# ERICSSON

# INDUSTRIAL DEFINED PROBLEM

## Problem Statement 3: Is growth of mobile advertisement a myth?

## 1. INTRODUCTION

Mobile advertisement is a form of advertising business using mobile phones or other similar devices. For example, the sms we receive on our phone for discounts in a shop is a form of mobile advertisement.

## 2. PROBLEM STATEMENT

**The problem statement here revolves around this: "Is growth of mobile advertisement a myth? What are the barriers (psychological, economical, etc) to its growth? How can they be removed?"**

## 3. EXPECTATIONS AND EVALUATION CRITERIA

Solutions are expected to be along the lines of a new business model for mobile ads. Please make sure to not repeat the common solutions which are to provide discounts for each mobile ad subscription, improve the quality of mobile ad recommendations made, etc.

The solutions are expected to involve a detailed study of growth and fall of mobile ads, barriers and ways of improvement (more like a case-study). Methods to improve can take motivation from other similar business cases or can be theoretical that could cover the following fields: psychology, economics, sociology, statistics, etc.

   3.1. The expected parts of the solution are
        3.1.1. Factors influencing mobile ads.
        3.1.2. Statistical model to predict growth in the future, that takes the factors identified in 3.1.1 as its parameters
        3.1.3. Business model to improve the growth based on 3.1.1 and 3.1.2.
        3.1.4. Extra credits for prototypes with real data (based on survey, social media information, etc)
        3.1.5. Extra credits for demography based study as well (college students, professionals, etc)

   3.2. Evaluation
        3.2.1. Soundness in study
        3.2.2. Novelty
        3.2.3. Soundness in concepts
        3.2.4. Clarity
        3.2.5. Feasibility