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Velti and Vantrix partner to bring mobile video advertising

Posted by [Dusan](#) on Thursday, May 22nd, 2008 at 9:14 am under [Partnerships](#), [Services](#)



Mobile [advertising services](#) provider Velti has teamed up with mobile content delivery company Vantrix to support a universal video advertising platform. Under the agreement, Vantrix will use its device detection and video optimisation technology, while Velti can stream or provide on demand ad-supported video content on mobile internet sites. The idea is of course to get into the space before big guys and offer advertisers an opportunity to use ads embedded in video clips — or how they say it, help them "communicate more effectively with mobile users."

The video [Wireless](#) Application Protocol (WAP) platform supports many forms of video advertisements that integrate seamlessly with the mobile user's existing device and service provider's network. With Vantrix Media Broadcaster's highly advanced technology, advertising can be inserted in real time alongside streamed and downloadable video content, optimised based on each mobile device's technical capabilities and the network conditions, and targeted contextually based on the content viewed by the user. This functionality gives advertisers the ability to make sure that their messages reach relevant audiences and are delivered with unprecedented quality.

In real life, users who subscribe to video services delivered by Velti's enhanced Mobile Marketing Platform (MMP) will be asked to

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provide basic demographics [data](#) the first time they sign up. This information, combined with additional behavioural and contextual data, as well as device, carrier and network performance characteristics — aside from infringing user's privacy — will be used to target consumers with relevant ads. In exchange, mobile users will be able to use the service on most networks for free and view video clips as often as they like.

Vantrix's President and CEO, Allan Benchetrit, sounds quite bullish on the platform when he says, "Together with the Velti network, this new platform gives advertisers, [mobile](#) operators and media groups the best tools to deliver their message to any device anywhere in the world."

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