



HipCricket adds SBS to grow its Hispanic network

Spanish Broadcasting System joins HipCricket's Hispanic Mobile Marketing Network, the April-launched cell phone advertising platform with Bustos Media, Davidson Group and Lotus. HipCricket president/COO Eric Harber tells *Inside Radio* "SBS is a significant media player that adds a lot of value and credibility to this mobile market." SBS' inclusion brings the network to 100 markets, including for the first time key Hispanic markets New York, Los Angeles, Chicago and Miami. In the months since the Hispanic-targeted network was launched, HipCricket's bilingual staff has been conducting two-day training sessions for affiliates, which CMO Jeff Hasen says have been successful in inking deals with local advertisers ranging from supermarkets to a Harley Davidson dealership. He says "Several national advertisers are cued up, but we haven't pushed the start button yet." The SBS deal gives HipCricket more critical mass, with affiliates in 11 of the top 15 Hispanic markets. It's also talking to other Hispanic operators, including Univision and Entravision — two large Hispanic players aren't yet in their network. The growth comes as a recent M:Metrics study finds Hispanics responding to text messages has increased 20% in the past year.