Research Article

New Age of E-Advertising via Interactive Telecommunication in Special Reference to Mobile Advertising

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Abstract

The advertising industry has experienced enormous changes have evolved various forms of advertising. The biggest change in the advertising industry is the advance of social media. In addition to providing a new platform that allows you to place your ads in a creative way an advertiser can have the maximum reach of marketers. The report of this research is the traditional advertising industry, more interaction in the role of 'one-way', more creative, and transformed into a fun and interactive process, and lighting for this innovation modification.

Keywords: Internet video traffic, Innovation in Advertising, interactive.

Introduction

Today 'only' communication 'ads are no more reaching the new Gobi got a new role from' fun 'and' brand building 'interactive'. This innovation makes not only the transformation of traditional media, creating new media advertisements(1).

With rising the electronic industries and many research on the microelectronics (2, 3)new technology were always float in the market which in turn attract the customers. Any opportunity to influence your potential customers will use(4). The advertising industry has undergone tremendous changes since ancient times, in the way that traditional Dunn advertisements are done, many of which have changed due to technological advances. "Innovation in Advertising '", but not limited strictly to" the use of technology "in advertising, how the introduction of technology revolutionized the advertising industry has made the same' technical 'and innovation(5).

As a consumer, we are exposed to many ads every day. Some of our ads when advertising through sections, daily newspapers, configured, you may see ads in the form of display ads, banners, and more.

The year when referring to the second referee between your favorite soap or one of
the cricket days, we were watching television, some over FM, some pop-ups while surfing the internet. As consumers, we cannot escape anyone largely leads credit for these 'innovations' and marketers extend not only to have a subtle, defined and defined approach in 'reach' objectives multiple times. When compared to all these innovations are that this business has been realized before(6).

This research reports how this innovation is a company can be efficient and effective to communicate with target groups will try to analyze what brings this innovation will radically change the way advertising is traditionally done by. What exactly is this 'innovation', what is due to aspects such as the emergence of new advertising media, this innovation marketers 'range' increases with treatment(7).

First, we have traditional media such as print media and television. The quality of print ads with the advent of new software technologies has greatly improved(8).

**Television:**
Product information is provided in detail for the audience, the viewer is important platforms for infomercials (Infomercials) are persuaded to buy instantly by providing toll-free numbers. They usually have the experience of consumers and industry professionals.

In outdoor advertising we will now scan your facial features when viewing the view to match the men or women of a certain age-standard feature and ultimately provide displaying digital ads to display special messages. When the screen is hologram, an interactive screen installed in the shop window can serve two people passing through each other(9).

Non-interactive holographic view in store windows combined with artificial vision software, you can tailor ads based on characteristics such as age and gender. The projected image on the screen is made when it appears that the image will be displayed in a free atmosphere.

This has attracted the attention of the viewers. Mobile phones as new media become indispensable today. According to India's leading online publisher of eStatsIndia.com the Internet industry report provides search-based services(1, 10).

- India's mobile advertising market has recorded a monthly average of 7.3 billion times, up 27% between January 2011 in October 2010.
- This was followed by a 22% growth for positive results in India's largest mobile advertising market in the Asia-Pacific region.
- Mobile data traffic in India will grow 114 fold 2010-2015, which represents an average annual growth rate of 158%.
- In India, mobile data traffic in 2015 corresponds to 15 times the entire Indian Internet in 2005.

The following table 1 shows the number of mobile phones installed base in 2015, India.
Table 1: Number of mobile phones installed base in 2015

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<tbody>
<tr>
<td>Land Line Phones</td>
<td>9286</td>
<td>7102</td>
<td>3945</td>
<td>3011</td>
<td>2017</td>
</tr>
<tr>
<td>Basic Phone</td>
<td>5612</td>
<td>4458</td>
<td>2414</td>
<td>1123</td>
<td>752</td>
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<tr>
<td>Smart Feature Phones</td>
<td>2547</td>
<td>4128</td>
<td>8247</td>
<td>11254</td>
<td>17895</td>
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<tr>
<td>Advance Phones</td>
<td>256</td>
<td>964</td>
<td>1128</td>
<td>4258</td>
<td>5321</td>
</tr>
</tbody>
</table>

Now, since the ads are available, as well as text messaging via 3G and 4G multimedia support the message also changes mobile ads. People now use smart phones equipped with better technology, applications and connectivity. The QR code (Quick Response Code) is used in advertising. OR code is a two dimensional bar code basically looks like a black pixel pattern on a white background. A remarkable growth of Smartphone technology has led to a QR code to be used for advertising purposes. A man with a smart phone camera, and bar code scanning application, anyone can easily scan QR code. The QR code can display text to the user or send an e-mail or text message. Website or online coupon.

