

Home » events, mobile industry

Mobile bits & pieces

10 SEPTEMBER 2009 SHARE YOUR THOUGHTS

A few bits & pieces of mobile happenings.

Carnival of the Mobilists

There's always a lot happening in mobile, but I try to keep the focus of Mobilista on Australian happenings as there are plenty of places to go for global mobile news. If you're keen to tap into some of these global blogs and discussions, you might want to check out the [Carnival of the Mobilists](#), a weekly wrap up of blog posts talking about mobile. The Carnival has a global focus so the news isn't always relevant in Australia, but it's a great backgrounder. Each week the Carnival is hosted by a different mobile blogger, so everyone benefits from the traffic & exposure. The host researches and selects the best articles from the week, and provides a quick summary and links. This week's Carnival of the Mobilists is hosted by [Caroline Lewko](#) from [wipJAM](#).

MMA Mobile Marketing Forum, Berlin

The Mobile Marketing Association (MMA) is holding their Mobile Marketing Forum in Berlin this week. Aussie mobilist Oliver Palmer from [Tigerspike](#) is there and has been live tweeting from the event. You can [follow Oliver on Twitter](#) to keep up with what's happening, or use Twitter Search for the hashtag [#mmf09](#) to see everybody's tweets from the event. Several of the presentations are already [live on the MMF website](#) and general feeling from the event is that it is a very exciting time for mobile marketing and advertising (OMG did someone say THIS is the year of mobile??)

mNet to merge with Mercury Mobility

In more local news, Australian business [mNet Corporation](#) announced yesterday that they will be merging with mobile content & personalisation company [Mercury Mobility](#). According to the press release, the combined business will produce "a new generation of mobile expertise and capabilities, targeting global mobile carriers, media companies and content and brand owners". [This article in Computerworld](#) provides a good overview of the merger details, and you can follow mNet CEO [Horden Wiltshire on Twitter](#).



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