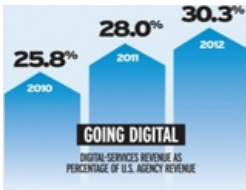


COX DIGITAL SOLUTIONS



The Cox Digital Solutions Company has recently designed an additional division which will help the company to sell mobile inventory to a number of different content websites. This new division will be a platform that, in which Leif Welch will lead the entire unit. Welch says that mobile traffic continues to increase, especially as the number of people using smartphones and mobile devices increases as well. Welch claims that the company has been investing for quite some time, hoping to help local publishers so that they can sort through their online inventory and make the most of what they have and can spend. And, because this worked, they are ready and prepared to do this for the mobile aspect. As of right now, Cox's digital network is spanning over 2,500 different sites. This includes the online properties of different local newspapers, television shows, and even radio stations, which are often owned by some major media companies. Along with mobile extensions, CDS mobile, the new platform, will be enabling advertisement on the different content sites. This will allow advertisers to target viewers based on certain demographics. Welch has estimated that the mobile audience for Cox Digital is at nearly 90 million visitors each month. He also says that while they receive about 90 million visitors per month, the number of visitors is continuously growing, especially as they expand as well. And, this is a good time for the expansion to take place, as mobile advertisement spending in the United States has increased by 149%, which was much more than what was originally expected. It is also expected, however, that during this year of 2012, the mobile advertisement spending will only continue to dramatically increase, especially with more people relying on their mobile phones and devices on a daily basis, much more than they did just one year ago and far more than they did several years ago. Welch believes that in order to set themselves apart from other companies that are on the same market, it is important for them to have a number of different skills and strategies, which includes providing both mobile and online aspects for advertisers. Cox already offers a number of different tools for web advertisements and because it is now taking a leap forward and going mobile, it will soon be offering a number of different tools that can be used for mobile advertising as well. Welch says that the transformation will not always be easy, especially since there are a number of operating systems for going mobile. However, Welch has no doubt that the company will be able to work things out smoothly, especially because the company will be following the set standards for rich media mobile.

<https://blog.granted.com/>