

Aspiro Mobile Solutions sign with TMG Global in the Baltics

Aspiro Mobile Solutions has signed an agreement with TMG Global to become their preferred provider of gateway services for the Baltic markets. Aspiro Mobile Solutions is part of the stock listed Aspiro group, which is the Scandinavian and Baltic market leader in mobile services.

TMG Global provides services like mobile content, interactive TV, mobile gaming and cross media solutions in more than 50 countries around the world. Aspiro cooperates with TMG group company Yarosa Entertainment already, providing gateway services for their activities on the Baltic markets in cooperation with MTV Baltics. The new agreement is valid for billing and gateway services to expand TMG Global activities in the Baltic region. End users can send an SMS to participate in quizzes, competitions or download mobile content.

- Aspiro has a local presence in all three Baltic countries and a market leading position within mobile services, following a brisk growth rate the past two years. We offer a state of the art gateway for doing business in the Nordics and Baltics, but our experience, market knowledge and local presence enable us to serve our customers on a broader basis, says Erling Paulsen, head of Aspiro Mobile Solutions.

Aspiro Mobile Solutions gateway offering includes additional services like customer care solutions, consultancy on marketing and regulatory issues and tailor made technical solutions.

Aspiro Mobile Solutions partners include Nordic companies such as TVNorge, TV3 Norway, VG, Svenska Dagbladet, Aftonbladet and SBS Radio AB. Local Baltic customers include community Rate.ee, MTV Baltics, newspaper Diena and Estonian radio network TRIO TSL.

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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.