

innerActive and Jamster's successful UK trial of mobile in-game advertising generates 39% CTR

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Berlin, Germany, February 8, 2008 - - innerActive Smart Media, a global provider of innovative, ad-funded entertainment channels, believes that its successful UK trial of a mobile in-game advertising service with digital entertainment partner Jamster, establishes a new benchmark for the ad-funded mobile entertainment industry. Data from the six-week trial - which exposed UK mobile users to contextual, dynamically embedded advertising and promotions from brands such as Adidas, Domino's Pizza and Calvin Klein in exchange for free games - shows a very high Click-Through-Rate (CTR) of 39 per cent.

The highly successful trial, which ended on 31 December '07, gave UK mobile users the opportunity to download six free games from the Jamster site, in return for viewing advertising and promotions from sponsors.

During the trial, users were exposed to completely non-intrusive ads, which were dynamically embedded and changed within the games, based on user behaviour. innerActive's self-learning mechanism delivers a highly granular level of detail about consumer behaviour, that enables more accurate tailoring of future offerings.. The mobile advertisements and promotion features were sponsored by top international brands including: Calvin Klein, Domino's Pizza, Fox, SPIDER-MAN™ 3, Paramount Pictures, What's on TV, Pick Me Up, NME.COM, and eBay. Incentives included wallpapers, movie trailers, pizza vouchers and prizes such as portable media players.

Offer Yehudai , innerActive Co-CEO and Founder, comments: "We think the results of this trial speak for themselves. Our breakthrough technology, which enables us to dynamically embed relevant, contextual advertising and other marketing offers in-game, delivers great results. This new entertainment channel will offer an enriched user experience, reaching a vast and untapped audience and setting a new type of interactive dialogue between advertisers and audiences. This is the way forward for ad-funded mobile entertainment."

Lee Fenton, COO of Jamster, adds that this genre of advertising can also target new users and provide an additional source of revenues: "In an industry where only one in nine people who play a mobile game actually buy one, an ad-funded offering will spur consumer adoption and fuel consumption. As the leader in mobile entertainment we are early in this segment and eager to learn first hand, how our customers both current and future will adopt ad-funded games."

The results seen in the Jamster trial were similar to those achieved in the earlier ad-funded entertainment service trial with mobile operator Cellcom.

In its 'Global Mobile Advertising Update' report, published in June 2007, Strategy Analytics estimated that advertisers will spend in excess of \$14.4 billion on mobile media by 2011. innerActive provides a smart media platform for the delivery of advertising and product placement within rich mobile content.

For more information about innerActive Smart Media, please visit our website at www.inner-active.com, or visit us at the GSMA Mobile World Congress in Barcelona, 11-14 February, 2008 (Hall 4 level 1 IMA Pavilion).

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About Jamster

Jamster (Web and WAP: www.Jamster.co.uk) is one of the world's leading providers of mobile entertainment able to reach one billion consumers around the globe in 35 countries and 25 languages across five continents. Jamster supports more than 2,800 handsets and provides billing connectivity to more than 125 operators worldwide. Jamster offers mobile products available directly via mobile phones including branded popular content from more than 800 content providers around the world such as famous Fox content like The Simpsons, high quality music from top music labels, mobile games from renowned game developers, and original content made exclusively for mobile phones. Jamster is a joint venture between News Corporation (NYSE: NWS, NWS.A) and VeriSign, Inc. (NASDAQ, VRSN) and headquartered in Beverly Hills, Calif., and Berlin, Germany.

About innerActive

innerActive has created a world where content is free for everyone. A leading provider of rich media advertising solutions, innerActive is the first to create advertising-funded entertainment channels. innerActive offers a complete solution for content and advertising, with contextual, dynamic adverts, embedded in the mobile content – be it Games, Video, Instant Messaging or other WAP applications. innerActive works in partnership with mobile operators, off- deck portals, advertisers and content providers, enabling them to offer free entertainment content to their customers.

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