



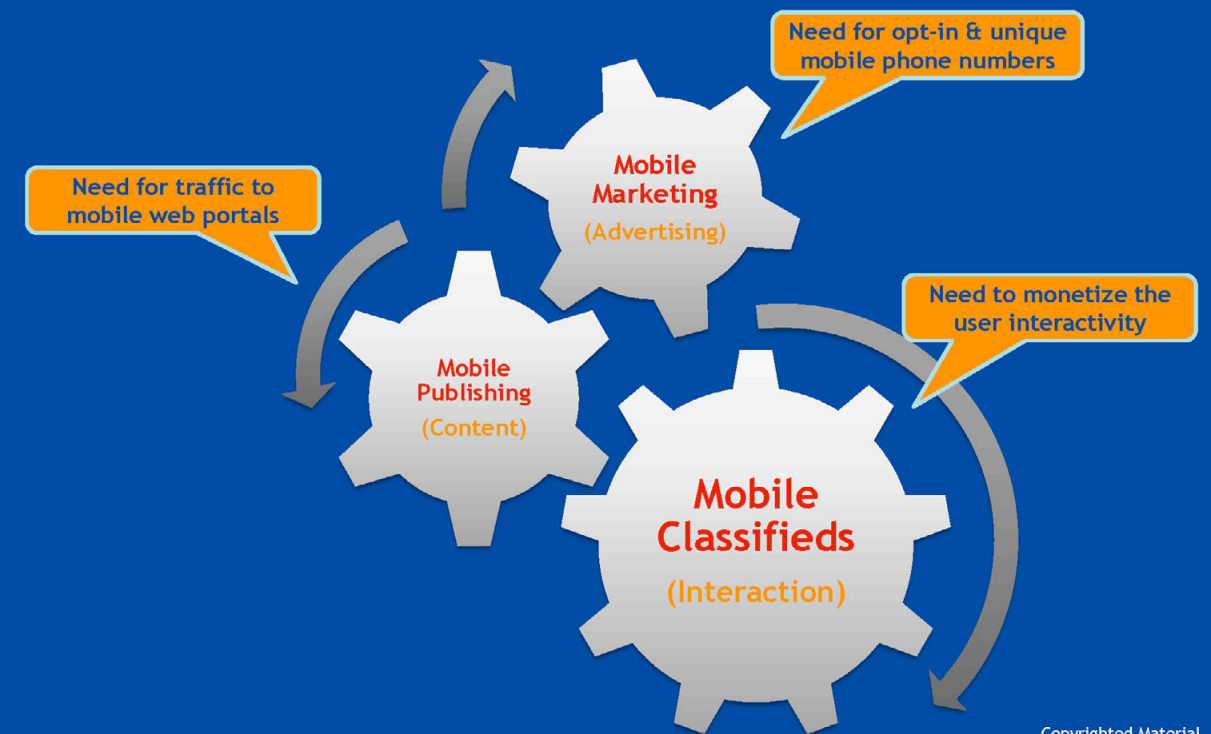
ICMA General Meeting Workshop 5: On the move Monetizing mobile classifieds

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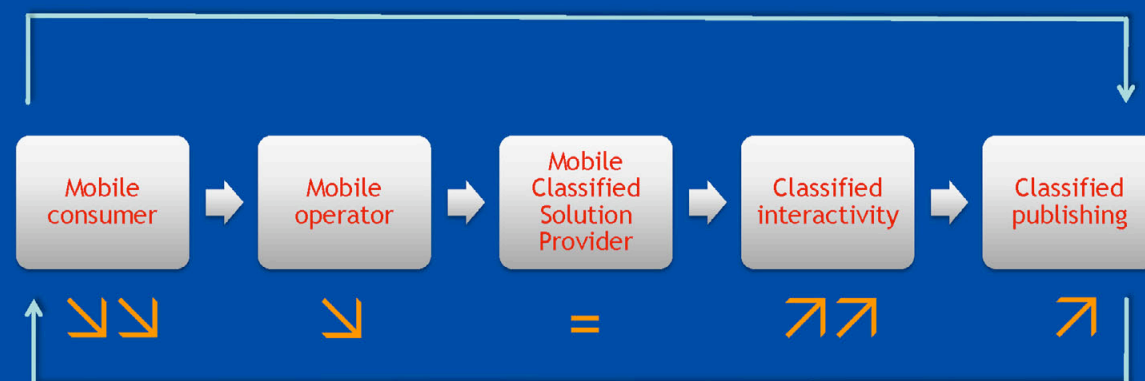
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Dynamics of Mobile Classifieds



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Mobile Classified Ecosystem



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Mobile Classified Players



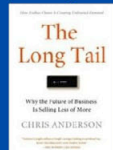
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Trend #1: Unbundling Information *and how to make money from it?*



Recommended reading:



→ Monetize the information

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Trend #2: Efficient Distribution *and how to make money from it?*



Recommended reading:



→ Monetize your media properties

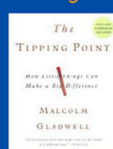
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Trend #3: Creating Transparency *and how to make money from it?*



Recommended reading:



→ Monetize the long tail

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Conclusion: Mobile Classifieds *Economic model is in place...*



Start today

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Sources, Research, Blogs, etc.

Mobiya | Unlocking Mobile Classifieds

Mobiya System I: One Classified Media Platform for All Mobiles, All Formats, All Media

mobiya

1. Welcome to Mobiya

2. Classified Publishers

3. Advertisers & Agencies

4. Mobile Operators

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Verizon announces 20 billion texts sent in a single month

South-African pioneers shaping the mobile opportunity for classifieds

Mobile



"The Mobile Opportunity for Classifieds" is a must read article featuring Felix Erken, Managing Director of Junk Mail Publishing Group. I had the honor to meet Felix just before Christmas and got amazed by the massive volumes of classified content Junk Mail Publishing Group is handling: 100,000 ads a week!

Junk Mail Publishing

Is SA's largest classified publisher and currently employs many hundreds of people across South Africa. Although still in their early development, mobile is already generating revenue that contributes to about 5% of its annual profit. It has to be said, SA has a 75% mobile penetration.

To end with a quote from Felix about mobile classifieds: "Do it now while you still want to, when you have to, it's too late." Thanks Felix!

04 February 2008 in [Mobile Classifieds](#) | [Permalink](#) | [Comments \(0\)](#)

Reed Business Information and Mobiya launch UK's first mobile video classified service 'Buzz'

Reed Business Information, one of the world's leading publishers and part of the Reed Elsevier Group plc, a FTSE 100-listed company, today announced Buzz, a new brand to support the UK's first mobile video classified service in collaboration with CatererSearch.com.

"Video streaming applications are highly complex. The mobile interconnection between all UK operators and our classified platform was a struggle. But we have done it, and we now allow 60 million consumers to use their mobile phone to take a video and send it directly to Buzz over a premium rate short code" says Martin Davis, CEO of Mobiya.

Mobiya System 1 manages the ingestion, formatting, billing and publication of mobile video content and classifieds. Via a comprehensive web interface, the operators at Reed Business Information are able to moderate the content and run various campaigns to stimulate classified traffic.

Web site: <http://buzz.caterersearch.com>

caterersearch

The complete information source for hospitality

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