



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

Fact sheet: Rich Media News / Graphics

- ★ **What is „Rich Media News / Graphics“?**
Animated and interactive mobile multimedia services
- ★ **Target Group:**
End consumers (e.g. gaming generation, elder people) who demand easy to use mobile services and high usability
- ★ **Business Model:**
Provided by mobile network operators, publishers, broad-casters in a b2c subscription model
- ★ **Technologies:**
Data push from embedded Macromedia FlashLite player
- ★ **Commercial Status:**
Prototype ready for marketing, commercial start delayed until penetration of flash is sufficient.
- ★ **Implementation by:**
dpa-infocom, arvato Systems
- ★ **User Feedback:**
Good marks for handling and contents, high willingness to pay
- ★ **Marketing Issues:**
Service matches entertainment function of mobile handsets; therefore very high potential in mobile marketing and sponsoring
- ★ **Innovation:**
New Quality of mobile information: intuitive handling, high interactivity and entertaining presentation

