

Mobile Marketing Magazine

The online magazine
dedicated to mobile marketing

February 23, 2009

News in Brief

Our in-box is still bulging with news announcements, including some late ones from Mobile World Congress, and some we just haven't had chance to cover as yet, so here are brief details. To find out more, check out the news areas of any of the company's websites...

[IMImobile](#), which provides technology platforms and value added services to mobile operators and media companies worldwide, has taken control of the Music2You (M2Y) service previously provided by Nokia Siemens Networks (NSN).

Under the M2Y brand, NSN provided full-track music download and subscription services to telecom operators and media companies across the world, including Vodafone in India, AOL in Germany and Akado in Russia. As part of the transaction, IMImobile will migrate those services onto its DaVinci Service Delivery Platform, which powers a wide range of value added services for over 40 operators worldwide. IMImobile says the move will improve operational efficiencies and enable the delivery of innovative value added services.