



Malay Mail
29/06/2010

Page: 13

Section: Arts & Entertainment

Region: Malaysia Circulation: 33496

Type: Malaysia - English Newspapers

Size: 135.00 sq.cms

Frequency: MTWTFS



AD IT BEGINS: (From left) van Overbeke, Maxis head of product, devices and innovation T. Kugan and CEO of Out There Media Kerstin Trikalitis jointly introduce a new mobile advertising paradigm to the region.

DID you know that 4.2 billion people own a toothbrush, but 5 billion people own a mobile phone? Good enough numbers to make mobile phones premium real estate for ad placements. In Malaysia, it is projected that by 2014, there will be 42.5 million mobile subscribers.

Maxis and Out The Media recently launched their joint Mobile Advertising business in Malaysia, the highlight of the offering being myDeals, a next generation Permission-Based Mobile Advertising programme.

"This takes the mobile platform to the next stage of its evolution into providing greater personalisation together with wider connection," said Maxis chief operating officer Jean-Pascal van Overbeke.

"Our strategic partnership with Out There Media introduces an advertising channel with benefits for brands and for an increasingly

discerning populace who have the right to demand that their interests and preferences be noticed and served."

At the launch of myDeals, a number of well-known brands have already signed up to roll out campaigns targeting the programme's opt-in customer base. These companies are the launch partners of the new offering and they include BMW, Malaysia Airlines, Colgate-Palmolive and Panasonic.

The good news for consumers already bombarded by countless SMS alerts? The first, is that the programme is an opt-in one and the second being, for once, the ad might actually be relevant or interesting to you. Plus there'll be some bargains and goodies in the pipeline to sweeten the deal. To learn more, head to www.maxis.com.my and www.out-there-media.com