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Azercell Uses Idle Screen To Promote Content

Posted by James Pearce Tue 24 Oct 2006 10:57 AM PST

Azercell, the biggest mobile operator in Azerbaijan (on the Caspian Sea, previously in the Soviet Union), has launched Simurq (Russian for Phoenix), which uses the idle screen of the mobile phone to promote mobile content. "Teasers appear silently and are free. They include news headlines, sport reports, weather updates, music stories, gossip, games, multimedia content and more. Teasers are timed to coincide with 'idle-time' for consumers—when they are commuting or during lunch break. Users access additional premium content following a teaser with two clicks from promotion to transaction—far quicker than the industry average of 15." This is using CellTick's technology. I think this is one of the best ways to go to promote mobile content.

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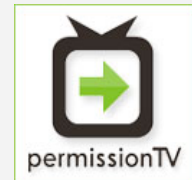
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