

## GoldSpot Media Launches Open Mobile Advertising Alliance Supporting IAB's MRAID

**Sunnyvale, CA – July 18, 2011** – GoldSpot Media, the leader in mobile rich media and video advertising solutions, today launched the *Open Mobile Advertising Alliance* to accelerate adoption of the Interactive Advertising Bureau's (IAB's) forthcoming MRAID (Mobile Rich-media Ad Interface Definitions) spec for mobile rich media ads. This new standards-based solution empowers the advertising industry to seamlessly transact in-app mobile advertising across all smartphones and tablets.

The mobile rich media advertising industry is far from scalable, with resource-intensive proprietary integrations, weekly SDK updates, under delivering rich media ecosystems and broken mobile ad server functionality. GoldSpot Media has been collaborating with the Interactive Advertising Bureau (IAB) and Open Rich Media Mobile Advertising (ORMMA) to develop a solution that eliminates the fragmentation in mobile advertising. IAB is expected to ratify its MRAID version 1.0 specifications in early September.

The GoldSpot Media in-app SDK for iOS and Android enhances the pioneering contributions to the ORMMA open source project and is available at **no charge to participants of the *Open Mobile Advertising Alliance***. Partners can optionally enable advanced features such as ad caching, frequency capping and video overlays.

"Publishers in the mobile advertising ecosystem are frustrated with today's disparate online and mobile ad serving infrastructures," said Cameron Clayton, EVP Digital Products, The Weather Channel Companies and Co-Chair of IAB Mobile Committee. "Initiatives such as the *Open Mobile Advertising Alliance* bridge the compatibility gap between any ad server and mobile rich media vendors."

GoldSpot Media's white label solution simply plugs into a publisher's existing ad server via an open campaign interface, thereby eliminating additional operations and infrastructure costs. Publishers can sell digital effectively as they can use their existing inventory forecasting and other ad server functions, while maximizing their mobile revenues by selling MRAID compliant ads from any rich media vendor, as soon as they are available.

"For a highly scalable mobile advertising ecosystem, advertisers and agencies should be allowed to focus on driving marketing goals without being restrained by technology hurdles," said Srinu Dharmaji, Founder & CEO, GoldSpot Media. "Similarly, a publisher should be free to focus on driving higher ad revenues through engaging ad campaigns using state of the art creative ad units without significantly increasing their CapEx and OpEx. The *Open Mobile Advertising Alliance* helps make that a reality for our publisher and advertiser customers."

To participate in the *Open Mobile Advertising Alliance*, visit [www.goldspotmedia.com/OMAA](http://www.goldspotmedia.com/OMAA) for more information. For partners who are developing their own MRAID compliant SDK, a comprehensive MRAID compliance test suite is available.

### About GoldSpot Media, Inc.

GoldSpot Media is the leader in scalable mobile rich media advertising solutions for all smartphones and



tablets. miSpot, our award-winning, cloud based mobile rich media advertising platform, is the only open and universal mobile ad platform that delivers a self-serve environment to create, distribute and measure rich media campaigns across any publisher or ad network.

GoldSpot Media founded the Open Mobile Advertising Alliance to bridge any ad server with mobile rich media to promote rapid adoption of IAB-MRAID (Mobile Rich Media Ad Interface Definition) standard.

A privately-held and venture-backed company, GoldSpot Media is headquartered in Sunnyvale, CA, with regional offices in New York, San Francisco, Los Angeles, Chicago, Japan, and India. For more information, visit [www.goldspotmedia.com](http://www.goldspotmedia.com).

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