

BuzzCity announces partnership with MediaMind

LONDON, UK: [BuzzCity](#), one of the world's leading mobile advertising networks, with over 2500 publishers across the globe, announced today, 12 July 2010, its partnership with MediaMind, a leading provider of campaign management and agency ad-serving solutions. The partnership integrates Buzzcity's Mobile Internet Advertising into MediaMind's Channel Connect for Mobile.

Through the partnership, customers can use MediaMind's interface to serve mobile ads to multiple mobile publishers and gain real-time visibility for advertisers and agencies. Channel Connect for Mobile's powerful capabilities, coupled with BuzzCity's features, provide agencies with enhanced reporting for unique users making it easier for them to view mobile and internet advertising placements. This would in turn enable the to prepare better integrated mobile and internet advertising campaigns giving advertisers more reach and depth.

"Accountability of mobile campaigns is becoming increasingly important to advertisers," said Jordan Khoo regional director, APAC. "MediaMind's integration with BuzzCity provides agencies with unprecedented capabilities that bring reach and frequency into the mobile environment."

"We observe an increasing trend in the amount of users surfing on mobile web. APAC alone was responsible for over two billion impressions in May 2010 and this has been a growing trend for the past six months. This partnership will allow users of MediaMind to confidently target potential mobile users via BuzzCity," said Delynn Ho, vice president, sales.

For additional information on accurate campaign management for online and mobile, visit www.mediaind.com.