



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

### Fact sheet: Audio News

- ★ **What is „NiuZ“?**  
'NiuZ' is an audio news service with the possibility of personalized audio-bulletins
- ★ **Target Group:**  
Mobile phone users especially business-market
- ★ **Business Model:**  
Service is pay-per-use, ANP receives combination of fixed fee and shared revenue, additional fee for voicing content from outside ANP
- ★ **Technologies:**  
Phone-platform with links to all phone operators in the Netherlands
- ★ **Commercial Status:**  
Started January 2005, business-model proved unsuccessful due to branding-issues, launching customer stopped May 2005
- ★ **Implementation by:**  
ANP / Fokus
- ★ **User feedback:**  
High marks for usability and quality of the audio-content
- ★ **Marketing Issues:**  
After its launch as 'NiuZ' in January 2005 it has proven to be difficult to add a new brand to the saturated news market; might be relaunched as a product under an existing brand
- ★ **Innovation:**  
Speech recognition (by Telecats), personalised (via webinterface), real-time news and specific information (automotive, marketing), any time any place

