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PlayNetwork Adds Mobile Services

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Demonstrating how good businesses diversify and figure out new products and services that they can offer their (existing) customers we see that [PlayNetwork](#) has added a new mobile service to its media offerings which includes a full range of mobile solutions – short message service (SMS) campaigns, branded music and video content delivery, web and WAP front ends and custom campaign development – essentially in an attempt to make the company a ‘one stop shop’ for its customer’s branding initiatives.

Craig Hubbell, Executive Vice President of Media Services, Sales and Marketing for PlayNetwork told us *“Mobile presents a key component of a multiple-touch-point campaign, putting the brand experience into the consumers’ palm and connecting with them in a meaningful, ongoing way through compelling content that supports their lifestyle and choices. To be truly successful, marketers must embrace consumer demand to be able to engage a brand wherever, whenever, and however they choose.”*

The idea is that by pairing PlayNetwork’s experience in delivering integrated media - digital signage, music, messaging and entertainment media - PlayNetwork will be able to offer marketers the ability to reach their consumer immediately and see measurable results.