Mobile advertising forecast to hit £500m in 2012

- **2008**: £25.45m
- **2009**: £37.6m, up 32% year on year
- **2010**: £83m, up 116% year on year
- **2011**: £203m, up 157% year on year
- **2012**: £181.5m in the first half, up 132% year on year

According to the Internet Advertising Bureau, UK mobile advertising grew a staggering **132%** in the first six months of this year to £181.5m.

Breakneck growth is continuing in the second half – fuelled by the popularity of Apple and Google's app stores as smartphone ownership nears **60%** of the UK's adult population – with forecasts putting UK mobile spend at as much as **£511m** for the full year.

Mobile display and video advertising almost doubled in the first six months this year to £50m, with mobile search soaring by more than **150%** to **£132m**.

Mobile search accounts for almost **three-quarters** of all UK mobile ad spend. Total UK internet advertising spend rose **12.6%** year on year in the first six months to £2.59bn, comfortably on track to pass £5bn for the year. The total digital display advertising market, including mobile, rose **10.6%** in the first half to £591m.

www.guardian.co.uk

Quote for thought

Happiness is something that multiplies when it is divided

'By the river Pedra I sat down and wept' by Paulo Coehlo

By Mark Rae 1a1

After school classes
- Monday: Higher & Advanced Higher Maths
- Tuesday: Intermediate 2
- Thursday: S1 to S3 Higher

The Most Common Pin Numbers

We all carry credit cards, debit cards and mobile phones and most of these items require a 4 digit pin to use them. Shockingly, it seems that one in every 10 people use the same pin – 1234!

There are 10,000 different combinations in the numbers 0-9 and people seem to be exhibiting a huge lack of imagination when picking their pin numbers, and pick very predictable combinations.

Here is a table showing the most frequently used pin numbers. Repeated number combinations are very popular too. Also, numbers like 6969 and 2323 feature highly.

Also frequently used are memorable years, they are a lot of PIN numbers which begin with 19--. Probably years of birth, or years of memorable occasions. Famous dates are quite popular too, such as 1066 (when the Battle of Hastings happened) or 1914.

The least used PIN number is 8068, only used by 0.000744 % of people with credit cards. So is you were looking to change your PIN 8068 would be quite a good one to change to.

Article by **Mark Rae 1a1**

Source www.guardian.co.uk

	PIN	Freq
#1	1234	10.713%
#2	1111	6.016%
#3	0000	1.881%
#4	1212	1.197%
#5	7777	0.745%
#6	1004	0.616%
#7	2000	0.613%
#8	4444	0.526%
#9	2222	0.516%
#10	6969	0.512%
#11	9999	0.451%
#12	3333	0.419%
#13	5555	0.395%
#14	6666	0.391%
#15	1122	0.366%
#16	1313	0.304%
#17	8888	0.303%
#18	4321	0.293%
#19	2001	0.290%
#20	1010	0.285%

Puzzle of the month

Last months winner…
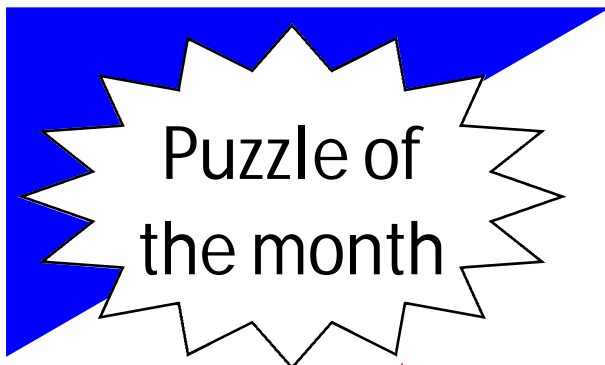
Well Done to September's winner

Erin McHugh 1a3

Halloween Puzzle

1 pumpkin and 1 set of face paints costs 3.50

2 pumpkins and 3 sets of face paints costs £8.50

How much does the pumpkin and set of face paints cost?

Sad Statistics

The number of Syrian refugees fleeing the bloodshed could reach **700,000** by the end of this year, the United Nations has warned. Refugees have fled to Turkey, Jordan, Iraq and Lebanon. Lebanon has **78,452** refugees, Turkey has **87,774** refugees, Iraq has **33,063**. Humanitarian agencies said they need £305m to fund their operation of providing for these camps and helping the poor people, but at the moment only **£88m** is available, that is only **29%** of the amount needed. Heaters, clothing and blankets are now needed for winter coming too.

By Cameron Park 1a1

Research from Sky news

Celebrating achievement

S1 - Winner
Kerr Quinn

Pupil of the Month

S2 - Winner
**Jennifer Quigley**
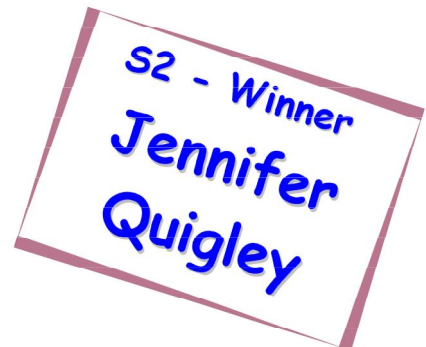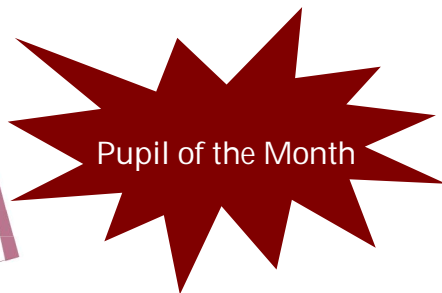
Focus for the month was Classroom standards.

Well done to the winners and of course all the nominees!.

Riddle

There was a castle that was round and had no corners. One day there was a murder in the castle and the prince came to the castle, he saw the princess on the floor and asked the prince "Did you see my princess get murdered?" The king said, "No, I was out with my friends." So the prince asked the cleaner the same question and the cleaner said "No, I was busy picking up the litter." and finally he asked the maid and the maid replied "No, I was busy cleaning the corners of the castle"

Who was the murderer?

By Imaan Shezad 1a1

See back page for answer
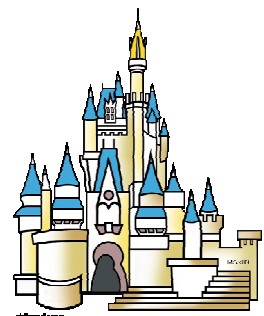
Don't forget to keep up to date with the school website and Glow!

See your teacher if there are problems with your password!

glow

Maths Riddle

The Buttered Cat Paradox

If a Cat always lands on it's feet and toast always lands buttered side down, What would happen if you strapped a piece of buttered toast onto a cat (buttered side out from the cat of course), and then dropped the cat from a considerable height? Hmmm.....

Some people believe that if you tried this, an Anti Gravity effect would be produced, and the cat would, as it approached the ground, it would slow down, start to levitate using the cats tail for propulsion, and then start to rotate at a high speed as both the cats legs and the buttered toast tried to reach the ground first.

"What would happen if you used margarine?"

In real life, Cats do have the power to turn themselves the right way up, if they are dropped upside down from a sufficient height (about 30cm) this is called "The Cat Righting Reflex".

However, no similar ability has been reported for buttered toast...

Article by **Mark Rae 1a1**

Sources: The hoard of Mathematical Treasures by Professor Stewart

Further researched on Wikipedia and www.mentalfloss.com

Riddle answer: The maid as there were no corners of the castle!

Do you have any items for inclusion in next months newsletter?

Please submit articles of interest to Mrs Nizam in Maths .