

## Beam me up, Scotty

SYDNEY: Advertisers are being offered the opportunity to attach their ads to thousands of text messages, as part of a new ad-supported SMS platform launched yesterday at ad:tech.

Developed by Australian mobile technology company BeamMe.info, the platform allows people surfing the net to send information from the web, such as a restaurant's address, to their mobiles free of charge.

At the bottom of each SMS, advertisers have the opportunity to include 130 characters-long ads, including a hyperlink to take users straight to the advertiser's mobile website.

The SMS tool is available on BeamMe.info partner sites, with directory sites [www.bestrestaurants.com.au](http://www.bestrestaurants.com.au) and [aussieweb.com.au](http://aussieweb.com.au) the first to trial the system. Over the course of the six-week trial, BeamMe.info's partner sites in Australia generated 10,000 "beams" to 6,000 mobile users.

Brad Down, co-founder of BeamMe.info, said one pricing model for the platform is a Google AdWords-style auction system, with prices starting at 20 cents and rising based on advertiser demand. Ad revenue is then shared between partner sites and BeamMe.info.

Down has discussed the concept with several publishers, including "top-teir employment sites", and directories publishers, including [TrueLocal.com.au](http://TrueLocal.com.au) and Yahoo!'s local search product.

Sensis is believed to be working on a similar system for its [Yellow.com.au](http://Yellow.com.au) directory site, although advertising may not be included.

"With all of the hype of mobile advertising this year, we wanted to take a step back and look at where there is the greatest penetration. Hence, the greatest untapped value to the advertiser is with SMS," Down said.

"Millions of SMS messages are sent everyday, the technology is in the phone; it doesn't need downloaded software, a data connection or complex installation. It's obvious to us SMS ads are a great opportunity to get advertisers in front of eyeballs effectively, usefully and cheaply."

Nic Jones, digital director at Starcom Digital, said the technology offers measureable, cost-effective and contextually relevant advertising. More importantly, in terms of driving uptake, the technology "enhances the value of the [partner] website and the information on it".

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Ad News

<http://www.adnews.com.au/news.cfm?NewsID=4415&alpha=19224&beta=45979>

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