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"It's for this reason that marketers and media buyers are increasingly seeking to work with independent mobile partners outside of the 'walled gardens,'" says Powell. "Over the last five years we have built a good understanding of market needs

and preferences and we believe that the time is now right to increase our investment within Africa - and Broadband is the right partner to help us do this.”

“While data costs are still high, with growing free Wi-Fi access and our ability to offer ad supported data packages, mobile advertising is growing – and specifically mobile video is growing exponentially. We are very excited about this partnership with InMobi, as their offering certainly complements our ethos of excellence through digital solutions and our existing comprehensive offering to clients,” concluded Assabi.

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