



PRESS RELEASE

**MTV-UK USE OPENAD.NET TO SOURCE MOBILE PHONE CONTENT IDEAS**

30 August 2005: **OpenAd.net announce the launch of their latest online pitch; and the first from MTV, the original, groundbreaking music TV channel.**

MTV Networks UK is the latest international brand to join **Mercedes Benz, FHM, Lastminute.com** and others in using OpenAd.net -- the online marketplace for exchanging original advertising ideas. MTV will access OpenAd.net's 3,000+ worldwide creatives; the world's biggest creative department; to request and then receive a broad range of original ideas submitted to answer their pitch.

As 'The World's Most Valuable Media Brand' (Business Week and Interbrand's 2004 World's Most Valuable Brands Study) MTV wanted a global creative company with the reach to unearth the very best original concepts and ideas wherever they may come from for this rapidly developing content platform – OpenAd is the perfect partner for this project.

Creatives can enter their concepts on [www.openad.net](http://www.openad.net) until September 8. OpenAd.net's pitches are open to all creatives; anyone with a creative thought can make their ideas available to be seen and bought by a wide range of clients.

*OpenAd.net, the global online gallery for advertising, design, and marketing services ideas, showcases unbranded, previously unpublished ideas for sale. Ideas come from authors worldwide, who enter them free of charge. An OpenAd.net idea can be the solution to a communications issue or just a part of the creative process.*

*Ideas, which can be anything from TV and print ads to industrial and web design, are supplied by creatives worldwide and accessible to clients or agencies who subscribe to view the collections and can be purchased on an exclusive basis.*