWS/UTILITY:** primarily geared around short form, quick hit, informational content
- **SOCIAL/COMMUNICATION:** intended to facilitate sharing, messaging, conversation

Ad opportunities depend on app type. For example, video apps tend to feature typical video creative (pre-roll etc), while swiping in a newspaper/magazine app leads to ads as a part of the "flipping" of "pages." In other kinds of apps, in-page IAB-standard ad unit or overlay or "coverflow" type executions predominate. Given that app type will affect both ad units sold and users' propensity to interact with those ads, it's important to consider the ad's characteristics when devising the media plan, and/or to consider the media plan when thinking about the creative.

Tablet Ad-Vice: Execution

Take advantage of richer interactions. One of the most exciting aspects of tablet advertising is its opportunity to create a host of richer interactions between the consumer and the creative. While similar to the capabilities of smartphone in-app ads, the tablet's screen size and depth of consumer focus makes the possibilities of interactions with ads even richer. Functionalities of tablets (e.g., the iPad's accelerometer and compass) create a "fun factor" that has been rare in interactive advertising heretofore. Additional interactive possibilities include videos, buttons leading to more information, slide shows and image galleries, swipe to rotate, and links to commerce sites or other web sites.



Source: The Daily, Medialets

Optimize design considering differences from PC-based interactivity. While tablets present some exciting opportunities for rich consumer interaction, it is vital to note that fingers are not mice. Touching an item with a finger or swiping a display to make it move on a tablet may yield the same result as clicking a mouse pointer to follow a link. Psychologically, however, the physical interactions on tablets capture more of the user's attention and lead to a richer user experience. Since fingers are larger than a mouse pointer, tablet redirects and buttons need to either have more space around them or be larger. There is no concept of hover on the tablet so some of the more modern PC-browser design techniques like hover-select, hover drop down menus, button hover reactions or on-mouse-over ad effects don't carry over to the tablet. Such issues present design challenges. Conversely, the tablet's swipe and multi-finger gestures don't translate back to the PC. These interaction differences affect how ads run and should ultimately influence how pages and ads are designed.

Optimize landing pages for tablets. Landing pages are an important part of most interactive advertising campaigns, and tablets are no exception. Landing pages for tablet ads must be built in HTML for iPad users, although a Flash version might be appropriate for other tablets. Landing pages should be designed with bold creative and clear calls to action, with limited text. Detailed instructions or lots of fine print can generally be left for other media.

Consider the impact of offline versus online use of apps. For apps that require online connectivity to function, as well as for tablet web ads, media planners can design dynamic content or

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time based ads—those with definitive start and end parameters (e.g., sale items, movie and TV shows, and sporting events). Dynamic content dovetails into the size of the deliverable because anything from live user-provided data to music, video, XML feeds, for example, can be used.

In the case of ads served offline, some tablet SDKs (Software Development Kits) allow updating of ads (that is, edits to the creative) that are served offline. However, some don't and would require a cancellation and resubmission of the campaign. Buyers should be aware of which scenario applies based on where their campaign is running.

Tablet Ad-Vice: Measurement

Confirm the available metrics up front in conversations with publishers and networks. Metrics should be a part of even preliminary conversations with publishers and networks. Understand what can and can't be measured on tablets, and seek metrics that will give you the insights to know if your campaign is achieving its goals while not overwhelming you with a sea of data.

Proceed with caution when looking at syndicated audience data. The established interactive audience measurement vendors, like comScore and Nielsen, are only just beginning to develop tablet panels and measure this medium. As with the early days of online, different tools tell very different stories; so it's important to understand where the data are coming from and how reliable it may or may not be. New vendors specializing in apps, such as Localytics and Flurry, are also worth looking at.

Talk to individual publishers and their analytics vendors to get a complete perspective on reach. Since syndicated metrics for tablets are only just starting to come online, it's important to work directly with publishers and their analytics vendor partners to really understand the audience for any specific app.

Understand how offline ad delivery will impact metrics. For ads delivered offline, be aware that metrics will not be available with the immediacy familiar from the PC Web. Depending on how frequently a tablet is connected, it may be some time after the end of a campaign that full data from that campaign is collected and available.

Relationships with Other Media

Since tablets are highly complementary with other media, tablet ad strategies shouldn't exist in a vacuum, isolated from the rest of the media plan. Indeed, Nielsen reports that 68% of tablet owners

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say they use their tablet while watching TV.⁵ For marketers, this creates strongly synergistic opportunities to program relevant or related ad messages on both platforms

Tablets and Print

The print world presents what perhaps is the clearest set of synergies with tablets. Print publishers have flocked to the tablet platform (along with e-books to some extent) because it allows them to recreate a magazine or newspaper experience in digital form, in a way that the PC-based web never quite managed to do. The ability to flip from article to article, as opposed to clicking links, and a form factor much better suited to longer-form reading make tablet newspaper and magazine apps very reader friendly. Ads in print publication apps also tend to echo their print cousins, being full pages that display between articles or between pages of an article. Unlike print, of course, digital magazine ads crave and reward interactivity, with video, games, and links to social media and other web activities all very natural on top of a "full page" ad.

Tablets and Digital

As with any medium, user experience and the platform/device capabilities need to be at the center of any cross-platform products. Tablets are used differently than wired devices so content and advertising must take this into account. Tablets aren't cannibalizing wired websites but are rather augmenting the audience. Audience demographics and behavior can be different on a tablet than on a desktop or laptop. Merely duplicating advertising that runs on the web doesn't take advantage of the immersive qualities of a touchscreen and the intimate environment of the tablet. Advertisers, therefore, should avoid the temptation to simply port web campaigns to tablets. Instead, they should build or edit creative to leverage the platform's unique strengths.

Tablets and TV

Consumers are consuming increasing amounts of video on tablets, but perhaps the better and more interesting synergistic benefit to be had between tablets and TV lies in simultaneous usage of both devices. This is nothing new, consumers have been surfing the web while watching TV since the dawn of dial-up. But tablets are an extremely natural device for this kind of behavior and present even better opportunities to take advantage of it for both advertisers and publishers alike.

⁵ Nielsen Q1 2011 Mobile Connected Device Report, cited in ClickZ, "Two-Thirds of Smartphone and Tablet Owners Use Them While Watching TV," June 10, 2011, <http://www.clickz.com/clickz/stats/2078241/thirds-smartphone-tablet-owners-watching-tv>

Conclusion

The next two years will see a continued explosion of tablets as a consumer device and as a medium for content and advertising. Tablets show amazing promise, though at this point it feels like there are more questions than answers. Some of the key questions for the next two years include:

- Will iPads continue to dominate?
- Will a common development platform emerge for rich media content and advertising?
- What role will HTML5 play in the development landscape?
- How important will medium-sized screen tablets be in the market?
- Will the tablet upgrade cycle look more like mobile phones (fairly fast and regular) or more like PCs (in the way people hang on to them longer)?
- How much will tablet technologies and user interfaces find their way into other devices?

The outstanding questions are huge, but should not deter marketers from including tablets as a part of their marketing plans today. The IAB's Mobile Marketing Center of Excellence is looking forward to exploring how consumers make tablets a part of their lives and to helping the industry grow faster through education, case studies, best practices and, as the market matures, standards around measurement, creative and operations.