



MMCast

Founded 2007

CORPORATE HEADQUARTERS

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ABOUT MMCAST

MMCast is a provider of proprietary technology platform that enables the insertion of highly targeted video advertising during the download and buffering period. By monetizing the download period MMCast fundamentally changes the economics of delivering mobile content. MMCast's technology is agnostic in terms of carrier, network, and handsets worldwide. MMCast is the first application to fully enable content on mobile that is funded by advertising while improving the viewing experience for the user.

EXECUTIVE TEAM

- Fredrik Broberg, Founder & CEO
- Peter Lilley, COO
- Hoa Le, CTO
- Paul Rossi, VP Marketing
- Sam Aloni, VP Business Development

PRODUCT

MMCast enables the transmission of advertising to be played during the download and buffering period independent of content. Users immediately view relevant video advertising instead of the loading screen that they currently see when content downloads. The delivery of advertising is independently from content that allows for pinpoint targeting with blind demographics that reach broader markets with great accuracy. MMCast's technology enables its customers to sell more content and more

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MMCast

efficient target advertising while (creates previously non existence advertising inventories) generating more advertising revenue. Following are scalable Features to MMCast's mobile platform:

- Easy download and installation
- Accurate Targeting of Customers with Blind Demographics
- Quick delivery of advertising to handsets
- No delay to the download process
- Advertising plays instantaneously when content is selected
- Engaging the consumers attention without delay
- Quick and easy reporting, providing the audit data required by the network, the content owner and the advertiser
- Increased viewer retention while improving the User Experience.

MARKET

There are about 2.7 billion active mobile handsets in the world that can play music, video and games, with increasing numbers each year. There are literally thousands of companies with content to supply to the mobile user and millions of individuals with video content they would like to share. Additionally phone operators want to make this content available to increase their average revenue per user (ARPU). MMCast technology offers the opportunity for carriers, content publishers and application providers to use a powerful advertising weapon, making content available for free while improving the user experience and create advertising revenue. MMCast's ability to create previously unavailable advertising inventories to mobile content brings a powerful, proven marketing weapon into the reach of carriers and content owners for the first time.

CUSTOMERS

- Carriers & Original Equipment Manufacturers (OEMs)
- Mobile Networks Operators and Mobile Virtual Network Operators (MVNOs)
- Advertisers
- Content Owners
- Consumers

CONTACT

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