

New US-Spanish firm targets rich mobile ad market

MADRID, SPAIN: Spanish telecommunications firm Telefonica and US investment company Blackstone launched a mobile telephone advertising venture, challenging Google and Facebook in the multi-billion-dollar market.



Telefonica's Stephen Shurrock says the advertising service will be a leading technology platform. Image: Telefonica

"Telefonica and Blackstone's GSO Capital Partners division have formed Axonix, a London-based advertising company which will buy and sell "space" for targeted advertising via mobile phones," the Spanish firm said.

Telefonica said it was the first firm to compete in the lucrative mobile online advertising market dominated by Google, Facebook and Twitter.

"We expect to become one of the leading global technology platforms in the mobile programmatic advertising industry," said Telefonica Digital Executive Stephen Shurrock in the statement.

"This is the first mobile advertising exchange platform owned and powered by a mobile operator," the statement added.

The move pushes Telefonica into the fast-growing real-time advertising market alongside a small selection of other major technology companies".

Axonix will focus its activities on the United States, Europe and Latin America.

Its mobile advertising service is powered by technology from the firm MobClix which GSO Capital Partners bought last year.

The technology enables advertisers to target their advertising more effectively by gathering anonymous consumer profile

data about Telefonica's users.

Telefonica cited a study by marketing consultancy ZenithOptimedia which found that spending on advertising via mobile telephones would rise from its current level of US\$13.4bn or 2.7% of the global total to US\$45bn or 7.6% by 2016.

Source: AFP via I-Net Bridge

For more, visit: <https://www.bizcommunity.com>