



A mobile media vision for Europe

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Berlin, June 3rd 2005



Agenda

- 👉 Mobile media - will the business plans ever come true?
- 👉 MINDS project
- 👉 MINDS heroes
- 👉 MINDS Int.
- 👉 MINDS National platform
- 👉 MINDS meta data
- 👉 MINDS perspective: What's next?

The next generation of news



Our vision, our goals



Where is the Mobile Data Breakthrough?

- 👉 MNOs have **failed to create a mobile content industry** due to their own constraints and inflexibilities such as ...
- 👉 ...lack of willingness to compromise on revenue models
- 👉 ...no provision of content-industry-adapted partnership models
- 👉 ...no support of “mission critical” processes and enablers for content providers
- 👉 ...insufficient support in marketing services
- 👉 There is a **strong frustration among content providers** - they will either not invest in mobile content or go it alone/without the operator
- 👉 There is a real need for **true partnership between operators and content suppliers**
- 👉 ...one-size-fits-all models have no future
- 👉 ...required models will become more like the i-mode channel

(Booz, Allen, Hamilton - interview study - spring 2005)



A poor mobile newsstand...






Mobile media in trouble, because ...

- 👉 ...media and telecommunications are still **different worlds** (technology standards, business models).
- 👉 ...MNOs are driven by **technology** and power brand marketing (Think big!). Media is driven by creating **editorial programm** for target groups (Think small!)
- 👉 ...**roles** along the value chain are unclear (is an MNO a publisher and a media competitor?).
- 👉 ...the media feel shares of risk, cost and revenue are unfair and don't reflect the real value contributions.
- 👉 ...there is strong **resistance** in media companies to integrate mobile media into products, editorial workflows and marketing
- 👉 ...there is a **lack of standards** and clearing between publishers and MNOs

