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National Hall, Olympia
MMA Pavilion

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The BIG FIVE will drive European mobile advertising market to a \$1 billion industry by 2014

adsmobi released brand new whitepaper about Pan-European mobile advertising trends

London/New York, September 13, 2011 (www.adsmobi.com). Free whitepaper download at www.adsmobi.com/whitepaper) – The European mobile advertising market will become a \$1 billion industry 12 months faster than previously projected. By 2014, the collective mobile ad market across the BIG FIVE (UK, Germany, Italy, Spain and France) will be worth over \$1.03 billion. Based on the data of research company mobileSQUARED, the mobile ad networks delivering the largest number of ads on a monthly basis across the Big 5 are InMobi, **adsmobi** and YOC.

mobileSQUARED Chief Analyst Nick Lane about the new data: "The European mobile advertising space is now demonstrating the strong growth that has been projected for a number of years. Companies like adsmobi, that are helping to drive the sector are primed for the good times."

"Our first year was very successful and we are proud to see adsmobi as one of the biggest players with Pan-European inventory in the mobile advertising market as of today. We expanded our worldwide service with the opening of a new office in London and our growing team is working hard with our agency partners to drive revenues in Europe's BiG FIVE markets.", stated **Ramy Yared**, MD of adsmobi Inc.

About Mobile Squared

mobileSQUARED (www.mobilesquared.com) provides specialist research which enables brands, agencies and the mobile industry to increase engagement with the mobile consumer. They conduct primary research on the mobile industry and mobile consumers, with a focus on delivering exclusive forward-looking data on mobile device usage, mobile web, app and commerce trends and usage, and mobile advertising responsiveness to help clients identify and respond to fast-changing mobile trends.

About adsmobi Inc.

adsmobi is a mobile media buying platform that focuses on placing successful mobile campaigns for mobile advertisers, the advertiser "buy side" of the mobile advertising ecosystem. adsmobi delivers premium advertising traffic and global reach for advertisers through a partnership with the leading mobile mediation and optimization platform Smaato. adsmobi matches agencies and brands, with the best mobile publisher inventory to achieve their mobile ROI goals. The adsmobi ad server will help effectively manage media spending with the flexibility to target a desired audience at the right time, at the right place, on the right device.