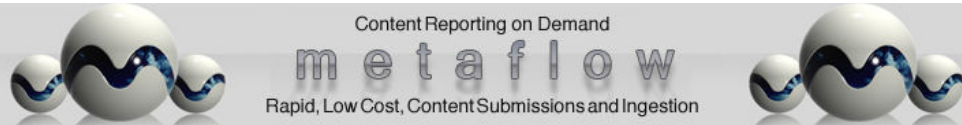




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BuzzCity delivers 7.5bn banner ads in Q4

Stuart O'Brien Jan 12 2009, 11:22am

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Indonesia is the top market for mobile ad and social networking specialist.

Mobile ad and social networking specialist BuzzCity says it delivered 7.5 billion mobile banner ads in 4Q08, up 38 per cent from the previous quarter.

The Singapore-based company says the ads were delivered to more than 2,000 publisher sites, including its own myGamma mobile community.

According to its Global Mobile Advertising Index, BuzzCity's ad network served the most banner to Indonesia in Q4 (3.6 billion), followed by India (727 million), South Africa (465 million), the US (382 million) and Kenya (241 million).

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The top ten countries contributed 80 per cent of the traffic, while 28 markets exceeded 10 million banners per month compared to 23 in Q3.

KF Lai, CEO of BuzzCity, said: "The Q4 results are significant in light of the current economic situation. We are clearly seeing more advertising on mobiles and expect to see further growth in 2009 as advertisers focus more on accountability in their campaign execution."

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