

7 December 2006

By: Iohana Georgescu, Communications News Editor

[MySpace Will Go Mobile on Cingular](#)

The online community has over 50 million users



As each day goes by, more services, usually available over the Internet, are starting to be available for mobile phone users. While [YouTube](#) and [Revver](#) have joined the ranks of Verizon less than two weeks ago, wildly popular social networking site, MySpace, plans to go mobile by signing a deal with one of America's largest wireless companies, Cingular. Although MySpace is unbelievably popular, especially among young people, with an estimated 50 million users, the site's advertising revenue is pretty small compared to the large number of users and site traffic. NewsCorp's MySpace is an online community that allows its users to share photos, journals and interests with friends and has recently become a part of the Rupert Murdoch's Fox empire. MySpace was expected to deliver \$500 million in revenues in the company's current fiscal year. Providing MySpace to mobile phone users would be an advantage and money making opportunity for both [Cingular](#) and News Corp. Therefore, making the service available on mobile phones is a chance to boost advertising, movie and music sales, through mobile ads and streaming content. Both Cingular and MySpace users would be able to take advantage of this service and access [MySpace](#) from anywhere with the help of their mobile phone, provided there is network coverage.