













Table C: Ad Enablers

www.4th-screen.com		<p>A premium mobile advertising network, serving targeted ads via its ad serving platform, Mpression. It's part of the Mobile Interactive Group (MIG) www.migcan.com</p>
www.adcellmedia.com		<p>An ad enabler for mobile content serving ads in multimedia.</p>
www.admarvel.com		<p>A publisher and aggregator that works to improve existing ad-space so it brings in more ROI.</p>
www.adsmobi.com		<p>A mobile media buying platform that focuses on placing successful mobile campaigns for mobile advertisers.</p>
www.adremixer.com		<p>Gives agencies and advertisers one control panel to manage all their mobile ad campaigns across multiple mobile ad networks.</p>
http://adservingsolutions.com		<p>Ad Serving Solutions provides web based ad serving, hosted ad management and advertising delivery solutions.</p>
www.adwhirl.com		<p>Specifically for iPhone developers, it can place and switch ads with a large number of ad platforms operating on the Apple device. Popular with developers.</p>
www.celtra.com		<p>Its AdCreator tool allows rapid development of advanced rich media mobile ads without any software coding skills</p>
http://marketing.comboapp.com		<p>Creates a strategic, customized mobile and web-based app marketing plans designed specifically for mobile and web-based app developers.</p>
www.comverse.com		<p>Offers mobile advertising options to operators, like display, SMS and visual voicemail.</p>

www.didmo.com		An ad-funded gaming site, it offers gamers 24 hours free play in return for watching 4 seconds of targeted advertisements.
http://embience.com/		Assists brands, agencies, developers, publishers, and Operators or OEM to target potentially millions of users, across over 1,000 unique handsets.
www.goldspotmedia.com		Enables in-app and mobile web video advertising for brands and premium advertisers.
www.greystripe.com		Targeting the mobile gamer market, displays full-screen ads on the handset until the user takes an action.
www.i2sms.com		Specialises in SMS mobile advertising. Public utilities remain i2SMS's top focus area, enabling the 1st true 2-way power outage notification system in North America.
www.igaworldwide.com		Specialises complete advertising solutions for computer game producers. It has now branched into mobile gaming advertising.
www.inner-active.com		Concentrating on free content, it offers advertising to content producers; embedded ads for advertisers; and content for operators.
www.kargo.com		Kargo's technology platform powers some of the world's largest media companies and brands.
www.liquidairlab.com		Using its adplace application, it places banner ads on incoming call / text screens. Users set the number of ads received per day, and can earn points and rewards per ad view.
www.medialets.com		Specialising in iPhone ads and advertising applications, it provides analytics and access to an advertising network.
http://mnetgroup.com		Leaders in the mobile content and mobile marketing & professional services industries.
www.mobclix.com		A mobile ad exchange that enables easy contact between developers and advertisers. It also offers an analytics service. Now owned by Velti.

www.mobilefx.com		Geared towards mobile app development. It offers apps for mobile advertising, polling, marketing campaigns and interactive SMS campaigns.
www.mobpartner.com		A mobile ad network, specialises in affiliate marketing. It works with major brands, creating CPA campaigns for Gameloft, ComScore, Buongiorno.
www.mopub.com		The company claims it's powering ads in the top apps.
www.ominteractive.com		Handles Display advertising, rich media, video, custom mobile applications and much more.
http://emea.playphone.com		A mobile internet entertainment company that has acquired mobile advertising companies. It now specialises in mobile marketing for entertainment companies.
www.puca.com		A mobile site creation firm with a focus on ad-insertion for ROI.
www.ringa.in		The largest Voice Ads provider in India, the company offers a complete mobile advertising solution.
www.singlepoint.com		Enables publishers to monetize their mobile messaging traffic and advertisers to access premium inventory and rapidly launch mobile advertising campaigns.
www.smaato.com		Operates the mobile ad optimisation platform, SOMA, and partners with publishers, developers and ad networks.
www.sofialys.com		Mobile advertising and marketing service provider for operators, ad networks, advertisers (interactive agencies and brands), publishers and application developers.
www.tapjoy.com		Offering free mobile ad optimisation for iPhone, it's the recommended Offerpal mobile SDK.
http://tcn360.com/		Runs targeted opt-in campaigns across content, apps, display and in-app. It can place vouchers, SMS, MMS, In-Game & Interactive Voice Portals (IVR).






www.tigerspike.com		A personal media company with a specialisation in the mobile arena
www.transpera.com		Provides an ad-supported mobile video platform, Transpera Advertising Platform (TAP). This streams advertisements before, after and around mobile videos.
www.unkasoft.com		Specialises in both placing ads in-game and creating games specifically centred around particular products.