technical preparation of the content



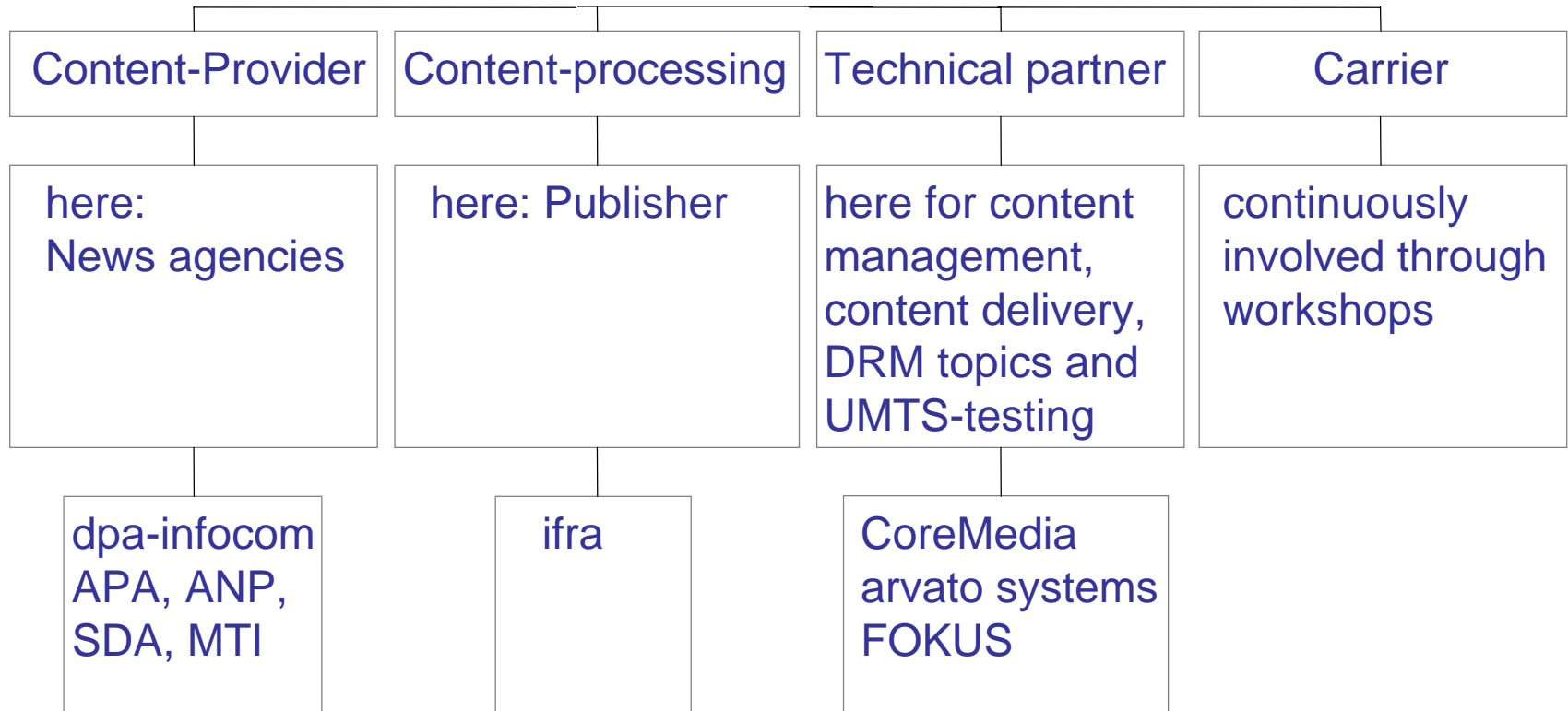
 potential streams transmitting content

 potential streams to finance content

 project scope



From consortium to network



Establishing partner network

**10 National news agencies: UK, E, I, N, SF, PL, CZ, Slo, USA
plus Mobile network operators and infrastructure providers**



Achievements and results

- 👉 **12 innovative mobile services**, illustrating present and future possibilities for mobile media in Europe. Demonstrated and tested.
- 👉 A catalogue of **metadata** structures that will enrich media content and enable new digital business models, based on existing metadata concepts (e.g. NewsML, IPTC)
- 👉 A business organisation of national European news agencies (**MINDS International**) which will disseminate, promote and market standards, services and innovations in the sector of mobile media.
- 👉 A **national platform** concept that will enable all kinds of media to launch mobile services and interact with users by mobile technologies.
- 👉 A **network** that links the European media to the mobile telecommunications industry.

The next generation of news

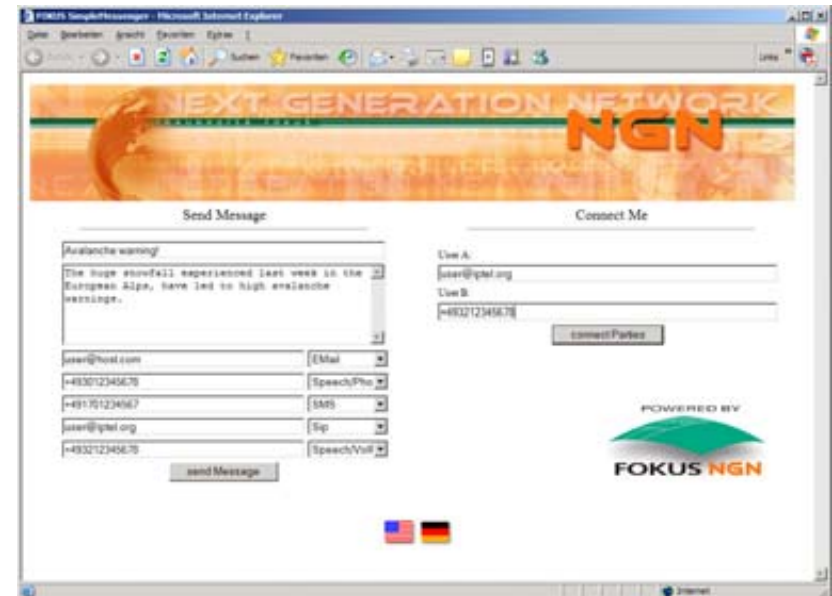


**The MINDS heroes -
close to the European citizen**

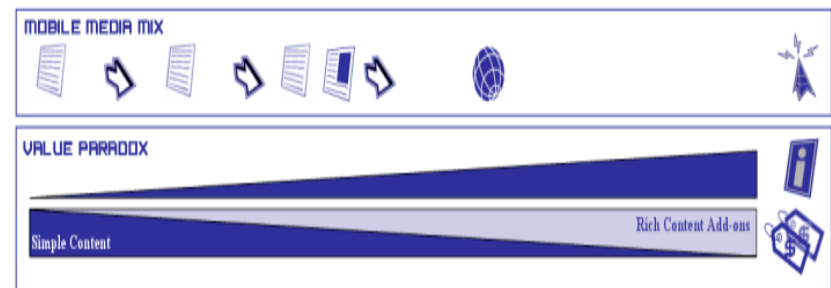
- 👉 1.) Personalised news profiles for mobile e-mail-push devices
- 👉 2.) Corporate customers, political organisations, media companies / management, decision makers
- 👉 3.) Provided by news agencies or business media / subscription model (e.g. government holds general contract for all ministries and their top staff)
- 👉 4.) E-mail-push technology (e.g. RIM BlackBerry), Smartphones/WAP)
- 👉 5.) First release already in service, MINDS will provide additional functionality (e.g. Multi-Channel Browsing)
- 👉 6.) dpa-infocom / APA / arvato systems



