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[Google Applies for Patent on Mobile Phone Ads](#)

Mobile advertising expected to grow in the following years

It won't be long until adverts will be taking over mobile phones. US wireless carrier [Verizon](#) has already announced its intention to allow the placing of ads on the sites their users visit. According to some, the cell phone is a more personal space than the PC, reason for which some users won't necessarily have a good opinion about ads on the mobile web. This is why many carriers have preferred to think things over before allowing ads, but in the end, most carriers ended up deciding that mobile advertising can be quite profitable, which is why mobile advertising is expected to grow rapidly. Because pretty much everyone owns a mobile phone nowadays, mobile advertising is a great source of income and the next big thing for both advertisers and mobile operators. [Google](#) is also trying to come up with a better way to serve adverts to mobile phones and similar devices and has filed a patent, including images that reveal how the adverts might appear, how users will be able to interact and use the information given. While adverts on the Internet are generally links to the advertisers website, on mobile phones a different approach is needed due to the fact that mobile phone users would prefer to get immediate answers rather than having to browse through sites on a small screen. The abstract from the patent application states: A method and system for presenting promotional content to a user of a communication device involves receiving information from a communication device, where the information relates to the communication device, and identifying a result relating to the information that is capable of being presented in a plurality of formats on the communication device, and dynamically selecting a format for the result from among the plurality of formats, and presenting the result in the selected format for display by the communication device.