

MEET US AT MOBILE WORLD CONGRESS FRENCH PAVILION HALL 2 BOOTH 2<sup>E</sup>59

**ABPHONE BECOMES FIRST SEARCH ENGINE REFERENCED BY ALL MAJOR  
MOBILE OPERATORS IN FRANCE**



- Abphone, the ad-sponsored search service specialised in entertainment and multimedia, becomes the first search engine to be referenced by the 3 major French mobile operators: Orange, SFR and Bouygues Telecom. Confirming their results, abphone also ranks in Top 100 of Library House's Mediatech 2008 -

**Paris, France, Thursday 22 January 2009** – Abphone, the leading mobile search provider for entertainment and multimedia, announced today that their search engine is currently the only one available on the three French mobile operators' decks. **With over a hundred million page views every month**, abphone is the leading search engine for mobile content discovery.

Abphone keeps growing their audience worldwide, thanks to their vertical search service, helping users find and access multimedia content: images, wallpapers, videos and games.

In 2008, the global abphone **audience increased by 30%** in major countries such as the **USA, UK, France and India**, and saw its **advertising revenue increase by 40%**.

Abphone has become one of the most popular mobile services in the world, surpassing the threshold of half a billion searches last year!

The latest report [Mediatech 100, from Library House](#), ranks abphone among the 100 most promising companies in the medias and technology industry!<sup>1</sup>

In 2008, abphone maintained innovation with the launch of original concepts such as mobile game search, indexing the catalogue of leading game publishers, including world-leader Gameloft, and by introducing Contextual Content Advertising.

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<sup>1</sup> Mediatech 100 report references some of the most successful and innovative companies in Europe. Mediatech 100 is a publication of Library House and is supported by Kemp Little LLP and NMA. The Mediatech 100 is a list of Europe's hottest private media technology companies likely to have the biggest impact on the Mediatech industry in the future, selected by assessing companies using Library House proprietary data filters and by an expert advisory panel.

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In 2009, abphone plans to launch new vertical search services, which will be presented on the French Pavilion, at the Mobile World Congress in Barcelona from 16 to 19 February.

Pierre Scokaert, CEO of abphone declared: "The future is bright for abphone because vertical search is ideally suited for the mobile web. In 2009, we look forward to extending our search offer to address new verticals, such as music and news. We also plan to increase the viral spread of abphone, and we aim at appearing on an increasing number of operator portals, to repeat in other countries the success we met in France."

Olivier Laury, Director of Contents at Bouygues Telecom declared about abphone's search engine: "*abphone delivers good results thanks to the relevance of the photos and videos it gives to our subscribers, who regularly and repeatedly use this mobile search service.*» The speed and relevance of results abphone returns gives a high level of loyalty with an **average of 15 sessions per active user per month**.

**- ENDS -**

**About abphone:**

Abphone is the first mobile multimedia search service (photos, videos and games). Launched in 2005, abphone allows worldwide access to entertainment content from [m.abphone.com](http://m.abphone.com) mobile website or from the website [www.abphone.com](http://www.abphone.com)

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