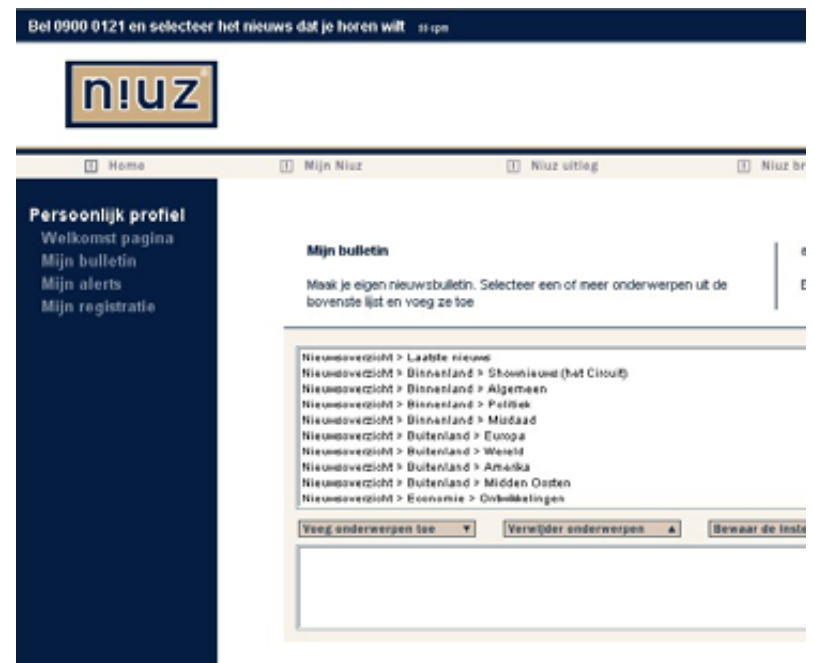
- 1.) "Quickly inform affected users on their mobile devices about all imaginable types of disasters within a certain area."
- 2.) Service provided by local government as local subscription channel to citizens, travellers, local companies and authorities.
- 3.) Service offered free of charge by local government, i.e. costs for transmission and content covered by the public.
- 4.) Pushed alarm/notification messages in various formats (SMS, Voice Call, ...)., Filtering of recipients based on location information.
- 5.) Prototype focusing on technical aspects of efficient notification mechanisms.
- 6.) sda / FOKUS



- 1.) Breaking News: Generating a news dramaturgy by using appropriate technical formats (SMS, MMS, WAP etc.). All formats are linked to each other.
- 2.) Adresses everybody, especially the end-consumer
- 3.) News, pictures, audio and video provided by news agencies. But open to all other sources like newspapers. Business Model: B2B2C, Intermediate can be an MNO.
- 4.) Transfer via push service, use of 3 G technologies for multimedia feed.
- 5.) Implementation-phase with near live and demo-content
- 6.) APA / Core Media



- 1.) 'Niuz' is an audio news service with the possibility of personalized audio-bulletins
- 2.) Mobile phone users especially business-market
- 3.) Service is pay-per-use (0,55 eurocents per minute), ANP receives combination of fixed fee and shared revenue, additional revenue for voicing content from outside ANP
- 4.) Phone-platform with links to all mobile and fixed phone operators in Netherlands
- 5.) The service 'Niuz' (in Netherlands 0900-0121) is already in use since the 10th of January 2005, marketing-campaign is ongoing, MINDS will provide additional features
- 6.) ANP / FOKUS



- 1.) Animated and interactive mobile multimedia services
- 2.) Mobile network operators, publishers, broadcasters/ endconsumer (e.g. gaming generation, elder people who demand easy to use mobile services and high usability).
- 3.) Provided by mobile network operators, publishers, broadcasters in a subscription model
- 4.) Data push on embedded Macromedia FlashLite player (alt. Java J2ME)
- 5.) T-Mobile field test, business and license model unclear, aggregation concept for newspapers under evaluation
- 6.) dpa-infocom/ arvato systems



