



AirG Launches Spanish-Language Community

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With 10 million unique customers using its mobile community globally via operators such as Sprint Nextel, Virgin Mobile, Boost Mobile, Cingular and Orange, AirG has decided to launch a Spanish social networking community specifically geared to Spanish-speaking consumers. Called Conexion Latina, the social networking site provides the same benefits as other AirG mobile communities by providing consumers with a place to post photos, blogs and instant message.

AirG co-founder Fred Ghahramani says the company has more than 1 million customers of its communities that identify themselves as Latino. That high number prompted the firm's decision to launch a dedicated Spanish language community that will feature a Spanish-language user interface. The company has not yet signed up any wireless carriers to support the Conexion Latina but Ghahramani expects to soon.

Now that AirG has reached the 10 million subscriber mark, Ghahramani says the company is attracting the attention of advertisers. AirG's customers range in age from 18 to 25 and spend an average of 59 minutes per day in the community.

However, Ghahramani says that he believes that the most effective mobile advertising is not just banner ads but 10-second video ads. Operators that support AirG's communities share the subscription revenue that subscribers pay for membership and also get a share of the advertising revenue.

<http://www.wirelessweek.com/article/CA6365734.html?text=airg>