Table D: – Ad based business model

www.3rdspace.com		Specialising in mobile video, delivers pre-roll advertisements.
http://advertising.4info.net		An SMS service, it adds banner ads and links to texts containing user-requested information, such as breaking news or social network notification messages.
www.adiglobal.com		Concentrating on getting response from its advertising campaigns, it uses SMS, mobile internet and voice channels to collect info on ad performance.
www.adfortel.com		An ad-based voice company based in the Netherlands, it uses its VoiceAds engine to play audio commercials instead of a tone during 'call waiting'.
www.aditon.com		Uses mobile phone down-time to scroll adverts on the screen when it's not being used.
www.aditon.com		Only operates in the mobile market, and creates customised solutions to various advertising problems, including MMS, multimedia and on-portal ads.
www.aghreni.com		An Indian company, it provides direct marketing via email and SMS.
www.apprupt.com		Provides advertising companies with specifically targeted solutions for context-driven mobile advertising and lead generation.

www.appsavvy.com		Focuses exclusively on advertising on apps for social networking services – but it qualifies as a mobile advertiser due to heavy involvement with the iPhone.
www.bluepodmedia.com		Offers location-based mobile advertising. It sells a Bluetooth broadcast device that delivers your advertisement to any Bluetooth enabled mobile device within range.
www.blyk.com		A messaging media that works with mobile operators to link young people with brands and other stuff they like.
www.catchwind.com		Concentrates on SMS for mobile advertising, coupons, and loyalty campaigns.
www.celltick.com		Using its LiveScreen Media app, places targeted advertising and content on the mobile idle screen.
www.chacha.com		A free SMS-based search service, it uses a panel of experts to answer questions. It also offers bidding for keyword based advertising embedded in its SMS responses.
www.clickatell.com		Among many other SMS services, it offers user-activated SMS advertising.
www.cytech.gr		A German company which offers SMS and proximity marketing through its subsidiary Companies:- www.mobile-marketingplatform.com and www.bluevibe.net
www.feedtext.com		Provides SMSJOCK, a free-to-advertisers mobile marketing solution that allows Radio/TV/Print operators an easy way to broadcast through the mobile Internet.
www.flytxt.com		Offers highly customisable mobile mass-advertising campaigns.
www.frog2frog.com		Offers ad-supported text and voice to users. It places interactive advertising in SMS and voice calls, and offers the end-user a discount in return.
www.i-woodintl.com		Runs a permission based system which displays banners and clips on your mobile screen when it's in downtime mode. Worked with

		Vodafone NL in the past.
www.impactmobile.com		Uses its JumpTXT media platform to send coupons and downloadable content to users. This service is based on text shortcodes placed in other advertisements.
www.incentivated.com		SMS based mobile ad campaigns are created by this company.
www.inuvi.com		Appends ads to existing text content services, alerts, and notifications which means no SMS delivery cost to advertisers.
www.jubaloo.com		Creates mobile marketing campaigns over WAP, SMS, mobile video and widgets.
www.ldmobile.com		A French company , it offers opt-in push advertising through SMS, MMS and WAP, along with keyword advertising in WAP banners.
www.liveadmobile.co.uk		Uses Bluetooth and SMS to put advertisers directly into contact with the audience.
www.mobileandinternetadvertising.com		MAD is an Indian advertiser that provides SMS and WAP advertising.
www.mblox.com		While mostly dedicated to mobile billing, it also offers mobile advertising services through SMS, coupons and ticketing.
www.mmgrp.co.uk		The Online Platform allows marketers to send SMS marketing text and generate inbound SMS marketing leads.
www.mobileposse.com		It's an opt-in idle-screen service that delivers free content like weather, news and trivia to subscribers – along with targeted ads, coupons and promos.
http://mobile-worx.com		Claims to be a 'Mobile 2.'" advertiser, placing ads through its mobile ad network - ZestADZ.
www.movox.com		When an SMS containing content is sent through the company's servers, it places geographically targeted ads inside the SMS.

http://myscreen.com/		Offers a downloadable app, which serves opt-in advertising to subscribers.
www.redtxt.com.au		A mobile advertising platform that allows communities to send SMS messages funded by advertisers.
www.responsemobile.com		It concentrates on direct marketing for the mobile internet. It caters to major industries - including financial services, IT, marketing, publishing, energy and transport.
www.ruxter.com		Targeting small businesses, it's a free mobile web site creation template with an integrated SMS messaging platform.
www.soprano.com.au		Using its Mobile Enterprise Messaging Suite (MEMS), this Australian company provides SMS and MMS campaigns, voting, competitions and surveys.
www.stopntext.com		Based in New Jersey, this company provides clients with a keyword based SMS system. The client's business information is sent to any user who searches on that keyword.
www.txt2get.com		An online DIY mobile marketing tool that is easy to use, and gets immediate leads from advertising and measure results in real-time.
www.txtnation.com		Offers SMS marketing and ticketing solutions.
http://yuilop.com		Aims to bring free communications to the mobile world and has started up in Germany.
www.zapme.com.au		Also Australian, this company offers SMS interaction through shortcodes on any visual advertising.

