

## CLOUD NINE RELEASES WI-FI ADVERTISING NETWORK



The company Cloud Nine Media has recently made announcement about the launch of its new WiFi advertising network. Cloud Nine Media first performed a pilot which took approximately 12 months but was very successful with several brands of advertisers. Because of the success, it has now been released. When users choose to connect to the Internet using WiFi, users will have to watch a message from sponsors, as an advertisement, before they are able to receive access to the free Internet. Messages from sponsors may come from Google or other various companies, according to MarketWatch. Sebastian Tonkin, the co-founder of Cloud Nine Media, has said, "Free WiFi is something everybody appreciates." He also says, "The beauty of this model is that advertisers can become part of that positive experience and take advantage of a captive, full screen format at the same time. Users get free WiFi, venues offset their costs, and advertisers get guaranteed engagement. In other words, everybody wins." WiFi is, of course, in demand. More people depend on WiFi as a means of using the Internet while they are traveling to different areas. It is especially appreciated when stores have WiFi for those who use tablets and iPods and all the other gadgets that can easily connect with free WiFi services. There are lots of different stores and restaurants along with hang out spots that offer free WiFi to any of the users who might need it. Various advertisers participated in Cloud Nine Media's 12 month pilot. Such advertisements included Google, Old Spice, and Aer Lingus, amongst many other advertisers. The former Product Marketing Manager for Mobile at Google, Julie Zhou, has said, "What's great about Cloud Nine's format is that it allowed us to combine branding with direct response elements within a single campaign." Zhou also says, "I've been impressed with Cloud Nine during my time at Google and I look forward to the results Cloud Nine will deliver for Hipmunk in 2012." Studies have already proven that those annoying banner advertisements that are often placed on various websites are typically ignored by consumers. Because of this, Cloud Nine Media chose to design a method that would work for both the consumers and the advertisers. This is a great method because the consumer only has to watch a small and short advertisement and in return, they will receive free WiFi. There are plenty of benefits for advertisers who choose to take this method of advertising as well. Their advertisements will be full page and of very high quality. They will also target specific audiences which is something that is necessary for selling certain products and brands. Cloud Nine Media hopes to help many advertisers to grow and expand while becoming more successful along the way.

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