

itsmy.com's Mobile Mash Up Connects 3.1 Million Mobile Content Items

Date: 11-06-2007 11:21 AM CET

Category: [Media & Telecommunications](#)

Press release from: [GOFRESH GmbH](#)



Munich/New York, Oct. 31, 2007 - Ad-funded, US and EU leading mobile content community itsmy.com, with nearly a million reg. mobile phone users now connects more than 3.1 million mobile content items with its user personalized mobile mash up service.

In just five months 400,000 users have linked 3.1 million free mobile contents in the off-deck community. The most popular mobile mash up contents are user generated videos followed by user pictures and mobile blogs/diaries. Links to other cool mobile content sites show the highest growth rates. 64% of all mash up content is already tagged.

Authentic User Generated Content (UGC) is not just a buzz word for itsmy.com, but a business philosophy. itsmy.com allows users only to upload real and authentic user generated content, an automated alert system has been set-up for users to report content non-compliance with itsmy.com's strict publication guidelines.

How does mobile mash up work? Easy as this:

1. Take your mobile phone and browse to itsmy.com, the mobile only community with more than 2.5 million WAP sites such as personal picture and video blogs, UGC music galleries, ad-funded games, mobile TV as well as all other UGC stuff on user personalized homepages.
2. Look for your favorite content.
3. Add it to the “my favorite download” section on your own mobile homepage with just one click.
4. Your own mobile mash up site is ready!

The most attractive personal download sites within itsmy.com already had more than 15,000 unique mobile internet visitors. With the new, easy to use mash up system and word of mouth of satisfied users the number is expected to grow rapidly. itsmy.com is a browser based community making application downloads unnecessary to visit personal homepages. Registered user get a short, personalisable mobile URL for their personal homepages and mobile mash up sites, making inviting friends and sharing content really easy!

In December Gofresh, the company behind itsmy.com, launches the next mash up phase: Then all personal mobile mash up sites will be linked to each other with the possibility to create interest groups. Simultaneously an enhanced content search tool will be presented, making it even more easy for the user to find exactly that piece of content he/she is most interested in.

“Personal mobile content mash up sites will be the biggest search service for relevant and trusted content in the future,” says Antonio Vince Staybl, CEO of Gofresh.

“The combination of all types of private and public communication - like text, pictures, video, audio - with personal user generated content mash up makes our community so sticky for its members,” adds Mikko Saarelainen, Director Content and Communities Gofresh.

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Itsmy® is a brand of Gofresh GmbH.

Mobile user generated content and mobile community pioneer Gofresh GmbH (Munich, New York, London, Madrid), who owns the brand itsmy.com, operates only in mobile internet supporting all mobile phones and browser versions. Gofresh co-operates with leading mobile operators and all key players in mobile advertising all over the world.

The mobile internet’s strongest community brand "itsmy.com" is an off-deck, operator independent service and completely free of charge to the cell phone users in the mobile internet. Available through all mobile browsers worldwide. Since its launch in Summer 2006 it has quickly grown to be the stickiest and most comprehensive mobile social networking service worldwide, outside of Japan and Korea.

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