- 1.) Realtime sports service with editorial live coverage, results and statistics
- 2.) Mobile network operators, publishers, broadcasters, sports clubs / endconsumer especially sports fans).
- 3.) Provided by mobile network operators, publishers, broadcasters , sports clubs in a subscription model
- 4.) Web application Server plus data push to Java Midlet on Phone
- 5.) First release for UEFA CL in test, MINDS adds functionality in the editorial process and evaluate localised version
- 6.) dpa-infocom/ arvato systems



24 - 22	21 - 19	20 - 18	18 - 16	16 - 14	13 - 11	10 - 8	7 - 5	4 - 2	1 - 1
Borussia Dortmund - Borussia Mönchengladbach									
34 90 1:1									
Die zweite Halbzeit ist zu Ende, die Teams trennen sich Borussia Dortmund 1, Borussia Mönchengladbach 1.									
Borussia Dortmund - Borussia Mönchengladbach									
33 80 Sebastian Kehl 1:1									
Ball pariert, Sebastian Kehl (Borussia Dortmund) machte einen Versuch durch einen Linksschuss aus der Distanz, gehalten vom Torhüter rechts unten, Vorbereitet von Florian Kings.									
Borussia Dortmund - Borussia Mönchengladbach									
32 80 Wasley Sonck, Thomas Broich 1:1									
Spielerverwechslung, Borussia Mönchengladbach, Thomas Broich (Stürmer) kommt für Wasley Sonck.									

manuell senden

Arminia Bielefeld - Hannover 96
18 min 0:1 (0:1)

VfB Stuttgart - 1. FC Nürnberg
10 min 2:4 (0:2)

Bayer Leverkusen - VfL Bochum
10 min 4:0 (2:0)

1. FC Köln - FC Schalke 04
12 min 2:0 (0:0)

Hamburger SV - FSV Mainz 05
11 min 2:1 (1:1)

SC Freiburg - VfL Wolfsburg
11 min 1:0 (0:0)

Borussia Dortmund - Borussia Mönchengladbach
11 min 1:1 (1:1)

Hoffenheim - FC Bayern München
10 min 0:0 (0:0)

Werder Bremen - Hansa Rostock
11 min 1:2 (0:1)

alle Events

alle Meldungen

- 1.) Multi-lingual – Multi-market financial information system - combination of news, quotes, charts, alarms and interactive elements
- 2.) Financial community and investors
- 3.) News provided by news agencies. But every other source possible (newspaper, bank, ...) B2C; Sponsoring, Co-Branding Individualisation possible
- 4.) Mobile web service with push features supported by database technology
- 5.) First release in Beta-test Several co-operations in negotiations.
- 6.) APA



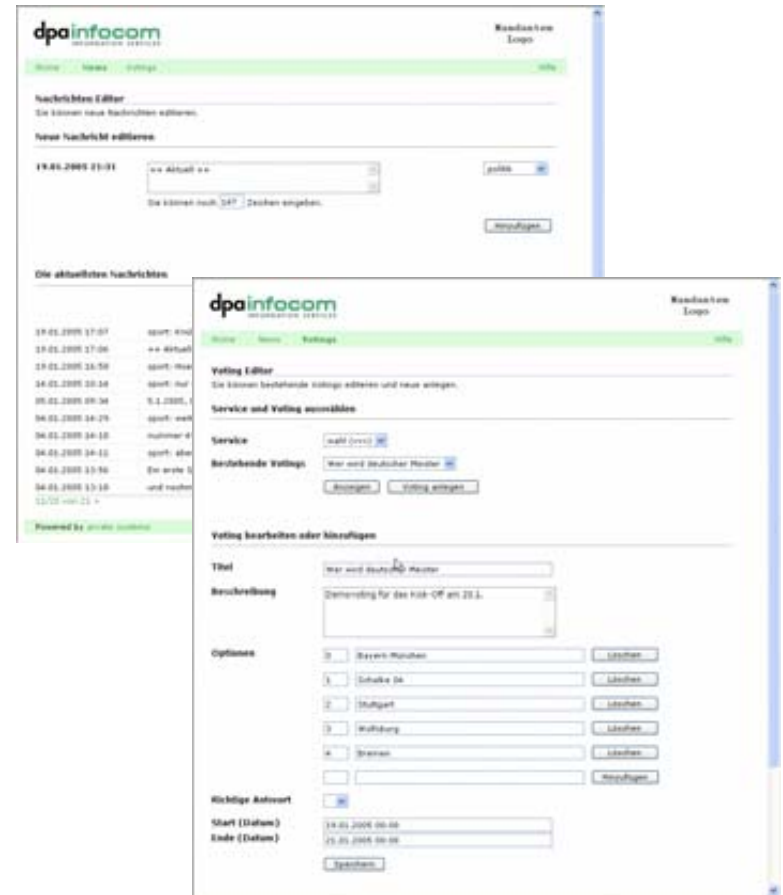
- 1.) Provide roaming users mobile access to multilingual news content corresponding to their visited country and home country
- 2.) The service is provided by the national news agencies through mobile web portals to tourists, diplomats, workers abroad and language minorities
- 3.) Depending on target group either B2C (tourists, workers) or B2G (diplomats) based on subscription and/or pay-per-view fees. Optionally free content provided by national or regional governments or tourist boards
- 4.) Mobile web portals hosted by national news agencies for each visited country. Seamless roaming between portals based on information about visited and home country of users
- 5.) Prototype focusing on technical aspects of seamless roaming.
- 6.) MTI / FOKUS



