



ASX Release

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MobileActive's 4th Screen Advertising Launches IDEA Industry Alliance and Teams with Ikon

Key Points

- **MobileActive's 4th Screen to team with major advertising agencies to fast track mobile advertising solutions for businesses**
- **MobileActive says mobile advertising demand is increasing**
- **4th Screen and Ikon are founding partners in IDEA**

MobileActive Limited (ASX: MBA), Australia's leading independent mobile phone content, interactive services and technology company, said its majority owned 4th Screen Advertising Australia (4th Screen) has launched the IDEA mobile advertising industry alliance.

Peter Birch, Managing Director of 4th Screen, said: "The alliance is designed to provide agencies and clients with complete end-to-end mobile solutions using our proven experience in other markets where we are well established, delivering advanced publishing, messaging and advertising platforms".

"IDEA ensures we provide agencies with valuable knowledge and technology that is relevant and effective."

MobileActive's 4th Screen proprietary mobile ad-serving platform Mpression is the driving force behind the mobile advertising offering. It has advanced targeting capabilities and rich media ad formats. "At its heart is a sophisticated but user-friendly media planning tool," said Mr Birch.

"This enables advertisers to easily plan and create campaigns across the network of premium publisher sites, targeting segments of the publisher's database by demographics, handset type, operator, and many other factors," he said.

MobileActive's 4th Screen Advertising Australia has launched IDEA with two founding partners one of which is Ikon. Ikon is one of Australia's largest and most successful agencies. Delivery of mobile advertising campaigns for alliance partner clients has successfully commenced.

MobileActive Limited ABN: 24 089 805 416

Level 10, 100 William Street, East Sydney NSW 2011 Australia

T +61 2 9360 3385 **F** +61 2 9360 2775 **W** www.mobileactive.com

Ellie Rogers, national director at Ikon commented: "There is no doubt that the growth of mobile as an advertising platform had been stalled by the challenges of developing, implementing and measuring mobile. 'One stop shops' like 4th Screen are addressing these challenges and making mobile marketing a viable, easy option for marketers."

IDEA is an acronym for *Innovation, Development and Education Alliance* and is a product of the increasing demand for 4th Screen to provide industry specific mobile advertising knowledge, technology and solutions to satisfy the growing market.

The 4th Screen Advertising Australia joint venture sits in MobileActive's Business-to-Business division, Mobile Embrace, alongside the company's Mobile Entertainment Retail (MER) and RingRing Studios (mobile content production, licensing and distribution) units.

4th Screen Advertising Australia complements the existing infrastructure Mobile Embrace offers to clients, including mobile internet and applications publishing, multichannel digital marketing solutions, M-commerce and billing, messaging solutions, interactive mobile platforms, branded mobile content and applications development, hosting and delivery, loyalty & reward and mobile membership services.

About 4th Screen Advertising and 4th Screen Advertising Australia

4th Screen Advertising Australia is a joint venture between MobileActive limited and 4th Screen Advertising.

4th Screen Advertising is the world's leading premium mobile advertising agency. We offer brands and advertisers more than just a click - we offer them engagement and effective, targeted ROI driven campaigns.

As the mobile advertising space becomes more cluttered, brands need to work harder to distinguish their offering, which is why we're constantly developing new rich media formats and solutions through our proprietary ad server Mpression.

Our publisher clients include global mobile networks operators like Vodafone and O2, while The Guardian, ITN and FHM are among the publishers who trust us with their mobile inventory. Our advertiser clients include household names such as Coca Cola, Barclaycard, Direct Line, Green Flag, Disney, Natwest, Warner Bros, Nokia and more with Mpression delivering over 500M page impressions a month.

4th Screen Advertising is part of Mobile Interactive Group (MIG), a global integrated mobile and digital communications company. MIG has expertise and resources dedicated to mobile marketing, mobile messaging, m-commerce, technology and services provision, mobile internet publishing, digital marketing, social media, experiential design and application development.

About Ikon

Ikon was founded in 1999 primarily to service the Commonwealth Bank of Australia. Since then we have grown from a staff of eight to over 100 people.

Ikon is proudly owned by the STW Group, opening up access to the largest communication group in Australasia.

Ikon has offices in Sydney, Melbourne, Perth, Auckland, Wellington and New York.

About MobileActive Limited

MobileActive Limited (ASX:MBA) is Australia's leading independent mobile phone content, interactive services and technology company across business to consumer, business to business and production and licensing.

The company engages consumers through mobile building reach, value, understanding and loyalty for its brands and the businesses and brands of its clients and partners.

The company develops, aggregates, markets and distributes a large and diverse range of mobile phone content and interactive entertainment including applications, games, video, music, graphics, information, text, rewards, user generated content, quiz & challenge, social gaming and social networking.

The company provides interactive services and technology including mobile marketing, mobile internet and applications publishing and development, mobile asset management, m-commerce, mobile messaging, mobile membership, loyalty & reward and mobile advertising.

MobileActive operates three divisions: **Mobile Entertainment Retail MER** – direct to consumer sales, marketing and distribution; **Mobile Embrace** – business to business interactive product, services and technology; **RingRing Studios** - mobile content production and global inbound and outbound licensing and distribution.

For more information see www.mobileactivecorporate.com

Peter Birch
Managing Director
4th Screen Advertising Australia
(02) 9360 3385
peter_birch@mobileembrace.com

Media Enquiries
Kate Prince
Cannings
(02) 8284-9915
kprince@cannings.net.au