



Advanced Media
and Technology

LAW BLOG



Media MindShare Thought Leadership Series-Mobile Messaging

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Loeb & Loeb's Advanced Media and Technology Group is proud to present the Mobile Messaging installment in our *Media MindShare* Thought Leadership Series, a collection of video interviews with Loeb & Loeb clients and attorneys discussing social media, mobile marketing, privacy, behavioral advertising and other issues of interest to Fortune 500 advertisers and advertising agencies.

In Mobile Messaging, Kelsey Joyce, Director of Legal Affairs at T-Mobile USA, talks about the increasing popularity of location-based advertising and why mobile marketing is governed in part by outdated telemarketing and email marketing laws. Ken Florin, partner and Co-Chair of Loeb & Loeb's Advanced Media and Technology Department, discusses the benefits to consumers of behavioral advertising and the importance of transparency when using behavioral advertising.

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