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MMCast Optimizes Content Download Times With Ads

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I think this is completely brilliant. [MMCast](#), who specialise in delivering rich mobile content and targeted ads, [have come up with a way](#) to insert ads in the time between when a user clicks on mobile content, and the time which that content actually shows up. Also known as the 'buffering' time, this is the few seconds (depending on the speed of the network) in which a consumer is completely focused on their handset, waiting on something to happen. What better time to show an ad?

The next place they need to take this is to Cable Operators, to allow them to insert ads during the loading time of OnDemand video content.

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