- 1.) Notification of matching classifieds and delivery of these to mobile devices
- 2.) Classified advertisers and readers
- 3.) Regional newspapers, subscription models, per notification
- 4.) Web Application, SMS notifications and Java Midlet
- 5.) Solution ifra / field test with German publisher
- 6.) ifra



- 👉 1.) Framework for the enabling of newspapers for mobile services
- 👉 2.) Regional / national newspapers
- 👉 3.) Provided by news agencies to the newspaper, subscription model plus revenue sharing
- 👉 4.) Web application, interfaces to various SMS Gateways
- 👉 5.) Prototype in Beta-Test, Adaption / modifications for commercialisation in the german market under way (separate project)
- 👉 6.) dpa-infocom/ arvato systems



The image displays two screenshots of the dpa-infocom mobile service interface. The top screenshot shows the 'Nachrichten Editor' (News Editor) with a 'Neue Nachricht editieren' (Edit New News) form. The bottom screenshot shows the 'Voting Editor' (Voting Editor) with a 'Voting bearbeiten oder löschen' (Edit or Delete Voting) form.

Top Screenshot: Nachrichten Editor

Navigation: Home | News | Voting | Hilfe

Nachrichten Editor
Die können neue Nachrichten editieren.

Neue Nachricht editieren

19.01.2005 23:01

Die können auch 'SPT' / Zeichen eingeben.

Die aktuellsten Nachrichten

19.01.2005 17:07	sport: kind
19.01.2005 18:06	== Aktual
19.01.2005 18:58	sport: ma
18.01.2005 20:34	sport: ma
05.01.2005 09:34	5.1.2005, 1
04.01.2005 14:29	sport: we
04.01.2005 14:10	nutzma 4
04.01.2005 14:10	sport: ab
04.01.2005 13:50	Ein arto 3
04.01.2005 13:18	und nach
12:12 min 21	=

Powered by arvato systems

Bottom Screenshot: Voting Editor

Navigation: Home | News | Voting | Hilfe

Voting Editor
Die können bestehende Voting editieren und neue eingeben.

Service und Voting einrichten

Service

Bestehende Voting

Voting bearbeiten oder löschen

Titel

Beschreibung

Options

- 0 Beeren-Milchreis
- 1 Schokolade
- 2 Müllkart
- 3 Müllkart
- 4 Stroman
-

Richtige Antwort

Start (Datum)

Ende (Datum)

- 1.) Multimedia movie or music service: Mix of push- and pull-services. Contains wide range of SMS/MMS-Services (Gossip News), Movie Database, Open interface for ticketing and purchasing.
- 2.) Content is provided by news agencies, newspapers, telcos etc.
- 3.) Addresses the end consumer, subscription model, B2B2C, Co-Branding, Sponsoring
- 5.) Implementation with live and demo content, Movie database is ready.
- 6.) APA/ Core Media



- 1.) Administrative and legal matters related to studying as well as community and social matters (leisure time, services especially for students, events, discounts, etc.)
- 2.) e.g. students, local residents, immigrants
- 3.) Local media, citizen networks, users - sponsoring, subscription, extension of existing community features
- 4.) alert (push/ SMS), browse (WAP) etc.
- 5.) Concept ifra/APA / with publishers
- 6.) ifra



