

ICMA - The future is not static

But can Mobile keep you in the game?

8th May 2004

Brief Background on WIN

- Founded 1996
- First Commercial Service launched 1997
- £8.2m Equity from Goldman Sachs 2000
- Sunday Times ARM Tech Track 100 company 2001 & 2002
- “Best Use of Mobile Internet” - The Met Office March 2001
- “Best Use of Mobile” - BT Cellnet FindMe June 2001
- “Best Consumer Product and Service” - AA June 2002
- First MMS offering made available November 2002
- Turnover 2003 £15.5m - profitable



Customers reaching over 30m handset users:

Telecom



.....T.....Mobile.....



vodafone

Media



Industry/Corporate



Or as you would say...

- experienced mobile company seeks mutually beneficial relationship with classified publisher

Content

- This is not a lecture on mobile strategy
- But hopefully will give you an indication on the impact of mobile and what it can do for you.
- A few facts and figures
- Where is text used in the classifieds today?
- Some thoughts on where it could be used
- What can the new technologies deliver?
- What you should be considering as part of your offering

A few facts and figures 1 - World

- There are 1 billion GSM customers worldwide
- 25% of the world population will have a mobile phone by the year end
- 95% of all text messages are delivered within 10 seconds of being sent
- 23% of mobile users use Text Messaging at least once a day

source MDA

A few facts and figures 2 - UK

- 54m UK handsets
- 61m texts sent daily in December 2003
- 76m texts sent when England won the RU World Cup
- 111m texts sent New Years Day
- 20.5bn texts sent in 2003
- 24bn texts forecast for 2004

source MDA

- 51% of women would rather receive a text than a card to mark a special occasion

source MDA mother's day survey

- **This is no longer a “young persons” thing**

A few facts and figures 3 - UK

- 75% of the UK's largest 50 companies believe they have a need for mobile data
- Of the companies that have deployed mobile:
 - 35% say they have had productivity gains
 - 82% improved workflow,
 - 44% cost savings
 - 37% revenue gains

source Orange and Deloitte Consulting

A few facts and figures 4 - UK

- Mobile in advertising:
 - 71-96% brand recall rate from SMS advertising
 - 43% thought SMS had a positive effect on brand advertising
 - 7% a negative effect

source MMA Survey of Germany, Italy and UK

SMS and Newspapers

Given the overwhelming evidence in favour of SMS where does it feature with Newspapers?

The bald truth is that as a communication medium it has largely been ignored by the Newspaper Industry.

Examples exist where Newspapers have used it for:

- Revenue Generation - selling content (Football, Horoscopes)
- One way interaction - competitions

The only area within newspapers to have started to explore its real potential is adult services



Newspapers and Mobile - Current Examples 1

The Guardian

SOULMATES

Guardian readers meet here

WOMEN SEEKING MEN

0905 211 0301

Line 8C 10p

● **Black Female**, 33 seeks white M 25-35, who should enjoy theatre, music, dancing, films, travel, food & wine. Ldn • 23644 0906245644

● **Friendly Fellow** Kitchen-handyman, 22, seeks female, 20-30, for fun & Transylvania for fun & all those party parties. Ldn • 23689 0906203689

● **Leisurely** 30, 5'6", 110 lbs, Attracts F 32-40, who like music, films, comedy & the occasional long walk. Seeks partner, genuine & 30-40. Ldn • 23696

● **Spirited & Beautiful** Kit, creative, sensible, with a sense of humour, 26, seeks M 25-30, who like music, films, theatre, art & travel. Ldn • 17258

● **Seems Female**, 34 M with electric, looks, with a smile, with happy, kind, caring, 30-35, who likes to travel. Ldn • 23608

● **Happily Independent** 36, into adventure, who likes to travel, who likes for big laughs, & loves the bright. Ldn • 17365

● **Kind & Vision** Tall, bright F 43, seeks an interesting M with a sense of life. Ldn • 17409

● **Woman** 30, 5'5", 110 lbs, more boring postcards, looks, seeks for life, Ldn • 17469

● **Kind & Intelligent** 30, 5'5", enjoys outdoor activities, socialising, eating out. WLMT attract M for life. Ldn • 17500

● **Looking For Aragon Or Similar** 45y, attractive, artistic, tall, dark, intense. Ldn • 17505

● **Attractive Woman** thirty, 40, likes walking, cycling, travel, music, dancing, films, WLMT attract M with optimistic attitude. Ldn • 17508

● **Attractive, intelligent, bright F 37, green, teacher** WLMT attract M 45-50, tall, kind, artistic, who can make me laugh. Ldn • 17555

