

Aspiro delivers billing- and gateway for Mobile Bridges

Aspiro Mobile Solutions has signed an agreement with global mobile aggregator Mobile Bridges to handle billing-and gateway services in the Baltics. The agreement marks Mobile Bridge's entrance to the Baltics and makes Aspiro its preferred partner on these markets.

Mobile Bridges is a major player in messaging and mobile entertainment in more than 15 countries in Europe, North America and Latin America. The Netherland-based company develops interactive applications and provides mobile content for publishers, TV Broadcasters and online marketing companies.

The agreement means that Aspiro Mobile Solutions will handle billing and gateway services for all their text based activities, starting with Latvia and continuing with Estonia and Lithuania successively.

"The fact that Aspiro as a leading mobile solutions player provides connections on several markets is a key factor for us. They are able to offer a common platform on all their markets, significantly simplifying the process for us", says Maarten Hoogland, CEO of Mobile Bridges.

"Aspiro already has a strong position on the Baltic gateway markets and this agreement is a testimony to that. Aspiro and Mobile Bridges will also look into the possibilities of expanding our cooperation to additional countries, providing additional value to this partnership" says Gunnar Sellæg, CEO of Aspiro.

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Aspiro in Brief

Aspiro is the market leader in mobile entertainment in the Northern European region. Using Aspiro's services, users can do things like watch TV, listen to music and play games on their mobile phones. Aspiro's subsidiary Rubberduck has a world leading mobile-TV solution. Aspiro is also one of the leading players in mobile marketing and mobile solutions in the Nordic countries. Services are delivered to companies such as Telenor, TeliaSonera, Tele2, 3, NRK, BBC and Fox Movies. Aspiro was incorporated in 1998 and is a small-cap company listed on the Nasdaq OMX Stock Exchange in Stockholm. In 2008, Aspiro's sales were SEK 426 m and the company has some 140 employees. The head office is in Sweden with local presence in Norway, Sweden, Finland, Denmark, Estonia, Latvia, Lithuania and the US.