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## APPLE EXPANDING IAD TO JAPAN



Apple and Japan's largest advertising agency, Dentsu Group, announced that they will work together to expand Apple's iAd mobile advertising network to Japan in early 2011. According to a press release, Dentsu will be responsible for the selling and creative execution of iAds in Japan, and Apple will host, target and deliver the iAds to iPhone and iPod touch users. iAd was launched domestically in July. The network allows third-party developers to directly embed advertisements into their applications, and it is expected to compete with Google's AdMob mobile advertising service. "After an incredibly successful launch in the U.S., where we've already doubled the number of brands on the network, we're excited to bring iAd to Japan," said Andy Miller, Apple's vice president of iAd. "Dentsu is one of the world's most prestigious advertising agencies, making them an ideal partner for iAds in Japan."

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