

## AirG Grabs Subs, Advertisers

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AirG wants to get the word out: Its mobile community surpassed the 20 million customer mark in August, and it's now available in more than 10 languages, with a footprint across more than 100 mobile operators worldwide.

The Vancouver, B.C.-based mobile social network has been doubling in size since 2005, so it wouldn't be surprising to see the company double in size again a year from now, says Allison Johnson, communications director at AirG.

Promotions and contests, as well as more mass-market handsets with better displays, have helped drive the growth. The five most popular handsets used to access AirG's services cost less than \$100 with a contract.

AirG says it generates billions of advertising impressions per month across its footprint of downloadable services, mobile Internet services (via WAP) and SMS services. One of its more recent ad campaigns involved the Axe personal care products for men and Boost Mobile.

AirG gets access to customer details based on the profiles they fill out when joining the community. Plus, periodic surveys add to what AirG already knows about its customers. They're predominately 18 to 25 years old and equally split between males and females. They're the "non-digerati," Johnson says - 59% of them don't own a PC.

Most of AirG's customers spend more than an hour a day in the community, and 60% have at least a high school education. Their average annual income is \$41,000.

AirG's service is private labeled through U.S. carriers and identified under various names such as Hot Talk on T-Mobile USA or Friendz on Verizon Wireless. About 12 million of AirG's subscribers are in the United States.