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AdMob Announces Monetization Plan for iPhone

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ADOTAS – Sixty million iPhone apps have downloaded from the Apple store, most of them free. While the apps are undeniably neat-o and useful, the question remains: how to monetize these little numbers?

AdMob and a gaggle of iPhone Free App Developers think they've found the answer – advertising within the apps. Loopt, Tap Tap Revenge, Sports Tap and BubbleWrap have all signed on (apps that currently run iPhone ads include Whrrl, VSnax Videos, SnapMyLife and HappyAppy's Expando).

Currently, more than 1,000 mobile Web site are already using AdMob to serve up iPhone specific ads. In August alone, AdMob served up more than 35 million ads on the iPhone and garnered

more than 100 million impressions.

“The iPhone clearly demonstrates how mobile advertising is evolving to become a rich, interactive environment for advertisers to engage with consumers. Advertisers want to reach this valuable audience of consumers on the iPhone and are looking for a partner with the quality reach, scale and technology necessary to help them take advantage of the unique capabilities and context of this device,” said Omar Hamoui, founder and CEO, AdMob. “We are seeing a real impact across our larger mobile ad network as advertisers discover mobile through the iPhone, run successful campaigns and come back again with even more of their budget.”

Eight new brands are launching iPhone ad campaigns with AdMob: Herbal Essences, Always Sunny in Philadelphia, Fox Searchlights' Choke, MGMs' College, Summit Films' Sex Drive, Toshiba, CBS News, Luxor Hotel, and DirectTV.

Separately, AdMob announced the first members of the company's \$1 million developer program to fuel the growth of a new wave of mobile publishers. Loopt, Stitcher, Tapulous, Pandora, iRovr, Avantar, Trism, Wixi, AppCubby, and TinyPictures (Radar) have all been selected and will receive \$5,000 in AdMob advertising credit to acquire traffic for their web site or application. Developers can continue apply to be included in the program [here](#).



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