



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

### Fact sheet: General News

★ **What is „General News“?**

News service offering which provides customers with red-hot news in various formats according to the progression of the story

★ **Target Group:**

Customers of newspapers and carriers

★ **Business Model:**

MINDS provides content and content structure, manages content-integration from publishers and/or third party providers and handles the interface to ASP/carrier.

- ★ Flat fee for publisher using the content package for integration within their own portfolio (service labeled by publisher).
- ★ Optional: MINDS offers particular parts (e.g. SMS, MMS) for integration in existing mobile information services from publishers.
- ★ Sponsorship integration possible.

★ **Technologies:**

- ★ SMS, MMS and mobile Internet/ WAP
- ★ Streaming

★ **Commercial Status:**

First talks with potential customers

★ **Implementation by:**

APA, Coremedia

★ **User Feedback:**

- Attractive new approach for news on mobiles...
- ★ appreciated combination of push- and pull- features
  - ★ fresh new presentation format of value
  - ★ high-quality audio- and video

★ **Marketing Issues:**

Additional service offering for publishers within the mobile environment

- ★ co-branding
- ★ possibility for publishers to promote their own content
- ★ revenue share models and sponsorship possibilities

★ **Innovation:**

New multimedia presentation formats based on state-of-the art processes in the workflows

- ★ right information in the right format at the right time
- ★ external third party integration

