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## BuzzCity Sees 917% Growth in Mobile Ads Served, YOY



**BuzzCity**, a provider of global wireless communities and consumer services, today announced that it has seen year-over-year growth of 917 percent in mobile ads served across its mobile advertising network in the U.S.

The company **expects** mobile ads served on its network in the U.S. market to reach more than 100 million ad views per month by the end of Q2. BuzzCity's myGamma Advertising Network serves ads on more than 2,000 mobile publisher sites in 70 countries North America, Europe, Asia and Africa, and on the company's myGamma mobile social networking community.

"The U.S. mobile market is primed for huge mobile advertising growth," said K.F. Lai, BuzzCity CEO. "As operators and carriers continue to move toward unlimited data plans, and awareness of the mobile internet continues to grow, we expect to continue to experience massive growth in ad impressions in the market this year."

The U.S. is now in 4th place in the company's latest quarterly mobile advertising index, which measures the total number of ads served during each three month period of the fiscal year. For the period between January 1st and March 31st, approximately 132 million ad impressions were recorded across BuzzCity's U.S.-based publisher partners and on the **U.S. version of its myGamma social networking community**.

The myGamma Advertising Network serves both banner and text ads. In Q1 this year, the top 10 markets served by the network served a total of 2 billion ads, which represented year-over-year growth of 800 percent.

myGamma reaches two distinct audiences, according to the company: the newly connected emerging middle class in developing markets and the blue collar sector in developed regions. These "unwired" consumers are accessing the mobile internet on their phones due to widespread and affordable wireless access.

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