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### [BuzzCity is a growing new competitor in the US mobile advertising market](#)

[Eric Eldon](#) | May 16th, 2008



Mobile advertising is still a very young market in the US, as mobile web usage here has lagged after many other countries due to inferior access to quality mobile devices and services. But mobile usage is growing as access has improved, which means the opportunity for mobile advertising has, too.

Besides mobile advertising efforts by giants like Yahoo, Google and AOL, perhaps the best-known mobile ad startup to go after the U.S.'s emerging mobile market is San Mateo, Calif.-based AdMob.

However, a growing market attracts competitors, especially when it is as lucrative as advertising is in the US — a large, Singapore based company called [BuzzCity](#) arrived in the US last year.

BuzzCity [has recently announced](#) a 917 percent annual growth in the number of page views that users have accessed that show its ads, with 132 million pages being viewed in the US over the first three months of this year. It expects to reach more than 100 million US ad views per month by the end of this quarter. It has also landed big clients, including Coca-Cola.

The company, which also runs mobile social network myGamma, has a mobile advertising network that operates in more than 70 countries around the world, with more than 2,000 mobile publisher sites running its ads. Like its competitors, the company serves both text and banner ads on mobile devices, and offers advertisers analytics services to target and track ad campaigns.

Overall, the network's top ten markets served two billion ads, which represented annual growth of 800 percent. Here's where the US fits in to BuzzCity's world market:

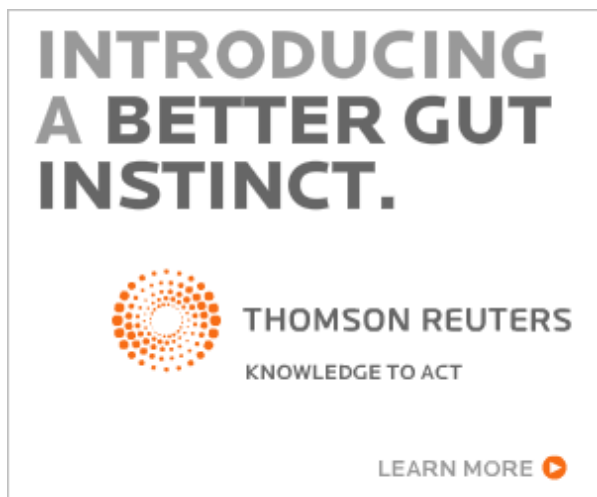
1. Indonesia : 654 million (+ 13328%)
2. India : 577 million (+ 1522%)
3. South Africa : 426 million (+ 418%)

4. USA : 132 million (+ 917%)
5. Kenya : 79 million (+ 424%)
6. Romania : 57 million (+ 446%)
7. Bangladesh : 53 million (+ 305%)
8. China : 37 million (+ 6053%)
9. Brunei : 35 million (+ 221%)
10. Pakistan : 35 million (+ 814%)

How does this stack up with AdMob. According to AdMob's latest report (PDF [here](#)), it had nearly 2.6 billion ad views last month alone, with 1.5 billion of those in the U.S.

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