

# Mobile Marketing Magazine

The online magazine dedicated to mobile marketing



Mobile Marketing ... Mobile Commerce ... Mobile Customer Service

## What's your Mobile Strategy?

For more information please contact:  
Robert Thurner, Commercial Director · 0845 130 3  
info@incentivated.com · www.incentivated.com

MMS · PSMS · SMS · SHORTCODES · WAP PUSH · LOCATION BASED SERVICES · MOBILE INTERNET

SEARCH »

### ABOUT

Powered by [TypePad](#)



### LINKS

- [The Phone Spot](#)
- [Punchkick Intractive Marketing Blog](#)
- [Mobile Marketing Forum](#)
- [Mobhappy](#)
- [Total Mobile Magazine](#)
- [blogmobilemarketing](#)
- [Mobile Entertainment Forum](#)
- [Mobile Digest](#)
- [Mobile Marketing & Spam](#)
- [The Lab - Exploring new brand connections](#)

[Email Me](#)



[« MMA Award Winners Announced](#) | [Main](#) | ['Celebrity' Brief for Mobstar](#) »

November 16, 2007

## myGamma Expands

[BuzzCity](#), which develops global wireless communities and consumer services, has announced the deployment of its 'myGamma' mobile social networking service in Denmark and the Netherlands. myGamma is now available in 60 countries globally. myGamma was recently voted Best Mobile Social Networking Service at the [Asia Mobile Awards 2007](#) by the GSMA, the global trade association for mobile operators.

"We've focussed our attention on a unique set of users, the unwired, for whom the mobile Internet is more than just a source of information, but a personal channel of expression," says BuzzCity CEO, Lai Kok Fung. "Launching myGamma in new communities not only adds value to our members but also to our advertisers."

myGamma users are typically the emerging middle classes in developing countries, and blue-collar workers in developed countries.

These additions to BuzzCity's European offering are part of the company's continuing efforts to expand myGamma's global community and diversify advertising opportunities for its advertisers. Since January 2007, BuzzCity's advertising service has delivered more than 5 billion advertising pageviews and more than 125 million clicks across more than 3,000 advertiser campaigns. BuzzCity's continued monetisation of WAP traffic has earned it a place on the shortlist of Red Herring's Global 100 selected from top companies from Europe North America, and Asia.

November 16, 2007 in [Front Page](#), [Mobile Social Networking](#), [News](#) | [Permalink](#)