

Cell-phone ads-for-text swap in U.K.

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British wireless phone operators will soon offer free text messages to subscribers who agree to put up with video ads on their phones.

The Register reported Monday that Brits were being recruited for a trial of the set up, which if successful could eliminate customer resistance to the growing presence of cell-phone advertising.

The service will be launched later this month, although the volume of free text messages that will be made available will depend on the number

that advertisers agree to sponsor.

Marketing company I-movo is putting the program together as a means of connecting companies with the increasing number of Europeans who are dropping landline service in favor of wireless.

The Register said I-movo sees cell ads as a more reliable channel to customers than Internet searches that require users to actually click an ad.

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