



Mobile Marketer

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

MMCast integrates ads during content downloads

By Giselle Abramovich

February 19, 2008



MMCast's mobile advertising technology enables the delivery of content combined with targeted video advertising

MMCast has launched a new platform for mobile video advertising.

The company unveiled new proprietary technology to let mobile carriers and content providers play ads in the buffering period while content is downloading on the consumer's mobile phone.

"This addresses the mobile advertising and content dilemma in the industry today," said Paul Rossi, vice president of marketing for MMCast, Beverly Hills, CA. "The idea behind the product was to develop a solution to address problems with content and advertising.

"MMCast technology actually engages the user on a more in-depth level by delivering instant video advertising directly to their handset," he said. "MMCast combines content and advertising video, which entertains and retains users by turning handsets into an interactive entertainment device."

MMCast's mobile advertising technology enables the delivery of content combined with targeted video advertising to handsets across most of the major networks worldwide.

By combining the ads with the content as it downloads to the handset, advertisers are able to send their commercials to the users they specifically want to reach, which is defined by the user's profile and location. At the same time, the consumer can obtain the content that they want.

MMCast's platform also allows for real-time reporting providing mobile carriers, content providers and advertisers with a full audit report, Mr. Rossi said.

"A major challenge right now is that the user has to wait during download time," Mr. Rossi said. "MMCast technology enables video advertising to be played and viewed instantaneously and does not affect any downtime, or slow down the play time of the content.

"Basically, [the service is designed to] overcome this problem by providing instant entertainment for the user, eliminating download wait across handsets," he said.

Associate Editor Giselle Abramovich covers ad networks, advertising, search, social networks, television and video. Reach her at giselle@mobilemarketer.com.

UK Office: 90 Long Acre, Covent Garden, London WC2E 9RZ United Kingdom Tel: +44 0207 849 3104
US Office: 9701 Wilshire Blvd., 10th Floor Beverly Hills, California 90212 USA Tel: 1 (310) 860 9013