

## **Press Release**

**Barcelona, Spain February 16, 2009**

**For immediate release**

### **GoldSpot Media collaborates with Abertis Telecom to demonstrate interactive advertising for mobile TV**

Abertis Telecom, the Official Mobile TV network Partner for MWC event is pleased to collaborate with GoldSpot Media's to demonstrate their innovative interactive advertising solution for broadcast and 3G TV at the 2009 GSMA Mobile World Congress in Barcelona. The demonstrations will run on multiple mobile devices and will showcase the power of interactive video advertising to generate profitable business models across varied mobile TV channels, applications and inventory owners.

Abertis Telecom is the Spanish leader in infrastructures and telecommunication services, holding the first broadcast and audiovisual signal distribution site network. Abertis Telecom has deployed seven mobile TV broadcast networks on this Mobile World Congress edition using DVB-H, DVB-SH and MediaFLO technologies providing indoor and outdoor coverage to the Fair ground.

GoldSpot Media develops the next generation mobile video advertising technology miSpot® to make mobile TV and VOD profitable for the entire value-chain. The company offers a unique end-to-end mobile advertising solution that dynamically inserts on the device non-intrusive, interactive and highly targeted alternate content into broadcast TV, unicast VOD/streaming and mobile internet videos. Interactive campaigns integrated into advertising create a very compelling medium for user engagement capitalizing on the most interactive consumer device.

GoldSpot Media's dynamic ad-insertion solution adapts the proven inventory and revenue sharing business models used successfully in the traditional TV market, and then optimizes it for the highly personal and portable mobile communications medium. GoldSpot Media's solution converts traditional TV spot inventory into innovative ad formats optimized for "snacking" or shorter format mobile TV, resulting in high-value interactive mobile impressions.

"Subscription based TV services does entice the mass market but ad funded services are necessary" says Staffan Nilsson, Senior VP Business Development at GoldSpot Media. "Inventory sharing models from traditional TV cannot sustain ad funded mobile TV services due to very different consumer behavior. GoldSpot's technology brings the best of breed standards from cable, online and mobile worlds to service providers and content providers. Combining in-stream interactive advertising and targeted video ad replacement within ad pods can solve the Catch-22 (profitability vs. eyeballs) in mobile TV/video business models and accelerate the mass market."



### **Press Contact**

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### **About Abertis Telecom**

Abertis Telecom is one of the leading telecommunications infrastructure and services operators in Europe, with more than 3,200 sites and the largest network of audiovisual broadcasting and distribution sites in Spain. Abertis Telecom is leading the rollout of digital terrestrial television in Spain and is working on the development of mobile DTT. The company has been the driving force behind several projects in Spain and Europe. Abertis Telecom is part of Abertis, one of the global leaders in infrastructure management in the area of mobility and telecommunications, headquartered in Barcelona, Spain.

Abertis Telecom is leading the implementation and deployment of DTT in Spain and works on the development of mobile TV from the very beginning. In that sense, Abertis telecom has been leading the most important mobile TV trials in Spain and technology validation processes in Europe along with the main sector broadcast and telecommunication companies.

For more information, visit Abertis and Abertis Telecom on the Internet: <http://www.abertis.com> , <http://www.abertistelecom.com> or on MWC booth at Hall 3 Spanish pavilion CY11

### **About GoldSpot Media**

GoldSpot Media offers the industry's first end-to-end interactive advertising solution for all mobile TV/video channels, inventory owners and applications. The privately held company is headquartered in Sunnyvale, California with an R&D center in Bangalore, India and sales office in Europe. For more information, visit GoldSpot Media at <http://www.goldspotmedia.com> or visit at the GSMA Mobile World Congress, Barcelona, from February 16 to 19, Hall 7, Booth 7A37.