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It connects directly to mobile devices based on user location. Location-based marketing (LBM) is trying to promote a product or service to people from a specific area defined as the use of mobile marketing, especially for mobile users. That is, the owner of the restaurant and one of the tools that can be used to send the fingers of LBM mobile ads to people who are within 5 miles of my location. According to the latest data, in January 2012 the number of mobile phone users in India is about 900 million people. Then you can easily imagine the media coverage.

The greatest revolution that has evolved with the internet has presented many innovative ways that advertisements appear. According to e-Statistics India's press in India is expected to increase in total Internet users, 166 million people by 2015 to 2,000,000 people in 7000 in 2010. In India, the average internet traffic has increased by 39% in 2010 Early and not immediate, and the mainstream media is ignored again as an
important part of the marketing mix. The total online ad spending market in India has seen a positive growth in recent years(17). The online advertising market has grown around CAGR (Compound Annual Growth Rate) of 62.65% between 2011-2007. The table 2 below shows the scale of the online media shopping market, India 2012-2016.

Table 2: Scale of the online media shopping market, India 2012-2016.

<table>
<thead>
<tr>
<th>Year</th>
<th>Online Media (Market Size in $ Million)</th>
<th>Online as % of Total Media</th>
</tr>
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<tbody>
<tr>
<td>2012</td>
<td>255</td>
<td>3.6</td>
</tr>
<tr>
<td>2013</td>
<td>345</td>
<td>4.2</td>
</tr>
<tr>
<td>2014</td>
<td>525</td>
<td>5.5</td>
</tr>
<tr>
<td>2015</td>
<td>689</td>
<td>6.2</td>
</tr>
<tr>
<td>2016</td>
<td>798</td>
<td>8.8</td>
</tr>
</tbody>
</table>

Digital media advertising as a proportion of total media accounts has been increasing steadily over the past few years. At the end of 2009, digital media, advertising expenditure was about 3.2% of total media spending, which is expected to further increase to about 3.4% of total advertiser media spend. Four out of five internet users are online (or search online) and found that 5 million strong online consumer-based translations in India. The rise of social media is a major change in the advertising industry. The number of active Internet users in India is about 100 million people is a powerful advertising medium(18, 19).

The small businessman can now 'Twitter' itself can easily buy ads starting advertising service call self service ads on Twitter. Now, entrepreneurs can reveal their marketing campaigns without the help of sales representatives. This service is currently only available to American Express Card users, but we hope this service is provided to other business professionals. Between video and video advertising Earlier

video sharing sites like 'your tube' are also an innovative platform for advertising. Some data showing the popularity of films in India are as follows(1):

- Internet video traffic in India, from 14% in 2009. In 2010, it accounted for 20% of all internet traffic.
- In India, Internet videos exceed 7 billion minutes of content per year in 2010 (in 2009 more than 4 billion).
- Mobile video traffic in India will increase 155% between 2015-2010, which represents an average annual growth rate of 174%.
- Video will occupy in 2015 56% of mobile data traffic in India, compared to 41% by the end of 2010.

Innovation offline

We have in-store ads to mention all ads placed in resellers. There are levels of my eyes, parts and it includes putting the product in a position that looks in the eyes of the store, such as advertising in places such as display and shopping cart handles, eye-catching to promote counter, certain
products near the supermarket checkout floor and buried(11).

**On the video screen**

Because innovation is the Internet, where you create new and effective media like FM and Mobile Innovation starting with new ideas and new ideas will not end up human brain, there is still room for frequent innovation. A technology that allows TV viewers, click the button in the next few years to request more information about the product displayed in the ad, you can easily use(5, 20).

**Conclusion**

Technology will pave the way for future innovation. Now ads have come a long way. The Internet has now become a new battlefield of marketing companies, every marketing company to influence consumers. Many possibilities have been explored, there are still many ways you can make in advertising and inventions and discoveries. Innovation is the key. We can expect more creativity and more innovation for interactive advertising.

**References**


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