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News

O2 signs exclusive deal with 4th Screen Advertising

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O2 has signed an exclusive mobile display ad deal with 4th Screen Advertising as it prepares to introduce pre-roll ad-funded video content for the first time.

Citroen, Ford, Honda, Nivea, Nokia, Pathe Films and Volvo were among the first clients to book display ads across the O2 Active mobile portal after it extended its six month trial, begun in August 2007, to reach 20 handsets.

O2 has signed a 12-month exclusive contract with 4th Screen, which is using its technology to deliver behavioural targeted campaigns.

O2 is also introducing pre-roll advertising later this month following its decision to extend an agreement with its video provider Mobix.

The operator has signed a further deal with Amobee to provide it with ad-funded gaming opportunities.

Simon Dean, head of advertising for O2, said that advertising was valuable both as a revenue generator for the operator and tool for discovering new content for consumers.

"There's a commercial opportunity if we get it right and an opportunity for us to deliver targeted content where relevant," said Dean. "We have huge inventory and are looking to roll out other forms of advertising including video, games and specific editorial channels."

Rival operators Orange, T-Mobile and Vodafone have also each announced third party ad partners with only 3 keeping its sales in-house.

O2 Active, which offers around 20m commercial ad impressions each month, has been generating click-through rates of up to 6% according to Dean. It's also able

to offer advertisers reach across the European-wide Telefonica network of operators.