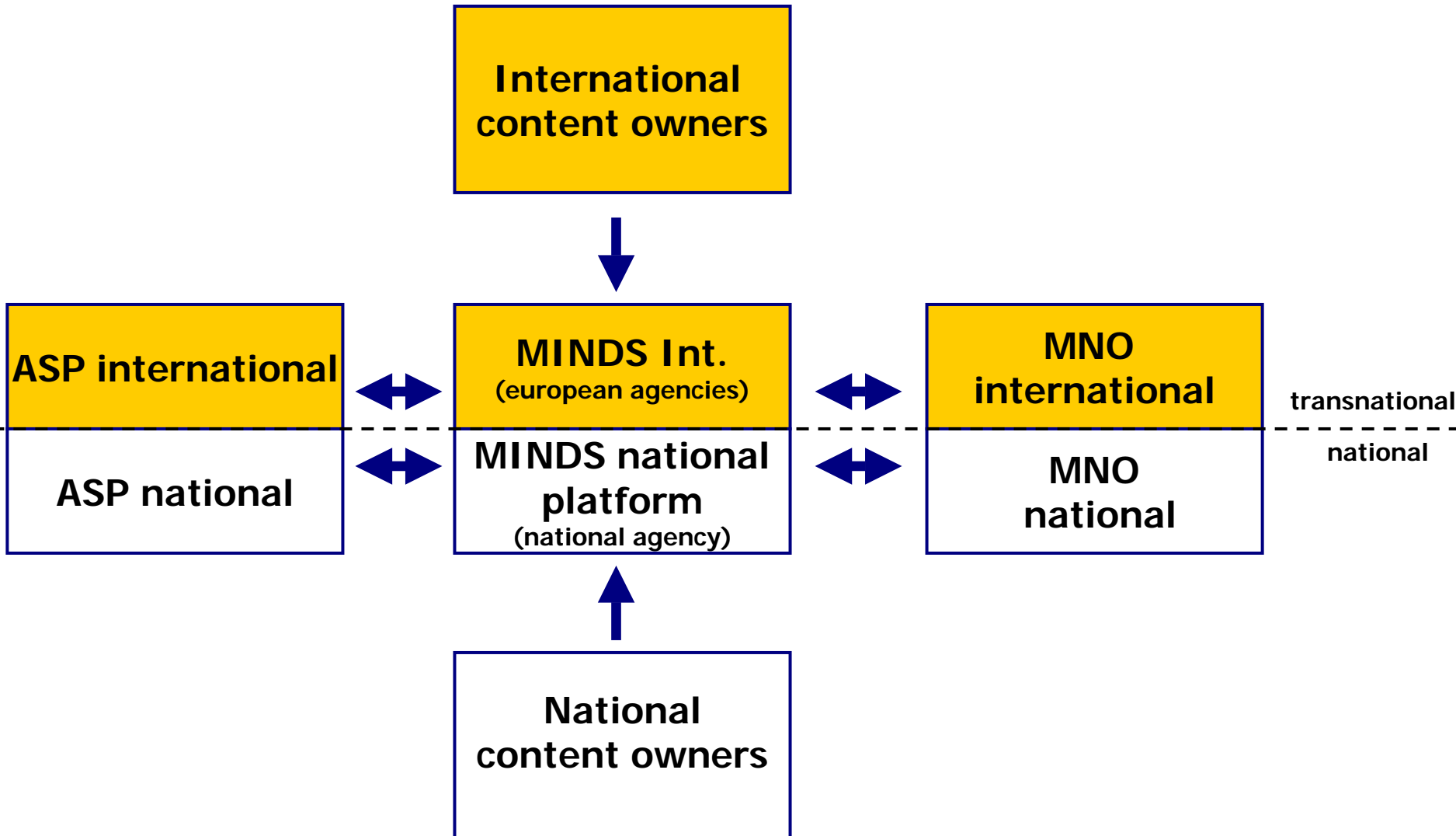
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The business models



The MINDS business model





Tasks of MINDS Int.

- 👉 MINDS Int. acts as a central co ordination and sales unit for mobile services and other digital services generated by the MINDS agency partners.

RULES AND REGULATIONS

- 👉 The partner agencies provide MINDS Int. with the rights to sell defined services on behalf of them. MINDS Int. acts as their international sales agent.
- 👉 The MINDS member agencies select the services that should be market by MINDS Int. as the MINDS product portfolio. In the beginning the catalogue comprises of the 12 MINDS heroes.
- 👉 These services are exclusively marketed by MINDS in international markets.



Tasks of MINDS Int.

