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Velti and Vantrix Make Video Advertising Available on Mobile Devices

advertisement

Vantrix partners with Velti to offer advanced Mobile Marketing Platform, bringing video into the mobile marketing mix for global brands, operators and media groups

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Montreal, Quebec, Canada (May 19, 2008) - Velti, a leader in mobile advertising services, announced today that it has partnered with Vantrix, a mobile content delivery company, to support a universal video advertising platform. Armed with the Vantrix Media Broadcaster device detection and video optimisation technology, Velti can stream or provide on demand ad-supported video content on mobile internet sites to a vast array of mobile devices. The new feature helps advertisers to 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.

"With over 3 billion mobile users globally, the adoption of mobile media and advertising continues to be a catalyst of growth in our industry," said Alex Moukas, CEO of Velti. "As new devices are introduced each day it is increasingly important to reach your target market, regardless of which gadget or service provider they use. With the help of Vantrix to detect any device and adapt the video content for each specific phone and network conditions, Velti is able to provide a technology agnostic mobile advertising platform with high-quality video content."

Allan Benchetrit, President & CEO of Vantrix said, "Utilizing video content for mobile devices has been difficult for advertisers to negotiate, as many have been sceptical that their message will reach its target market with significant volume. Vantrix Media Broadcaster was launched to guarantee that video content will be easily accessible to mobile users, taking the guess work out of the equation. 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."

Mobile users who subscribe to video services delivered by Velti's enhanced Mobile Marketing Platform (MMP) are asked to provide basic personal data such as gender, date of birth, area of residence and range of income the first time they sign up. This information, combined with additional behavioural and contextual data managed and updated by Velti's Personalization Engine, as well as device, carrier and network performance characteristics provided by Vantrix, is used to target consumers with advertising that's relevant to them. Mobile users can then use the service on most networks for free and view video clips as often as they like. Brand advertisers will bear the cost of the service, so users can enjoy high quality video on their mobile phones, complete with targeted ad content.

VANTRIX

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