



## **eBuddy Selects 4<sup>th</sup> Screen for UK Mobile Ad Partnership**

**London, United Kingdom – 14 September 2009** - [4<sup>th</sup> Screen Advertising](#), the UK's leading mobile advertising agency today announced a partnership with [eBuddy](#), the world's largest and fastest growing independent web and mobile instant messaging (IM) service favoured by students and young professionals 13 to 24 years of age. 4<sup>th</sup> Screen Advertising will integrate and roll out a range of mobile advertising formats within the eBuddy mobile platform over the next several months including banners, splash screen ads, integrated tenancy links and new rich media formats.

eBuddy's mobile IM solution enables over 8 million unique monthly mobile users to chat free of charge in one interface across all major IM networks including AIM, Facebook, Gtalk, ICQ, MSN Windows Live Messenger and Yahoo. eBuddy currently offers four mobile IM versions: [eBuddy Mobile Messenger](#) (J2ME), [eBuddy Lite Messenger](#) (mobile Web) along with the native applications, [eBuddy for iPhone](#) and [eBuddy for Android](#).

According to the IAB, the number of social network users on the mobile Internet has grown 179% year-on-year compared to 10% on the PC Internet. "Young people are constantly communicating while on the go, and mobile phones play a critical role in their social lives," states eBuddy UK Advertising Director, Lucy Russell. "We anticipate excellent results from our partnership with 4<sup>th</sup> Screen Advertising especially considering eBuddy's year-on-year mobile IM growth rate of 235% and the more than 8 million unique mobile users per month utilizing eBuddy's mobile IM service.

"Over one third of people under 30 years old are accessing social networking sites via mobile," adds 4<sup>th</sup> Screen Advertising Account Director, Miguel Tatay. "Unlimited data plans and 3G penetration have really opened up the flood gates, providing mobile consumers with an 'all you can eat' proposition to access social media sites at any time of day."

Tatay continues, "Our partnership with eBuddy supports 4<sup>th</sup> Screen Advertising's ever-expanding reach in the social media arena, and provides the perfect channel for brands to maximise awareness among a notoriously 'hard to reach' youth audience via a targeted range of mobile advertising options."

**- ends -**

### **About eBuddy**

eBuddy is web and mobile messaging for everyone everywhere! eBuddy processes over 8.5 billion messages per month and enables more than 21 million unique monthly visitors to chat free of charge in one interface across all major IM networks including AIM, Facebook, Gtalk, ICQ, MySpace, MSN Windows Live Messenger and Yahoo! Offering four mobile IM client versions: [eBuddy for iPhone](#), [eBuddy for Android](#), [eBuddy Mobile Messenger](#) (J2ME) and [eBuddy Lite Messenger](#) (mobile Web), eBuddy is one of the world's fastest growing MIM

services with over 8 million unique monthly mobile users. Based in Amsterdam, London and San Francisco, eBuddy is a privately held company backed by Prime Technology Ventures and Lowland Capital Partners. Learn more: <http://www.ebuddy.com>.

### **About 4<sup>th</sup> Screen Advertising**

4th Screen Advertising launched in February 2006 and is the UK's leading mobile advertising agency. The company helps mobile operators and WAP publishers including ITV Mobile and Ministry of Sound to monetize traffic to their portals through mobile advertising. 4th Screen Advertising provide a single point of contact for media agencies, and brands, wishing to buy advertising inventory across a range of mobile internet sites and formats. Their in-house creative, technological and dedicated account management teams provide advice and solutions to help publishers and brands optimise opportunities in mobile advertising. Learn more: <http://www.4th-screen.com>.

### **Media Contacts**

eBuddy:  
Mindy M. Hull  
Mercury Global Partners  
US mobile: +1 415 889 9977  
EU mobile: +31 625 047 680  
[mindy@mercuryglobalpartners.com](mailto:mindy@mercuryglobalpartners.com)

4<sup>th</sup> Screen Advertising:  
Tim Banks  
infomob Public Relations  
tel. +44 8707 652 564  
tel. +44 7771 512 057  
[tim@infomob.co.uk](mailto:tim@infomob.co.uk)