



Blyk announces further European expansion ... Germany, Spain and Belgium to go live in 2009 ...

Blyk, the new mobile network for 16-24 year olds funded by advertising, announces its next wave of European expansion into Germany, Spain and Belgium in 2009, following its announcement to **enter the Dutch** market earlier this year. Blyk's rapid expansion is subsequent to its UK success where members embraced the Blyk concept so quickly that its annual member targets of 100 000 were reached six months ahead of schedule, establishing it as a powerful new media for connecting advertisers with young people.

Blyk's CEO and Co-founder, **Pekka Ala-Pietilä** said, "There is a great opportunity for Blyk in these markets. Our research shows that young people in Germany, Spain and Belgium are interested in the Blyk proposition because they want to interact with brands they like in exchange for free communication. Our success in the UK, illustrated by robust member adoption, has proven that Blyk is a youth media that works and we hope to replicate this success as we enter new countries. We are also working to attract local talent who share our enthusiasm and can help build Blyk into a significant youth media in other countries."

To date, Blyk has run over 900 campaigns in the UK for brands such as Coca Cola, STA Travel, Penguin, Buena Vista, L'Oreal and music artists The Kooks and Alphabeat with an average response rate of **29 percent**, an extremely high level for any media platform. For example, **Penguin's campaign** to promote Nick Hornby's new novel, saw 7 out of 10 members engage with the publisher in a dialogue.

Blyk will make further announcements related to activities in each of these countries in the near future.

In addition to Blyk's European expansion plans, the company will continue to strengthen its services in the UK through more members and brands. By the end of the year, Blyk's aim is to boost the number of brands using

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Blyk to 200 by the end of 2008. In doing this, Blyk wants to deliver on their driving idea to unite young people and advertisers to free communication.

Multimedia Content:

Co-founder

[Pekka Ala-Pietilä](#)

Co-founder

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