



## Mobile – the mega medium? – A MINDS Symposium Berlin, June 3rd 2005

### Fact sheet: Platform Tool Kit

★ **What is the „Platform Tool Kit“?**

Framework / technical platform for enabling newspapers to provide own mobile services

★ **Target Group:**

Regional and national newspapers

★ **Business Model:**

News Agency provides technical platform and support; b2b subscription model plus revenue share

★ **Technologies:**

Web application, interfaces to various SMS gateways, integration of MMS & WAP services under way

★ **Commercial Status:**

Started in February 2005, Customers: 12 regional Newspapers with a total circulation of app. 3 Mio

★ **Implementation by:**

dpa-infocom, arvato systems

★ **User Feedback:**

End user interest especially in raffles, votings and sport tickers, Starting with simple SMS-based services publishers introduce end consumers to more compelling mobile services

★ **Marketing Issues:**

high interest of regional publishers in the PTK to

- ★ bring the newspaper closer to their readers,
- ★ offer convergent advertisement solutions,
- ★ reach the younger generation,
- ★ set up new distribution channels

★ **Innovation:**

PTK enhances diversity in mobile media by lowering entry barriers for regional media houses

The screenshot shows the dpainfocom web interface. At the top, there is a navigation bar with 'Home', 'News', 'Votings', and 'Hilfe'. Below this is the 'Nachrichten Editor' section, which includes a text area for editing a new message and a 'Hinzufügen' button. The 'Neue Nachricht editieren' section shows a date and time of '19.01.2005 21:31', a dropdown menu set to '++ Aktuell ++', and a 'politik' dropdown. Below this is a section titled 'Die aktuellsten Nachrichten' with a table of news items. The table has columns for date and time, content, and category. The footer of the page reads 'Powered by arvato systems'.

Die aktuellsten Nachrichten		
19.01.2005 17:07	sport: Knüller am Freitag, HSV gut vorbereitet	sport
19.01.2005 17:06	++ Aktuell ++	politik
19.01.2005 16:58	sport: Hoeness wuerde Dortmund kaufen!!	sport
14.01.2005 10:14	sport: nur noch xx Tage bis zur Rückrunde!!!	sport
05.01.2005 09:34	5.1.2005, 09:31 Test	sport
04.01.2005 14:29	sport: weiter	sport
04.01.2005 14:18	nummer 4?	sport
04.01.2005 14:11	sport: aber hallo	sport
04.01.2005 13:56	Ein erste Sport-Nachricht!	sport
04.01.2005 13:18	und nochmal	sport