



Mobiles Republic's Mission: "Inform Yourself"



Founded in 2008 and led by CEO Gilles Raymond and CTO Thierry Vazzoler, Mobiles Republic is a leading personal mobile media company transforming how people get and experience news and entertainment across today's leading mobile devices.

The company has expanded rapidly and has established strong relationships with over 1,500 leading publishers, global media brands and handset manufacturers, as well as extensive partnerships with mobile network operators. Mobiles Republic's apps are available in 5 languages and 8 regional editions. The apps have been downloaded over 10 million times, and 10 million articles are read each day across platforms and devices.

"We are seeing
eCPMs that are three
times higher than
other platforms."

– Sébastien Sagols
VP Media Sales
Mobiles Republic

Generating traffic and revenue on Windows 8

"Mobiles Republic has chosen Windows 8 as a new strategic platform," says Sébastien Sagols, VP Media Sales, Mobiles Republic. "For Mobiles Republic, the Windows 8 platform is a great opportunity to deploy on new screens (laptop and desktop), to consolidate its international audience, and to expand the advertising formats that it offers."

Mobiles Republic has launched five apps – News Republic, Appy Geek, Glam Life, Sports Republic, and Appy Gamer – on Windows 8 and is seeing great results.

"The innovative Windows interface and the perfect integration of ads from Microsoft Advertising are an excellent way to optimize our global monetization," says Sagols.



News Republic

Tablet/PC | Phone



Appy Geek

Tablet/PC | Phone



Appy Gamer

Tablet/PC



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