

BOINGO WIRELESS BUYS CLOUD NINE MEDIA



Boingo Wireless has already been known for its WiFi access in a number of different areas but now, it is known for something even better. The WiFi operator for the general public has recently announced that it will be purchasing Cloud Nine Media, which was originally founded by an individual who once worked for Google, Sebastian Tonkin. Cloud Nine Media basically specializes in all types of services that relate to WiFi, helping consumers to enjoy the Internet access without having to pay fees, which is something just about any consumer can appreciate. While Boingo Wireless has decided to purchase Cloud Nine Media, details about the amount paid for the purchase has not been made available to the general public just yet. With this new acquisition, it shows how important WiFi services have come, especially in a point in time when so many people are using smart phones and other mobile devices that allow them to easily access the internet just about any moment that they want and need it. The amount of people using smartphones and tablets has greatly increased and will continue to increase over the next few years. And, because of this, these consumers are expecting to receive internet access when they go places without having to actually pay for the access. Because of that, Boingo wants to keep up the pace and be able to stick with the changing times. Boingo is already providing plenty of WiFi services to areas all around, including malls and restaurants around the world. Cloud Nine, on the other hand, has been established for two years now and managed to make thousands of deals with different airports and hotels in both the United States and in Canada as well, allowing consumers to use WiFi without being charged for it. The CEO of Boingo, David Hagan, has said, "As we've expanded our WiFi services into new venue categories, the demand for sponsored access and location-based advertising services has grown in parallel." He also said, "Cloud Nine Media brings a formidable portfolio of tools and talent that will help us take our execution to the next level." Boingo chose to make the announcement about its acquisition at the same time of the release of the second quarter results, which will be released shortly. In the first quarter, the company managed to earn millions of dollars in revenue and will have likely earned a bit more during the second quarter. With the new deal in place, Boingo will have better opportunities to develop and expand, providing more to the general public when it comes to WiFi.