

Celltick's idle threat

CELLTICK wants to turn a phone's idle screen into a new mobile marketing channel with LiveScreen Media.

It claims the service is the first of its kind and could revolutionise advertisers' approach to the mobile platform. LiveScreen Media uses Celltick's

broadcast technology, which delivers teaser messages on a ticker tape to the handset when it is not in use. The company already claims 26 partners and 25 million consumer users of this service.

Celltick says 90 per cent of its consumer users keep the service on, while 40 per cent click on teasers regularly.

So far the channel has been used to speed access to news and portal content. But in this new drive, Celltick is partnering with media buying agencies to sell the idea of branded advertising and



Celltick says LiveScreen Media will be irresistible to brands with \$6.60 for online and \$20 for TV. It is currently working with a sports goods manufacturer, which it will name shortly.

Celltick believes the low cost and targeted effectiveness of Livescreen will make it irresistible to brands. It estimates the channel costs as little as 13c per 1,000 impressions compared

with \$6.60 for online and \$20 for TV. Stephen Dunford (pictured), Celltick's chief executive officer, said: "It's a compelling proposition for advertisers. I think sponsorship will be the first route, but in time there's the opportunity for clickable banners and even display or embedded ads."

www.celltick.com