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[News](#)
[Bloghiv](#)
[About](#)
[Contact](#)

SMS based mobile community finds revenues

3jam partners with TeliaSonera and T-Mobile

25 Oct 2008 at 14:30 GMT [Timo Poropudas](#)

In the midst of a slowing economy, SMS Mobile Community 3jam has announced a 74 percent growth in revenue month-over-month since February 2008.

"Our strategic decision to focus on revenue over total users has paid dividends that are proving valuable in this economic climate," said **Andy Jagoe**, CEO and co-founder of [3jam](#).

Tim Chang, Principal Investor at Norwest Venture Partners, adds: "3jam made a bold decision to focus on revenue early on and even though it may not be the fastest way to grow users, it has helped grow the fundamentals of the business."

3jam users on average, send 60 messages per month. The user demographics show that 3jam is most popular among females with 58 percent of total users being women.

3jam is also announcing the availability of their SuperText service through new partnerships with T-Mobile and Scandinavian telecommunications provider, TeliaSonera.

SuperText allows users to send and receive text messages from the Web. Unlike other ways of messaging, SuperText allows users to communicate for free while they're online or through their mobile phones; messages intuitively follow them by arriving in their Web in-box if they are signed in online or on their phone if they're on the go.

The T-Mobile 3jam service is currently live for all BlackBerry handsets in the U.S. TeliaSonera is launching the SuperText service through TeliaSonera's Innovation World, an online meeting place where mobile enthusiasts test, comment on and request mobile applications.

3jam has recently launched a complementary [Facebook application](#), allowing Facebook users to send and receive SMS messages online, similar to SuperText's functionality.

As with the rest of 3jam's services, the Facebook application allows users to text with just one person or a group, send pictures and other attachments, and send inexpensive international text messages by signing up for a prepay account.

Unlike other SMS applications on Facebook, with 3jam's application users can receive replies in their Facebook inbox for free when they're signed in online.

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- [Bangalore](#)
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