



## Mobile – the Mega Medium? A MINDS Symposium

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### Fact sheet “Ad Alert”

#### H What is “Ad Alert”?

Ad Alert extends the complex newspaper advertising model over online to mobile services. The primary objective is to position the newspaper as a “one stop shop”, a full service media agency which offers advertising for print, online and mobile phones, which includes hosting and technical management of the services.

Online advertisements are enhanced with additional images and further information about the advertised goods. Mobile users may browse the offerings as well.

Readers and subscribers can define the criteria for the goods in which they are interested. If an advertisement matches the criteria they are alerted by e-mail and SMS. After the alert they can browse through the offerings on their mobile phones and contact the advertiser.

An advertiser may view his own bookings, extend the run-time or change the price of the ad if necessary.

#### H Target Groups

are advertisers and readers (users, subscribers) of regional newspapers.





## H Business Model

The newspaper provides the technical platform (commercial and technical advertising system, web hosting, mobile hosting, interfacing). Business advertisers pay for usage of the online portal. Online ad booking and creation save production costs and increase revenue by upselling to larger and more attractive (logos, borders) advertisements.

At Main-Echo in Aschaffenburg, the MINDS-Partner, mobile services are seen as customer retention tools as well as a means of community-building.

## H Technology

The existing complex IT infrastructure of a newspaper (commercial advertiser and subscriber data, billing methods, ad production, ad scheduling) is necessary to build up a service like Ad Alert, which is not a stand-alone service. The databases are interfaced using XML based structures and metadata. A search agent (software) browses all databases and creates the alert messages. The mobile user has to download a Java midlet onto his handset and then communicates with a server using UMTS (3G) data transfer.

## H Commercial Status

The basic mobile service is in use at Main-Echo, Aschaffenburg, Germany, and is available for other newspapers from MSU (Medien-Service Untermain).

Full functionality, including calling the advertiser from the mobile handset, is planned for third quarter 2005.

## H Implementation

The service has been developed by MSU (Medien-Service Untermain) and is presented by MSU and the MINDS partner Ifra.

## H Contacts

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