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Platforms: Mobile Screen Comes Alive

Submitted by [Mike Grenville](#) on Tue, 27 Jun 2006 09:48

The phone's idle screen is about to turn into an interactive mobile marketing channel using cell broadcast with a new platform from Celltick

Using [Celltick's](#) mobile cell broadcast technology, LiveScreen Media 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. For example, users can select to receive news headlines, traffic reports, games, sports updates or alerts about sales. When subscribers see anything that interests them, all they have to do is click once to access associated content or services.

New content is delivered through the paging channel to the phone every 15 seconds, and as it doesn't turn on the back light, has negligible impact on the battery. If a piece of content is interesting, a single click takes the user to a mini menu that can offer options such as receive more information by SMS or MMS, WAP push or even download a video clip. This gets around the potential for interruption irritation that mobile marketing has had using SMS and MMS.

Active Users

LiveScreen Media is based on Celltick's content discovery service LiveScreen, which is already in use with over 25 million subscribers across 20 mobile operators worldwide. Based on this experience Celltick have found that over 90% of users keep the service on with 35-40% regularly clicking on the teaser messages.

Once an operator takes up the service, subscribers can be activated with the service either when they replace their SIM card, with a download onto Symbian phone or integrated into the phone. The service works on the full range of phones displaying text and icons on entry level phones through to a rich media experience on smart-phones powered by open OS.

Quality Branded Content

"Early attempts at mobile marketing have been limited by the platforms available. SMS is costly and intrusive, and the browser-based approach lacks reach and segmentation," explains Stephen Dunford, Celltick's CEO. "With LiveScreen Media we will provide users with easy access to a world of high value, yet affordable mobile content and services."

The aim is to deliver 'sticky content with interaction' onto the handset. As well as being able to update their profile and interests, the system will also learn from which content each user clicks on so that more relevant content is served in future to that subscriber. "Ads will support the content but its a delicate balance" said Ran Wellingtonstein, VP Business Development and Marketing. "By using branded content, the content will have a higher quality than an operator would settle for."

LiveScreen Media can control not only who receives the messages, but also when, where and how regularly. Teasers are most likely to engage users if they are sent at a time when subscribers are receptive to content, for instance while commuting or during lunchtime. For example during morning commute times sponsored weather messages could be delivered while highlights of the evenings TV shows on the way home.

Mobile Ad Budgets Ready

Dusan Hamlin, Managing Director at Inside Ltd, Carat's lead mobile marketing agency, commented: "Mobile is a relatively new channel for multi-media advertising and does not benefit from a high level of advertising funding yet – although this is not through a lack of demand. Our experience is that big brands recognise the potential of mobile to deliver increased user engagement through, delivery, segmentation and tracking, but are frustrated at the lack of clear market solutions. Brand owners are ready to allocate significant budget to mobile marketing, given the right ecosystem for mobile, marketing and technology expertise."

LiveScreen Media looks as though it has the potential to fulfill the predictions for massive growth in mobile advertising that won't be a turn off for users.

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