

Messaging as an Advertising Medium

Mobile text messaging represents an outstanding opportunity for unique advertising placement. Smart businesses are reaching and engaging their customers through mobile messaging. This media provides personal – person-to-person (P2P) – SMS and MMS messages. This type of advertising includes SMS and MMS messages sent by a business or other organization through Direct Connect Media's automated applications to a consumer's mobile phone. The consumer then interacts with the application through messaging. SMS Text messaging is used for a wide range of services. For example: Push Content Services – Media publishers use SMS and MMS to send requested content (e.g., news, sports, jokes, gossip) or information to their users. A user can subscribe to these services on a daily or weekly basis, or request it on an as wanted basis. Your business can deliver daily weather forecasts by Direct Connect Media's SMS services. You can also deliver your product and message via a mobile message, with ring tones, wallpaper, pictures, music and video. Ads can be inserted in SMS content that subscribers request and receive by using the unused space, up to the character or message size limit (approx. 140 characters). Users typically receive free or subsidized content in exchange for viewing these ads.

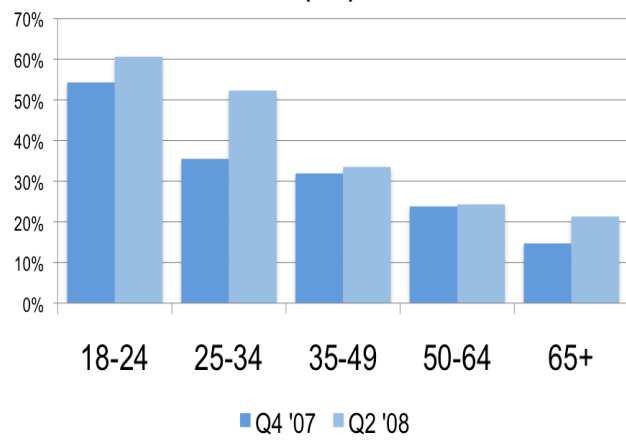
SMARTPHONES HELP U2 TOUCH CUSTOMERS

Autumn Will See Smart phones Flourish Following last week's CTIA Wireless conference, all of the major U.S. carriers are now preparing for high end launches next month. AT&T is to sell Research In Motion's BlackBerry Bold. There are also reports that AT&T will sell a phone running the new Google Android software, on the heels of T-Mobile's version also announced last week. And T-Mobile is getting the first BlackBerry flip-phone.

Meanwhile, Sprint Nextel is said to be preparing the Samsung Omnia for U.S. customers, while Verizon is reportedly getting the BlackBerry Storm, also widely cited as the Thunder. That phone is the first BlackBerry with a touch screen. WOW! These phones are Gr8 Choices for interaction between you and your customers.

...AND SMS IS THE KEY

Recall of Mobile Advertising by age (US)



DID U KNOW ?



The growth in mobile advertising awareness is occurring in all age groups, although the largest rates of growth in the last 6 months have come in the 25-34 age group (47%) and in the over 65s (45%).

R U Missing UR Customers?

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