- 👉 MINDS Int. will market its products via the national news agencies except for a defined set of transnational customers for transnational content solutions.

BUSINESS CASES

- 👉 Case 1: Sales to the MINDS member agencies.
- 👉 Case 2: Sales to other non-member agencies.
- 👉 Case 3: Sales to transnational customers.



MINDS Int. - prove of concept

- 👉 Ericsson and MINDS Int. announced strategic global partnership
- 👉 One of the worlds leading global operators asked MINDS to act as content aggregator in an east European market between a local operator and local content providers.
- 👉 A multinational telecommunication provider asked MINDS to act as content aggregator for a mobile network operator in Benelux.
- 👉 International mobile entertainment portal Jamba: "MINDS is the international aggregation partner we waited for."



The MINDS national platform

- 👉 European citizen has very limited mobile access to local and regional information.
- 👉 Regional newspapers own and publish this kind of content.
- 👉 High entry barriers prevent them from creating and operating mobile media services.
- 👉 The MINDS national platform closes this gap:
- 👉 ...enables national media publishers to run attractive mobile offerings.
- 👉 ...lowers entry barriers for local and regional publishers and manages technical, contractual and legal aspects.
- 👉 Operation started in Germany in February 2005 with 12 publishers and SMS services for voting, feedback, raffles and news subscriptions.



MINDS Int. - next steps

- 👉 Agency members of the consortium (ANP, APA, dpa-infocom, MTI, sda) will found MINDS Int. with the official conclusion of the MINDS project.
- 👉 Other European agencies are invited to join the team.
- 👉 MINDS Int. will start to exchange and implement MINDS services.
- 👉 MINDS Int. will intensify efforts to acquire international customers and marketing partners.
- 👉 Group of founders will establish working committees for marketing&product development, technology&meta data and legal affairs.



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- 👉 ...lowers entry barriers for local and regional publishers and manages technical, contractual and legal aspects.
- 👉 ... started in Germany in March 2005 with 12 publishers/ 16 papers and SMS services for voting, feedback, raffles and news subscriptions. Next platform release with more multimedia features is scheduled for Q 3/2005.

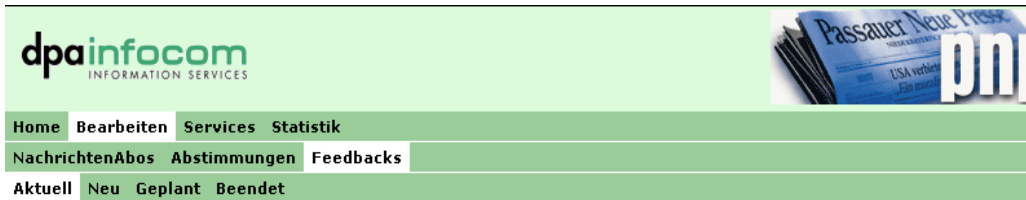


National MINDS platform with 12 German publishers

sh:z Flensburg
Hamburger Abendblatt
Die Glocke
Recklinghäuser Zeitung
WAZ
NRZ
Westf. Rundschau
Westfalenpost
Kölner Stadtanzeiger
Aachener Zeitung
Frankfurter Neue Presse
Hanauer Anzeiger
Main-Echo
Passauer Neue Presse

Alle





dpainfocom INFORMATION SERVICES

Home Bearbeiten Services Statistik

NachrichtenAbos Abstimmungen **Feedbacks**

Aktuell Neu Geplant Beendet

Aktuelle Feedbacks

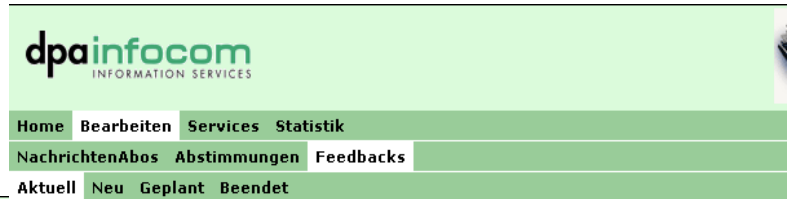
Hier erhalten Sie einen Überblick über aktuell laufende Feedbacks - gruppiert nach Feedback Service. Der Link auf dem Feedback führt Sie zur Detailsansicht.

