**Consumers are More Connected to Mobile Ads**

Consumers are engaging with mobile advertisement and services more than ever before, the latest study from the Interactive Advertising Bureau has found. Increased access to Wi-Fi, the proliferation of mobile devices and greater social media presence are all contributing factors to the increase, said Anna Bager, senior vice president of mobile and video at IAB.

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<http://www.thedrum.com/news/2016/09/27/new-iab-survey-shows-consumers-buying-mobile-more-ever-ads-and-social-trigger>

image source:

<https://www.bing.com/images/search?q=mobile+phone+advertising&view=detailv2&&id=63DFB0EEBE7D35101763BF5F8FA63A715084D465&selectedIndex=30&ccid=eil6Lo6B&simid=608035596390696045&thid=OIP.M7a297a2e8e81f2422def618cf54cbce1o0&ajaxhist=0>