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An example of content that might be distributed by Google

## [Google Prepares Search Engine for Ringtones, Mobile Games](#)

### *One more step into the mobile market*

The Mountain View giant improved its mobile side a lot recently but it seems like it plans to assault the market with one of its top technologies: the search engine. Wall Street Journal reports that sources around Google said the company is interested in building a revolutionary technology that would allow the consumers to find mobile content such as games, ringtones and other files compatible with the handheld devices. The most interesting aspect of the Google plans is the pricing of the upcoming service: it's not freeware as we expected because Google wants to build a system somehow similar with the sponsored links displayed on the search engine results page. Basically, Google wants to provide one click access to the companies selling ringtones and mobile games using the SERP just like the sponsored links distributed by the famous advertising platform AdWords. Obviously, Google wants to sell those results so, once a company wants to be displayed among the first results for certain queries, it has to pay a certain amount of money."The Internet company has considered including a social-networking component that would let users of the company's Gmail email service exchange content, a person familiar with the initiative says. Overall, the service would work much like the Google Product Search service, formerly known as Froogle, people familiar with the situation say. A spokeswoman for Google declines to comment," the same publication reports today. Let's suppose you want to download a 50 Cent ringtone for your mobile phone. Just connect to the Internet using the mobile device, go to Google and type 50 Cent ringtone. The search engine would return you all the websites selling 50 Cent ringtones, allowing you to buy it and download it straight on the handheld device. At this time, there are only a few services providing these functions but the power of Google would surely revolutionize the mobile Internet world.