

TAPTAP Networks and GoldSpot Media

Launch Two New Video Formats for Mobile Advertising

Audi A1 Mobile Video Campaign Successfully Incorporates These Formats

Madrid, Spain, and Sunnyvale, CA, October 26, 2010 -- TAPTAP Networks, Spain's leading mobile advertising network, and GoldSpot Media -- the leader in interactive rich media and video advertising solutions for mobile web and applications -- are leading the next wave of mobile advertising with the launch of two new video ad formats: the Interstitial Video and the video banner. Using GoldSpot's patent-pending miSpot ad platform, TAPTAP successfully repurposed its TV commercials for mobile, thereby capturing the attention of a brand new audience of mobile users.

Both video ad formats allow users to watch a commercial on their mobile device while loading at app startup or while navigating through their apps.

First Video Campaign on Mobile

The new video formats were recently used in a campaign for Audi's new car model, the A1, which launched on Spain's leading premium iPhone sports app As.com. The campaign -- which engaged users with a full-screen video interstitial upon starting the app -- garnered more than 50,000 impressions in just a few days and received more than eight seconds of average viewing time per user.

"We're extremely happy with the initial campaign results. Many more top tier brands are interested in trying these new video formats in short term," said Alvaro del Castillo, CEO of TAPTAP Networks. "Advertisers are looking for new ways to stand out in a fragmented media landscape and we've found that mobile video provides the best opportunity to generate great awareness and strong brand recognition with the mobile audiences."

"Sight, sound, motion and interactivity are necessary to engage the mobile user deeply with the brand," said SriniDharmaji, CEO of GoldSpot Media. "GoldSpot Media's zero latency, high-quality, interactive video advertising technology is a perfect match for Audi's brand engagement with premium sports app users."

The video formats are available across the TAPTAP Premium Ad Network.

GoldSpot Media will be demonstrating the ease of rich media and video ad creation at ad:tech New York, Booth# 1358 on November 3-4.

About TAPTAP Networks

TAPTAP Networks is the largest independent mobile adnetwork in Spain. The company's advertising clients are the biggest media agencies and advertisers in the market looking for high quality advertising channels on an increasingly fragmented media landscape and ad saturated mass media. The company is headquartered in Madrid, Spain. Visit www.taptapnetworks.com for more information.

About GoldSpot Media, Inc.

GoldSpot Media is the leader in interactive rich media and video advertising solutions for mobile web and applications, and rapid app creation tools for smart phone, feature phone and mobile tablet platforms. The company's unique, innovative, client-server mobile solutions, [miSpot](#) and [miApp](#), are based on an intellectual property platform that includes scores of patents pending in the areas of mobile ad distribution, insertion, storage, interactivity, reporting and verification. The company is headquartered in Sunnyvale, Calif., USA, with an R&D center in Bangalore, India. For more information, visit www.goldspotmedia.com.

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