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Mobile social networking site myGamma eyes markets beyond the metros

[Jagadeesh Krishnamurthy](#)
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myGamma, a mobile social networking site, stresses that it has markets beyond the metros in smaller towns. The wap portal, launched in 2005, already claims to have its largest market in the country with over 6 lakh registered users in India of the 22 lakh registered users worldwide.

Speaking about the promotional efforts undertaken by the company over the years, Milind Naik, Product Manager (India), myGamma, said that the portal had not spent any money on traditional media. "The users have signed up because of the primary efforts of referral campaigns, a worldwide WAP campaign as well as the portal being promoted by some operators like Idea Cellular and Vodafone, which gave some connectivity on their decks," he added.

Talking about their experience in India, Naik observed that the Indian network was as well-equipped, sometimes even better equipped, than other global operators. "You will have observed that India as a country has leapfrogged right from mechanical exchanges to directly digital phones in many cases. Yes, we have some restrictions in terms of network speeds and commercial arrangements with telecom companies. But, in essence, these have not limited us in a big way. The best part of Indian mobile Internet is that the access prices for users are now the world's lowest and simplest," he noted.

myGamma earns its revenue from three sources – advertising, commissions and member spending. Elaborating further, Naik said, "Advertising is our biggest revenue earner. We offer the cost per click (CPC) method of advertising. On an average, Buzzcity serves over 900 million ad impressions per month. Commissions from merchant and publisher partners also contribute as our associates are people who have mobile content to sell to our worldwide community. Buzzcity makes a small commission from the sale of these mobile content and services to our community. It also makes some revenue from sale of virtual gifts and other interactions made by our members. Member spending also contribute, even though our membership is now free."

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Guru Speak



Ashish Kashyap
CEO, Ibibio.com

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