Service	Kanal	Beschreibung	Von	Bis	Alle	30 Tage	7 Tag
Alle							
forum	default				2 / 1	0 / 0	0 / 0
unverarbeitet	default				122 / 1	120 / 1	48 / 0
g7	festung	g7 vom 10.4.2005	09.04.2005 00:00	12.04.2005 23:59	54 / 0	54 / 0	54 / 0
g7	default				52 / 0	51 / 0	15 / 0
ticket	default				282 / 0	282 / 0	53 / 0

1

1-5 / 5 Feedbacks

[Feedback hinzufügen](#)



dpainfocom INFORMATION SERVICES

Home Bearbeiten Services Statistik

NachrichtenAbos Abstimmungen **Feedbacks**

Aktuell Neu Geplant Beendet

Feedback 'festung - g7'

Wählen Sie zuerst den Voting Service aus, dem Sie ein Voting oder Gewinnspiel hinzufügen wollen...

Name des Kanals: festung

Beschreibung: g7 vom 10.4.2005

Zeitraum: befristet von 09.04.2005 00:00 bis 12.04.2005 23:59 (dd.mm.yyyy h

Automatische Ziehung: automatisch jeden 0 .ten als Gewinner ziehen

Ändern

[Teilnehmerliste](#)



MINDS national - business case

- 👉 Roles in the value chain: Service provider (e.g. newspaper), platform operator (news agency), ASP (applications, distribution&billing), MNO
- 👉 Cost for newspaper: set-up fee (once), service fee (monthly)
- 👉 Revenue for newspaper: revenue from end-customer (shared with MNO, ASP, platform provider) - Example: € 0,49 for Premium SMS relate to € 0,15 net pay out for publisher
- 👉 Benefits for newspaper: economy of scale, shared risk and investment, permanent access to innovation in a dynamic industry, short time to market

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The metadata working group




Metadata working group

Within the MINDS project a metadata working group has been established

Goals

-  Harmonization of metadata activities relevant for mobile information news and data services across news agencies
-  Integrating standards from organisations relevant in the mobile business

Activities

-  Identifying metadata requirements originating from mobile information news and data services
-  Identifying relevant metadata standards from different organisations (IPTC, ISO, 3GPP, OMA, ...)
-  Coordinating activities in development and optimization of existing metadata standards



Current focus on metadata standards within the WG

- 👉 Support for individualisation / personalisation
 - 👉 Descriptive Metadata
 - 👉 Subjects (IPTC) and other taxonomies
 - 👉 Industry / Company / Organisation / Person codes
 - 👉 Geographical codes and localization: bridging the gap
 - 👉 ISO-3166 complemented by regional codes common in news industry vs.
 - 👉 Geographical codes provided by MNOs
 - 👉 User Profiles:
 - 👉 Managing device properties (WURFL)
 - 👉 Mapping user profiles to devices
 - 👉 Defining device clusters
- 👉 Digital Rights Management based on OMA 1.0 / 2.0
 - 👉 Context for news agencies
 - 👉 Identification of requirements for content providers
 - 👉 Impact on production processes for content providers

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What's left to do?



The key to the mobile media breakthrough ...

- 👉 ... is not in the hands of the mobile network operators.
- 👉 ... nor in the hand of handset manufacturers.
- 👉 ... but in the heart of the editorial newsroom.

The mobile challenge means ...

- 👉 ... integration of digital publishing into editorial work flows and publishers core business (including sales, promotion, ad-sales).
- 👉 ... creating compelling mobile content services and content scenarios.
- 👉 ... defining effective processes to reduce the cost of content production and processing (media neutral content production and management, multi-channel publishing).



To be continued...

- 👉 Found MINDS Int. and convince other agencies to join
- 👉 Launch MINDS national platform in other European markets and acquire more customers in Germany
- 👉 Convince mobile network operators internationally and nationally to co-operate (especially in the fields of marketing and technology)
- 👉 Improve and extend meta data catalogue in collaboration with IPTC, ifra and others
- 👉 Integrate mobile publishing into editorial work flows and infrastructures and intensify co-operation with providers of publishing hard- and software



When the MINDS project is over ...

- 👉 European citizen: broader access to multimedia information to affordable prices - locally and transnationally
- 👉 All market players: quicker time to market, reasonable business cases, realistic return on investment
- 👉 Operators: more traffic, higher average revenue per user through stronger data traffic and subscription revenue
- 👉 Publishers: lower entry barrier, enabling mobile services and enable new business opportunities, raise profits, strengthen customer/ reader relations
- 👉 News agencies: offering new services to customers and shareholders, secure market position

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Keep MINDS on your mind!

Thank you for your attention

www.minds-project.net