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Vizimo is launch partner for Gigafone's new digital advertising solution, Ochre

Personalised TV guidance company Vizimo is one of nine launch partners announced today by mobile marketing services group Gigafone at the introduction of its Ochre digital advertising solution. Vizimo will provide targeted, profiled ad inventory within its mobile TV guides, to brands and their agencies, via the Ochre solution.

Gigafone's Ochre tackles the issue of market fragmentation which, to date, has largely prevented the development of effective and creative digital campaigns. Ochre will unify, into a single solution, the four major parts of the mobile advertising ecosystem: campaign creation, planning, distribution and result measurement, providing brands, agencies and mobile operators a holistic and simplified view of the advertising ecosystem.

With demography requirements and purchasing characteristics changing on a campaign by campaign basis, Ochre has been designed to address the issues associated with mobile advertising. Advertisers will be able to switch delivery channels at the click of a button, making sure content-rich information gets to the right person at the right time. In turn this means consumers will receive relevant and timely information about products that they are interested in, and advertisers can reduce wastage generated from blanket campaigns.

This dovetails neatly with Vizimo's mobile capabilities, whose personalised TV guide enables Vizimo to build up a profile of each user's personal viewing

preferences. Simon Steward, Vizimo's CEO, said: "In conjunction with Vizimo, the Ochre solution will enable advertisers to effectively target people who watch TV, but without the inherent wastage of normal TV advertising. Instead, content delivered will be personalised and targeted, based on user preferences, and provide a high degree of measurability."

Vizimo also white labels its capabilities to TV guide publishers. "The combination of three elements – the quality of our profiling, the highly personal nature of TV viewing and what TV guide publishers know about their own readers - means that together we can build up an even better profile of a user. So ultimately, via Vizimo, such publishers will own their own ad inventory which they can populate with highly targeted, contextual adverts, via Ochre," added Simon Steward.

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About Gigafone

Gigafone, the mobile marketing solutions group, enables operators to monetise mobile marketing. It employs more than 100 mobile technology and marketing experts around the world with offices in Russia, Asia-Pacific and Europe. It is a member of the Mobile Marketing Association and an Associate Member of GSMA. For further information, visit www.gigafone.com.

About Vizimo

Vizimo is a leader in developing personalisation and discovery technology to help users navigate the overwhelming universe of content on TV, the web and mobile. We work with TV service providers and platform providers, mobile operators and publishers to create innovative solutions to the discovery problem. For more information, visit <http://www.vizimopressoffice.blogspot.com/>.

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