



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

Fact sheet: Multilingual News

- ★ **What is the vision of „ Multilingual News“?**
„Provide roaming users mobile access to multilingual news content corresponding to their visited country and home country.“
- ★ **Target Group:**
 - ★ Tourists, diplomats and workers abroad
 - ★ Language minorities
 - ★ In general: Roaming users
- ★ **Benefits for End User:**
 - ★ News content selection based on visited/home country
 - ★ News content provision in native language or English
 - ★ Seamless experience during roaming
 - ★ Consistent look and feel of user interface
- ★ **Business Model:**
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
- ★ **Commercial Status:**
Not yet available; Prototype focusing on technical aspects of seamless roaming
- ★ **Technologies:**
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
- ★ **Realization by sda and FOKUS:**
“Hungarian portal” with sub-portals for Hungarian and German users;
Based on service platform developed at FOKUS
- ★ **Feedback from Evaluation:**
Feedback from Evaluation:
 - ★ Structuring of news items into topics: included
 - ★ Filter operations desirable: included
 - ★ More sophisticated multimedia content: out of scope
 - ★ Mechanism to extract portal address out of welcome SMS unfamiliar

