

_DAY 23:_We're under attack! Poor collaboration
is devouring our productivity.

_Gil is hoping the problem will just go away.

▶ Click and drag it away.



Idle mobile phone screens to be used as ad channels

26th June 2006

By Staff Writer

Celltick, a UK based mobile-operator technology firm, is launching LiveScreen Media, a platform that turns a phone's idle screen into an interactive mobile marketing channel.

Celltick says LiveScreen Media will deliver a new revenue source to operators and will enable brands and operators to reach millions of [mobile users](#) simultaneously.

Using Celltick's [mobile](#) broadcast technology, the platform delivers 'teaser' messages directly onto the phone's idle screen when it is not in use. The teasers can take the form of sponsored content, brand campaigns or promotional messages.

Users can select to receive news headlines, traffic reports, [games](#), sports updates or alerts about sales. When subscribers see anything that interests them, they can click once to access associated content or services.

LiveScreen Media can control not only who receives the messages, but also at what time and frequency. The platform has a smart analysis and targeting engine that collects [data](#) on user behavior and refines the relevancy of the content and promotions delivered to them.

LiveScreen Media is based on Celltick's content discovery service LiveScreen, which is already in use by over 25 million subscribers across 20 mobile operators worldwide.

RELATED NEWS

[Grid technology advances AIDS research](#)

23 Nov 2005

[Homegrown and Open Source to Get Last Laugh](#)

6 Jan 2006

©2006 Business Review Ltd

[Return to CBR Online](#)