

A: Agencies

An Advertising Agency manages and runs campaigns for mobile brands.

B: Ad Networks

An ad network is usually a self-service or white label platform where brands and consumers can manage the sale of ad inventory online.

C: Ad Enablers

An ad enabler is an exchange that can serve adverts from a number of mobile ad networks to your mobile site. Enablers also manage in application advertising for games and iPhone applications.

D: Ad Based Business Model

These are mobile companies with an advertising based service. An ad insertion platform or those that offer SMS and MMS advertising.

E: Mobile Platforms

These are platforms that serve mobile adverts and can be sold into companies and usually mobile operators.

Table A: Agencies

www.01tribe.com		<p>Italian brand agency working with companies including Dolce & Gabbana.</p>
www.12snap.com		<p>12snap is a German mobile marketing company. It promotes Nokia devices.</p>
www.2ergo.com		<p>Is a digital agency that focuses on new media. Customers include Fox News.</p>
http://3rdvinedigital.com		<p>Mobile marketing agency based in the US with an SMS platform 3rd Vine.</p>







www.5thfinger.com		Funky mobile marketing agency serving ads and mobile commerce solutions to the likes of Victoria Secrets.
www.acision.com		Acision offers cross channel advertising via its own platform.
www.addictivemobility.com		Socially targeted mobile agency.
www.ansiblemobile.com		Full service mobile agency with clients including Intel. JV between Velti and Interpublic Group.
www.buongiorno.com		B!Digital is the mobile marketing agency division of Buongiorno, dealing with mobile marketing and mobile advertising campaigns.
www.carat.co.uk		Media planning and buying agency owned by Aegis Group.
www.cellempower.com		Middle Eastern mobile marketing provider.
http://embience.com/		Mobile agency focused on both local and social marketing.
www.fetchmedia.co.uk		International mobile marketing agency offering full service solutions. Clients include Polydor.
www.gomeeki.com		Mobile web agency also offering mobile marketing.
www.grey.com		Full service agency part of WPP group. Clients include Coca-Cola.
www.groupm.com		GroupM owns Mindshare (mobile agency) and is the WPP's media investment group.
www.iconmobile.com		Design agency with HQ in Berlin. Has its own service platform.
www.imagineww.com		Seeks a presence in the USA, Singapore and Dubai. Clients include neoMedia and Hypertag. Serves over 3bn mobile impressions pm in 95 markets.




www.insidemob.com		Operating solely in the mobile market, it offers consultancy, management and implementation on entire mobile advertising campaigns.
www.jinny.ie		Offers a campaign engine to brands and operators.
www.marvellousmobile.com		Plans, carries, tracks and reports on mobile advertising campaigns through the m-hub platform
www.mcsaatchimobile.com		Part of Saatchi, a leading full service mobile agency with clients including Reebok and Yahoo!
www.mfusion.com		Part of txtnation offers sms and payment solutions to brands.
www.mindshare.com		A multi-national advertising agency.
www.miva.com		A wide-spectrum internet advertising firm with one arm Specialising in mobile.
www.migcan.com		A large communications company which also handles to mobile advertising and marketing.
www.mo2o.com/en		Pioneers of mobile marketing in Spain, communication is its aim and mobile the way to achieve it.
www.mobixell.com		Delivers rich media ads over mobile for brands and operators
www.moblin.com		Israeli-based company, runs ads for international brands including Microsoft, Doritos, Nike and Nestlé using platforms including on- & off-deck, global ad networks and publishers.
www.ogilvy.com/o_one		The mobile branch of the Ogilvy advertising corporation.
www.phonevalley.com		Provides full mobile service from media planning and buying, to interactive services, mobile sites, apps, brands and consultancy.












www.plantain-media.com		<p>A Seattle based mobile marketing company that executes the mobile portion of marketing campaigns.</p>
www.plasticmobile.com		<p>Canadian company which has a strong portfolio of clients and products for clients such as Rogers, Today's Parent and Rogers Sportnet.</p>
www.publicis.com		<p>Multi-national marketing group, operates in the mobile advertising sector via sister company PhoneValley (see above), and in the search sector through deals with Yahoo.</p>
www.ringringmedia.com		<p>The UK's first independent advertiser dedicated to mobile internet - tailors bespoke plans for every client.</p>
www.spongegroup.com		<p>Uses any mobile channel available to advertise for brands. It has run campaigns on WAP, app, SMS and voice-response.</p>
www.sponsormob.com		<p>An international network for mobile online advertising. Developers advertise their mobile apps through our network or generate income by advertising within their free apps.</p>
www.textopoly.com		<p>Built mobile apps for Yamaha, mentioned on Google's blog for our HTML5 rich media mobile ads for Paramount.</p>
www.thehyperfactory.com		<p>Specialises in long-term mobile internet campaigns. It tailor makes products from initial design, through implementation and final analysis.</p>
www.useradgents.com		<p>Backed by WPP, it creates mobile campaigns for brands through SMS, MMS, search & display, apps and mobile web sites.</p>
www.velti.com		<p>Offers over 70 ready-to-use campaign templates on its mobile platform. It aims for targeted ads delivered at the right time. Recently purchased Ad-Infuse.</p>











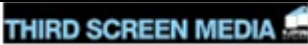


http://www.vdopia.com/		Operates the largest video ad network that targets Indians across the world.
www.welovemobile.co.uk		A London-based mobile agency that offers planning, creation, buying, delivery and reporting on mobile ad campaigns.
www.wpp.com		This multi-national marketing company operates in the mobile advertising sector through sister company OgilvyOne, and invests in search and advertising companies like JumpTap.
http://en.group.yoc.com		Offers full service mobile advertising, marketing and internet services to clients including News International, Coca-Cola and Motorola.