Table E: – Mobile Platforms

www.3cinteractive.com		Uses its Interactive platform, SwitchBlade, to distribute simple applications like voting and polling, and more complex interaction with live radio and TV events.
www.acuitymobile.com		Uses its eMAP E mobile (embedded mobile advertising platform) to deliver SMS, mobile web, and targeted applications advertising.
www.adhere.com		Promises delivery of any type of digital advertising product to any device through its AdHere AllMedia platform.
www.ads-click.com		Uses its Adpremo Mobile platform for on-portal, SMS, MMS, mobile app and video ads. It also allows bidding for search and keyword advertising.
www.alcatel-lucent.com		Its Advertising Selection Server lets businesses host and serve highly targeted advertisement campaigns to mobile devices.
www.amdocs.com		Offers the Amdocs Search and Digital Advertising Solution to help mobile operators leverage subscriber data to improve the targeting of the advertising.
www.amobee.com		Provides a mobile advertising platform to operators and brands.
http://blismobile.com		A proximity advertiser, combines Bluetooth with thorough targeting.
www.changingworlds.com		Uses its ClixSmart platform to 'intelligently' alter the adverts that appear based on the consumers portal usage history.
www.entriq.com		Concentrates on digital-video based advertising across multiple platforms, including the mobile internet.
www.friendticker.com		An LBS marketing company providing customer loyalty advertising over iPhone.
www.iptune.com		A telecoms services company that also provides targeted mobile advertising.
www.madgic.com		Just launched new platform focused on maximising ROI.
www.mads.com		Has a mobile advertising platform for operators.






www.medialayers.com		Places targeted rich media ads on all mobile channels. The SMART All Screen Advertising platform also targets other digital and IP channels – IP-TV, Web, and Wi-fi.
www.mobilera.com		Based in Turkey, creates interactive advertising programs which it distributes on it's own platform.
www.mobisolv.com		Operates a Targeted Mobile Advertising platform called myAdz. It publishes through WAP, SMS and MMS.
www.movidilo.com		The Movidilo Marketing interface carries full multimedia, with voice recognition and downloads.
www.discoveroorja.com		Oorja is an Indian company which values non-intrusive advertising. Its platform uses targeted advertising with data-based user profiles for 'silver bullet profiling'.
http://out-there-media.com/		An operator based mobile platform provider with a strong Central and Eastern European presence.
www.sendandsee.com		Maintains mobiprint, a media serving platform, through which it displays advertising content with the media content.
www.mobitouchcube.com		Waymedia runs a proximity ad serving platform based on Bluetooth and Wi-fi.
www.xiam.com		A division of Qualcomm, it provides a cross-platform, 'intelligent' advertising service, available on mobile, broadband and IPTV.

Table F: Mobile analytics

www.airsage.com		Focused on location, generating movement analytics from mobile and wireless information.
www.amethon.com		Provides mobile analytics products designed to be integrated into the mobile operator or content provider/aggregator's network.

www.bango.com		A billing & mobile analytics company. It provides analytics for mobile display and search advertising, and websites.
www.flurry.com		Provides mobile application analytics for over 1,000 models of mobile device.
www.localytics.com		Does analytics for mobile applications on Blackberry, iPhone and Android.
www.m-wise.com		Works with mobile operators and large content providers. It offers a number of services, but focuses mainly on content delivery, mobile marketing and analytics.
www.mobilytics.net		A free analytics service, designed for mobile web site analytics and tracking.
www.motally.com		Tracks and reports usage statistics on mobile websites and applications.
www.omniture.com		Provides mobile analytics through its on-line and mobile engine – SiteCatalyst.
www.openwave.com		Aims at both mobile and broadband operator. It provides application, content, marketing and analytics support.
www.percentmobile.com		Measures mobile traffic to on-line sites.
www.pinchmedia.com		Partnered with Tapjoy, it provides analytics for iPhone and iPod Touch apps.
www.tigtags.com		Provides both mobile web site and NFC/mobile barcodes tracking and metrics.
www.xtract.com		Uses analytics from mobile social networks to build '3D profiles' of mobile users.