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## O<sub>2</sub> expands mobile advertising solutions

- O<sub>2</sub> Advertising Services – new platforms for target group specific advertising
- Advertisements only with the recipient's prior explicit consent

**MUNICH.** Telefónica O<sub>2</sub> Germany expands its media business by offering advertisers innovative mobile advertising solutions. The new O<sub>2</sub> Advertising Services enable the target group specific placement of advertising messages and achieve high conversion rates. More than 14 million O<sub>2</sub> customers make up a highly interesting target group. Advertising partners benefit from a strong brand with positive image values and a high level of awareness. In addition, international campaigns can be performed across the Telefónica network.

While many classic media address target groups rather unspecifically O<sub>2</sub> Advertising Services ensure target group specific advertising without coverage waste. Based on the anonymised classification into gender, age, residence, fields of interest and type of mobile phone user messages are adapted to target groups to ensure that no one receives unwanted advertisements. As a result, ads are only distributed to customers who have explicitly agreed to receive messages.

O<sub>2</sub> Advertising Services include mobile forms of advertising like display ads placed on the mobile portal as well as SMS and MMS campaigns. Display campaigns, emails and newsletters can be booked in the online category. Based on the success-based invoicing option O<sub>2</sub> Advertising Services offer advertisers a very attractive price/performance ratio. Additional advantages are: high coverage with excellent data quality; specific addressing of the target group; response optimisation and customer insights as well as innovative channels with a high dialogue capability.

“O<sub>2</sub> Advertising Services provide a unique option for cross-media campaigns and exact targeting. In addition, the success-based invoicing option is a great advantage for the advertising industry“, explains Wolfgang Wallauer, Director Advertising Services for Telefónica O<sub>2</sub> Germany.

A *Telefonica* company

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**Telefónica O<sub>2</sub> Germany GmbH & Co. OHG** belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has more than 47 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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