

<http://www.pocket-lint.com/news/10333/blyk-mobile-network-ad-based-operator>

## Blyk creates free mobile network for kids

Users will have to look at adverts to earn free minutes

by Stuart Miles published on 24 September 2007

A new mobile phone network has launched in the UK aimed at 16 to 24-year-olds.

Called Blyk, the invitation-only mobile virtual network operator, aims to give free texts and talk minutes every month in exchange for viewing adverts and completing surveys via SMS.

The service, which will only offer up to 217 texts and 43 minutes every month, is hoping to tap into the 4.5 million available customers looking to avoid paying their phone bill each month.

Users will have to put up with up to six advertising messages per day.

Founded by a former Nokia president, the service hopes to expand into Europe next year.

