

Bigger than Facebook – and made in Australia

The biggest mobile social network in the world was born and bred in Australia – and you've probably never heard of it. The stealth success of mobile community 'mig33' reached new heights this week with more than 10 million downloads recorded from the world's largest independent mobile app store, GetJar – but remains relatively unknown in its native land.

Mig33 has racked up more than four times the total downloads of the Facebook app on GetJar, which offers mobile apps for all mobile operating systems. While the success of Apple's iPhone app store consistently grabs media headlines, GetJar itself offers 45,000 mobile applications across all major handsets and has seen 450 million apps downloaded to date. The original mig33 app has seen 10 million downloads, and other apps using mig33's technology take the total to over 17 million downloads. Mig33 ranks as the most-searched-for app in the store.

Mig33 was originally founded in Perth but moved to San Francisco to attract funding. More recently it announced a partnership with Indosat in Indonesia where it already has millions of users, and the mig33 community is active in over 200 countries.

"GetJar has been core to mig33's growth strategy since launching in 2005," said mig33 CEO Steve Boom. "Once mig33 was uploaded to GetJar, users from all over the world started to download it. In growing from just over 1 million registered users at the end of 2006, to well over 20 million registered users today, we have increased our advertising and taken advantage of the Pay Per Download (PPD) program. GetJar remains both a key source of new users around the world, and a very cost effective paid marketing activity for us. In addition, with many people going to GetJar to search for our application, GetJar has enabled our developer community to find an audience for the many additional applications that enhance the mig33 ecosystem."

"Mobile social networking apps have been tremendously popular on GetJar. mig33, as first to market in this mobile space, has really pushed the envelope by offering chatrooms, photo sharing, and now virtual gifts to its users, so it's only natural that this application is among the most downloaded of all time on GetJar," said Ilja Laurs, Founder and CEO of GetJar. "The rapid growth of mig33 is a great way to showcase how successful developers can build amazing applications targeting more than simply smartphones, get global distribution and generate a multi-million dollar business in the process."

Luke Coleman