

Media Dojo Tear Sheet

Goldspot Media

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Summary: Goldspot Media is a Web-based drag and drop design studio for creating applications and interactive ad campaigns once, and deploying them across multiple mobile app stores simultaneously. The current focus of the company revolves around mobile video.

Problem being Attacked: The algae bloom of app stores trying to knock some of the shine off iPhone has resulted in a royal pain for creative publishing and marketing shops. Formatting the mobile video payload is difficult enough. The problem has expanded as content providers and marketers experiment with video ad units (e.g. wrap-arounds, telescopes, bugs etc) as well as various calls-to-action (e.g. click-to-call, coupons etc). That complexity is then compounded by the differing operating policies of various app stores.

Approach to the Problem: Goldspot has fielded a system called miApp which does much of what a content or ad creative would expect (write once/distribute any app store to any device). But miApp is also the entry point into the end-game of the company, which is to create a hardcore mobile video advertising network. In this sense, Goldspot has set its sights on taking down GoogMob a notch or two. Can't fault them for playing for small stakes.

Customer Base: The main targets are media publishers and advertising agencies. The business model revolves around handling transactions for advertising. In terms of public announcements, the company worked with Germany's Solid Ground Group to help Universal Pictures launch an interactive mobile movie trailer for the Germany premiere of "The Fast and the Furious". Aside from video content from the film, the trailers enabled one-click access to sweepstakes and ticket purchase offers while the user was still in session with the phone.

Ownership: A \$3m Series A raised in Jan 08 and led by Exa Ventures

Unique Point: The company looks at the application rather than the page as the fundamental unit of analysis for mobile publishing and marketing. In so doing, the Goldspot offer is geared toward a different engagement model.

Cloud Angle: Goldspot uses Amazon for asset hosting as well as rendering mobile video advertising content on the fly.