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Snapshot from Nokia's
MOSH website
Nokia

Nokia Invites Advertisers to MOSH

MOSH has joined Nokia Media Network

Nokia has just announced that MOSH, its mobile content sharing portal, is now part of the Nokia Media Network and it allows online advertisers from all over the globe to place their commercials on the MOSH website. For those who don't know, MOSH is a portal where lots of users upload, share, search and download applications, games, videos, music and other types of mobile content. Launched back in August 2007, MOSH has registered, until now, more than 46 million downloads, which means it's quite a popular website (and no wonder, since it belongs to Nokia). Talking about the latest addition to the Nokia Media Network, Mike Baker, vice president and head of Nokia Interactive Advertising, declared: "We are committed to expanding the Nokia Media Network, which is growing rapidly in both reach and quality, so we can drive greater results for our brand advertisers. The MOSH audience, comprised of the heaviest users of mobile content around the world, is particularly desirable to many of our top advertisers." Besides having lots of features that allow visitors to easily find and download what they need, MOSH also has a new advertising feature, named "Spotlight". Thanks to Spotlight, the ads have the best-possible placement, hence increased chances to be seen by visitors. Andrew Perlman, general manager of Vringo, an American company that benefits from MOSH's new feature, said: "Vringo is thrilled with the way the MOSH user community has embraced our application. The additional visibility the Spotlight program provides has helped us gain additional exposure and users on a scale that has exceeded our expectations." Nokia's MOSH website can be accessed either from a PC (at [this address](#)) or from a Web-capable mobile phone (at [this address](#)). Those who are new to the platform will be happy to find there original mobile content and a large community of users from all over the world.