



# international advertising

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## MMCast sets new global standard



Global media solution company, MMCast, has come up with a new idea which will solve the battle between the mobile media and advertising industries. This week in Barcelona, Spain, MMCast announced its concept at the Mobile World Conference.

The concept involves high powered and original technology which will allow mobile phones and content providers to increase profit while allowing advertisers into the picture. The MMCast high performance technology allows advertisers to play full ads at the same time that the given content is being downloaded onto the mobile device. MMCast claims this will be without delay to the user.

The technology is great for advertisers because it finally gives them a means to break into the mobile content market. This medium also allows advertisers to be very selective. The technology allows them to reach specific mobile users based on their user profiles and geographic location.

MMCast is confident that their technology will soon become the standard for mobile carriers, content providers, and advertisers. I think it will as well. I think the technology is really innovative. It is adapted to incorporate a new form of media, but also benefits each party. Mobile Carriers will be able to market their products stronger, the media content providers will be able to make more money by selling ad space, and the advertisers themselves will be able to distribute their messages efficiently. It's a win win for everyone. Lets see if it actually catches on.

posted by matt at 4:56 pm

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### about me

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