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Henrik Holen | THOUGHTS, MUSINGS, IDEAS

A BLOG ABOUT INNOVATION, BRANDING AND WEB 2.0

FRIDAY, APRIL 10, 2009

Mobile services prosper in developing countries

Buzzcity's [quarterly mobile advertising index](#) shows a recession-defiant growth in most markets. The western world is also catching up, with a 38 % growth in the US and 51 % growth in the UK.

This is a brilliant example of how people and companies in developing countries are leap-frogging western technological progress to create exciting opportunities within the constraints that their national infrastructures impose. We see the same in Africa, where some [mobile phone operators](#) are providing money transfer services to customers without banks and mobile devices are being used to [diagnose and treat crop diseases](#) by connecting experts to the farmers in the countryside. By connecting the unwired through mobile phones Buzzcity has created strong marketing opportunities in a medium that western companies are still struggling to master.

The way in which these companies are creating new and innovative solutions is a valuable lesson for companies in the western world. We're used to internet consumption through a keyboard and large screen, so we have problems thinking of new ways to communicate on handheld platforms. By forcing ourselves not to rely on other devices than the handheld ones, imposing the same constraints as

ABOUT THIS BLOG

This blog is a collection of my thoughts on innovation branding and web 2.0. Some of it will be inspired by my work as a business developer, some by my experiences, others by things I learn. I aim to write at least one new original post every week. If you'd like to have a look at my collection of random things found on the internet or amusing things I see, check out [curatedstuff.com](#).



@HHOLEN IS TWITTERING

Sure fire way to show off your mad skillz, get the Photoshop Hero Hoodie from Penny Arcade <http://bit.ly/1ayOkr> 30 minutes ago

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Horrible weather requires

companies in developing countries, we'll be able to develop a form of communication not shaped by PC-based web browsing. We may need to take a step back if we're going to go forward.

POSTED BY HENRIK HOLEN AT 4:13 AM
LABELS: [INNOVATION](#), [MARKETING](#), [MOBILE](#)

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