

Smartphones are getting more popular everyday, and advertising is now moving into people's most personal devices. Publishers, media networks and telecom operators who can best exploit the unique characteristics of the mobile channel -- **location-based, personalization and immediacy** -- have a great opportunity to gain lucrative new sources of revenue.

Innovation in advertising

This opens the market to great innovation in the complete advertising value chain, making possible completely **new and creative forms of interaction between advertisers and customers**, on the move. By exploiting the immediacy of the mobile phone, advertisers will be able to increase brand awareness/protection, and engage users in impulsive actions.

[Joomla SEO powered by JoomSEF](#)