



Flurry Introduces AppCircle Clips

New Service Brings TV Commercial Experience to Mobile Social Apps and Games

San Francisco – March 3, 2011- [Flurry](#), a leader in growing and monetizing mobile audiences, today announced AppCircle Clips, a video advertising network aimed at delivering TV commercial experiences to mobile social apps and games. The service allows agencies and advertisers to reach and engage mass market audiences at a fraction of the cost of TV spots.

“The audience behind social mobile games is low hanging fruit for a variety of TV advertisers,” said Simon Khalaf, president and CEO of Flurry. “Advertisers can now reach over 30 million people per day with AppCircle Clips, an audience larger than most successful prime-time TV shows.”

TV Style Reach and Engagement

Based on [research](#) released by Flurry, consumers engage with social mobile games and apps at rates higher than that of most hit television shows. With an audience comprised of more mass market consumers, coupled with unprecedented engagement, social mobile gamers have become an attractive audience for brands and ad agencies. Each day, through its AppCircle recommendation driven ad network, Flurry reaches an audience that spends more than 26 minutes per day in social mobile games. With AppCircle Clips, advertisers can broadly reach consumers with theatrical, automotive, video game and brand spots, in a cost effective way.

Better Engagement at a fraction of the cost

AppCircle Clips allows social game developers to reward consumers who engage with video ads, charging only for completed views. Consumers receive virtual currency rewards for watching clips and can earn further rewards for virally sharing these clips on social channels such as Facebook and Twitter. AppCircle Clips features pay-per-completed-view pricing, providing agencies and advertisers the most cost effective way to reach their target audience. The service guarantees results at a fraction of the cost of TV advertising.

“AppCircle Clips is a perfect fit for our social multiplayer game, Card Ace: Casino,” said Seppo Helava, CEO of Self Aware Games. “With a fantastically active audience that plays for long periods of time per session, AppCircle Clips provides an attractive way to boost revenue and drive strong conversion and monetization.”

AppCircle Clips is available for publisher integration with existing AppCircle customers on March 7, and will open up for advertisers in April 2011. For more information, please visit www.flurry.com.

About Flurry

Flurry increases the size and value of mobile application audiences, and is used by more than 39,000 companies across more than 70,000 applications on iOS, Android, Blackberry, Windows Phone 7 and J2ME. Flurry tracks over 9 billion anonymous, aggregated end-user application sessions each month.



Flurry AppCircle, an intelligent mobile application cross-selling network, delivers high quality acquisition for advertisers and earns industry-leading revenue for publishers. Flurry Analytics helps developers make better applications, increase retention and grow revenue.

Flurry is venture-backed with offices in San Francisco and New York. For more information, please visit www.flurry.com.

Note to Editors

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