

3 May 2007

By: Elena Balan, Communications News Editor



The mobile phone can now be an advertising space

## [Microsoft Buys Mobile Advertising Company Screen Tonic](#)

### *Another step in the evolution of mobile advertising*

Microsoft has announced their expansion on the mobile advertising market through the acquisition of Screen Tonic. This is a nice move coming from Microsoft, considering the fact that mobile advertising is increasingly gaining popularity as an innovative way of promoting products and services. Screen Tonic is a [European](#) company that provides advertising solutions for mobile phone platforms. The company was founded in 2003 by three mobile phone specialists that only in 3 years reached the business rate of EUR4,5 million. At the beginning of 2007, Screen Tonic reached one billion page impressions that were sold for mobile phones in Europe. This was made possible due to the relationships maintained with important mobile operators in Belgium, France and the U.K. "The acquisition of ScreenTonic will be part of our long-term strategy to deliver ad experiences that map to the environment. Together, we will be able to provide relevant ads where consumers are, when they are actively engaged and communicating.", said Steve Berkowitz, senior vice president of the Online Services Group at Microsoft. This is supported by the constantly growing mobile phone users market and also due to the freedom provided by mobile technology. "The mobile Internet is an extraordinary vehicle for brands to connect with their target audiences, because devices like cell phones enable interaction to take place virtually anywhere or anytime.", Steve Berkowitz continued. [Microsoft](#) is the worldwide leader in providing software and service solutions for business development. As part of this company, Microsoft Digital Advertising Solutions helps advertisers to effectively reach their targets with the help of technology.