The future of the company

The key to understanding current business movements of technological companies which are integrated in the market of mobile services data lies in the third generation (3G) of mobiles (UMTS). With the short messages (SMS), the importance of the contents decreased and making up a logo or a horoscope was no big problem. Now, with the MMS, the contents are vital, and we are talking about global rights. To negotiate with the large providers of contents (like Universal, Columbia, Time Warner, etc) for the concession of rights, one needs to be a fairly big-sized company.

MOBILE

MyAlert fills up with contents

Marimar Jiménez

The company specialising in mobile phone services has bought Vitaminic and signed an exclusive agreement to use the contents of Warner Brothers in Europe.

MyAlert, the Spanish dot.com created in 1999 to send alerts to mobiles through short messages, which merged with the Italian Buongiorno in August 2001, keeps reinventing itself to survive. And it does so by opting for new businesses. The latest one is contents. Last week the company closed an exclusive deal with the legendary Warner Brothers to commercialise their contents in Europe through the various telecommunications operators. MyAlert is to produce multimedia messages and greeting cards in the form of comic strips with contents from the entertainment giant to send to GPRS and UMTS mobiles.
Buongiorno buys Vitaminic

Expansión Directo

The email marketing company Buongiorno has acquired Vitaminic, the distribution service for music online. The two companies have not revealed the details of the operation.

The Italian dot.com Buongiorno will pay an indeterminate number of shares for 90% of Vitaminic. The new company is to be called Buongiorno Vitaminic and 40% of its certificates will be in the Italian Stock Exchange. The operation will be completed in July.

Gianluca Dettori, the CEO and founder of Vitaminic, confirmed in a statement that the synergies derived from this merger will permit the new company to "attain profitability earlier".

Thus Buongiorno Vitaminic hopes to reach the threshold of profitability at the level of ebitda (before taxes, interests, reimbursements and depreciations) this year, on the basis of sales of around 52-56 million euros.

Vitaminic has been going through a difficult time. In October it announced it needed new funding, after tripling its losses and dropping its sales predictions. It had previously declared it would reach profitability in 2002.