

· News

## AirG Proves The Future Is In Mobile Communities

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Mobile advertising is one of the largest untapped markets currently. Even though agencies are starting to recognize the potential of mobile users and established online social networks are creating mobile versions of their sites, many companies are still sceptical about this relatively unknown space.

AirG the largest mobile community in the world has come out with an announcement that presents evidence to advertisers that there is a goldmine in the hills of mobile advertising. The company has announced that it surpassed 20 million customers on August 26th of this year. The AirG community is also available in over 10 languages and operates across more than 100 mobile operators in over 40 countries.

Fred Ghahramani, founder of AirG said, "Achieving this important milestone is proof that our mobile community possesses the scale and customer engagement necessary to make AirG an important partner for mobile operators and advertisers."

According to a Juniper Research study, the number of mobile users using chat and dating services is anticipated grow to 260 million by 2012 and revenues are expected to exceed \$1 billion by 2010. Based on these numbers, AirG's customer base counts for half of the entire globally projected market size for mobile chat and dating services, and considering the pull for mobile communities, AirG has positioned itself to be the market leader.

AirG has an opt-in, pay for use service and uses targeting information provided by the consumers to generate large volumes of traffic and serve billions of ad impressions a month. The success of the company can largely be attributed to knowing the customer base. "The market is in a frenzy over new devices like the iPhone, but the reality today is that the mass market consumer is using \$0-\$100 handsets to access mobile services," said Ghahramani, "Seeing past the hype associated with niche audiences like the digerati and technophile early adopters has been a crucial part of what has enabled AirG to achieve its scale of 20 million customers."

In the summer of 2006, AirG put out a series of surveys to see who was in its community. The behaviour of the users reflected the following: 75% prefer chatting on the phone to watching TV; 59% don't own a PC; 33% spend \$80+ a month on mobile phone bills; 42% spend \$100+ a month on clothes and entertainment. Additional surveys showed: 60% rent an apartment of house while 22% live with their family and another 18% own their own home; 45% live with roommates; 54% describe themselves as "urban"; 43% describe themselves as middle class and 37% describe themselves as working class. The reports also showed that the U.S. is the fastest growing market for AirG, making the space attractive for U.S. advertisers to tap into a market that is usually difficult to target digitally.