



NEW CABLE CHANNELS KEEP COMING DESPITE CONTENT-COST CRACKDOWN

Candy and snacks giant Mondelez International has picked nine startups to participate in an ambitious new mobile-technology initiative aimed at driving more impulse purchases and better in-store marketing. The program, called "Mobile Futures," began in October with an open call for new ideas that drew 126 applications. Twenty-two startups survived the first cut, with the final list narrowed to nine after a two-day pitch event. But this is no ordinary pitch. The startups will not only get a chance to create new applications for big brands such as Oreo and Trident, but also could play a role in creating one or two new mobile-focused tech companies that Mondelez hopes to launch at the end of the process. "It would become an actual standalone company," said Edward Kaczmarek, Mondelez's director-innovation and emerging technology. Mondelez "would not fully own the company, but we would have some type of vested interest. We're working on all the details of that."

Read the full article here:

[New Cable Channels Keep Coming Despite Content-Cost Crackdown](#)

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