Table B: Advertising Networks

www.adfonic.com		A self-service mobile advertising marketplace for mobile publishers and advertisers. It has been born out of ex-Infospace/Motricity employees.
www.aditic.com		Rich media, video ads network.
www.admob.com		Acquired by Google, parts of the business have now been merged into Google AdSense.
www.admoda.com		An advertising network that serves mobile internet or in-application ads.
http://augme.com		A leader in full service mobile marketing enabling brands to plan, build, deploy and track mobile marketing campaigns.
www.buzzcity.com		A mobile network/social networking site. It offers ad placement including adult on its myGamma social network.

www.casee.cn		The largest mobile ad exchange and mobile ad network in China Recently acquired by Velti.
www.decktrade.com		Another self-service mobile advertising network, it allows advertisers to target their campaigns across a variety of networks.
www.digital-advert.com		French mobile ad network for new media.
www.dsnrmg.com		Results based ad-network.
http://advertising.apple.com		A feature in iOS 4.0 version, iAd enables appl developers to insert interactive, HTML5-based ads into apps for the iPhone and iPod touch. Apple assembles the ads from advertisers' content. Took over Quattro Wireless.
www.gigafone.com		A Russian mobile advertising player for aggregation of in application content.
www.egsmedia.com		French mobile Internet player with M-AD server for all types of media – also offers print/mobile campaigns.
www.ems.guj.de/english		Responsible for Vodafone Germany's self-service mobile advertising platform, it is part of G+J Electronic Media. Offers advertisers ad placement across multiple media, including mobile ads.
www.google.com/ads/mobile		Offers a leading reach in the mobile arena and sophisticated targeting to drive performance, to help brands make an impact with mobile advertising.
http://m.hands.com.br		A Brazilian Mobile advertising network.

www.hipcricket.com		<p>Claims to have created the 1st comprehensive permission-based mobile ad network that taps into the buying power of the mass market. Now part of Augme.</p>
www.iloopmobile.com		<p>Through its mFinity platform, it offers tailored ad campaigns via customisable mobile sites, text messaging, voice calls, banner ad placement and downloadable content.</p>
www.inmobi.com		<p>Indian ad-network funded by Softbank.</p>
www.jumptap.com		<p>Exited the search market and now provides a mobile advertising network TapMatch.</p>
www.leadbolt.com		<p>Its leading edge platform helps deliver amazing results for publishers, developers and advertisers alike.</p>
www.madhouse.cn		<p>MadNetwork is China's largest mobile ad network of mobile website publishers including free WAP and on-device portals.</p>
www.madvertise.de		<p>German-based advertising network, including a self-service platform that serves mobile internet and in-application ads.</p>
www.millennialmedia.com		<p>Creates rich media mobile ads, and distributes them across its own MBrand network, or with its affiliates on the Decktrade network.</p>
www.mobiadz.com		<p>Ad-network with a focus on new media and metrics.</p>
www.mobilefuse.com		<p>A mobile ad network comprised of strategically selected fsites and applications with a reach of 85 million uniques.</p>
www.mobiletheory.com		<p>Empowers top brands, agencies and publishers with technology, solutions and services to deliver mobile advertising</p>

		campaigns.
www.mobgold.com		Helps advertisers to reach targeted users on various devices and publishers to earn money from their mobile site traffic.
http://mcn-inc.com		A mobile search company which has its own an ad network.
www.mobileiq.com		Its Fabric platform serves ads from brands and marketing agencies to multiple networks.
www.mojiva.com		A self-service mobile advertising provider out of the USA.
www.nexage.com		A mobile ad optimisation platform, serving from publishers and advertisers to networks.
http://advertising.nokia.com		Offers mobile advertisers the ability to place inventory on the Nokia Media Network (formerly Enpocket).
www.offerpalmedia.com		In the mobile space, it focuses on monetising social networking apps for a variety of mobile platforms.
www.pixelmags.com		US ad network for Apps with HTML 5 capability.
www.quattrowireless.com	 	A platform based advertiser. It provides multimedia adverts and SMS campaigns, with end-to-end campaign planning and analytics. Owned by Apple
www.thirdscreenmedia.com		A self-service mobile ad network.
www.tmsfactory.com		Offers DIY creation, distribution, & management of mobile campaigns. Owned by mobile marketing service TheTMSway (www.thetmsway.com)
www.todacell.com		Israeli location based mobile ad network.

www.vserv.mobi		<p>Leading Brands like Yahoo!, Google, Nike, Reebok, Nokia, and Vodafone have leveraged the Vserv Network to reach out to their target audiences.</p>
www.webmoblink.com		<p>A self-serve marketplace to really automate, simplify, and offer both web and mobile advertising.</p>
www.widespace.com		<p>Handles ad-publishing, analytics and payments, but is mostly an ad-serving marketplace.</p>
www.ybrantdigital.com		<p>Display, in-game and Facebook ad network.</p>
http://mobile.yahoo.com		<p>Ad Services can be placed with any of Yahoo's mobile web services. This includes its mobile search engine Yahoo! OneSearch.</p>
www.zestadz.com		<p>Offers WAP and SMS advertising through a network of advertisers and publishers.</p>