● **Fair Play**寻求 F 36, 5'5", slim, fair, kind, artistic, who likes to travel. Ldn • 17555

● **Freedom To Talk** Very fit, 40, 5'6", likes walking, cycling, films, music, (especially foreign), exhibitions & dancing. Seeks M 35-42. Brighteyes Ldn • 17562

● **WLMT** 30, 5'5", 110 lbs, likes travel, cooking, walking & laughter. Ldn • 17563

● **Creative, Stylish** F 54, 5'6, seeks into the Arts, comedy, music, dancing, films, travel, food & wine. Ldn • 17594

● **Open & Friendly** gal, 42, likes art, the countryside, Books, 35-50, to travel with, Brighton • 23262 03000

● **Attractive Lady**, 50, seeks younger man for fun times. Ldn • 23695 0906234995

● **Tall, athletic, pacifist, feminist, socialist** F, 20, seeks skinny indie boy with SON. Ldn • 23738 0906234995

● **Brave, Instilling** Mature blonde, optimistic (1.1 M & 0.1, 22, seeks profiles M 35-45, who like music, films, travel, theatre, art & food. Ldn • 23743 0906234995

● **Kind & Friendly** 24, attractive, passionate, seeks educ, country-living, chunky jumper and a bit. Shropshire • 23748 0906234995

● **Veggie Folk** F 22, seeks M 20-24, 40, GSH, for intellectual stimulation. Ldn • 23750 0906234995

● **Happy Days** Confident, content, curly black F 34, 5'4", 570, seeks family, looks for fun & height. Ldn • 23752

● **New To Notting Hill** 40s, likes interesting M for chaps. Ldn • 23752

● **Kind & Attentive** 30s, 5'5", 110 lbs, seeks a country pub. Ldn • 23753

● **Enjoy Life** 30s, 5'5", 110 lbs, seeks F, 50s, seeks M 30-45, for fun & delicious fun with M 30-45. Try vinous challenge! Ldn • 23755

● **Kind & Clever** 30s, 5'5", 110 lbs, attractive, curvaceous. Ldn • 23757, likes cats & cappuccino. Seeks M to spend time with, who likes to travel, food & wine. Ldn • 23758

● **New Year Resolution** Sassy, sultry, 30s, 5'5", 110 lbs, seeks M 30-45, for fun & art. Ldn • 23759

● **Kind & Intelligent** 30s, 5'5", 110 lbs, seeks M 30-45, for fun & art. Ldn • 23760

● **Speaks Your Mind** 30s, 5'5", 110 lbs, seeks M 30-45, for fun & art. Ldn • 23761

● **Speak Your Mind** 30s, 5'5", 110 lbs, seeks M 30-45, for fun & art. Ldn • 23762

● **Cheeky Chic** 30s, 5'5", 110 lbs, seeks creative, cheeky chap.

● **Candid** TV Commercial! 37, 5'5", cultured, curvaceous, cappuccino colour, cultivated, considerate (G)h, crass, friendly, likes to travel, food & wine. Ldn • 23763

● **Kind & Intelligent** 30s, 5'5", 110 lbs, seeks M 30-45, for fun & art. Ldn • 23764

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- Guardian and Observer benefit from additional revenues from anonymous ongoing dialogue

Newspapers and Mobile - Current Examples 2

TEXT MANIACS



TEXT DSTAR TO 82100

Text DSTAR followed by a space, then your name and comment, and send to 82100. Texts cost 25p plus your normal mobile operator cost.

all da best bryan, westlife have given us 5 wonderful yrs of music and hopefully another cple with the remainin 4. **beverley, belfast**

I'M SO SAD BRYAN HAS LEFT WESTLIFE. LET'S HOPE HE GOES SOLO! **YOUNG STOAT, ABERDEEN**

Can't believe my favourite bryan has quit! Take care. **Paul Hunter, Drax**

PLEASE PLEASE DON'T LEAVE US BRYAN. WE GAYS LUV U. **TITCH, KIRKBY LONSDALE**

Wake up and smell the cheese u sad fans - Bryan has ad ur money and run. **Jimmy Patterson**

bryan mcfatten quits wastelife - hope rest of ovr8td covers band fol-low soon. **col, rugby**

When kerry mcfadden was singing in the jungle it sounded like a fire in a pet shop, so how did she get into a group in the first place? **RICHARD OF WEYMOUTH**

Just seen Atomic Kitten live - they were great. Big up the Lil Massive. **ROBIN**

to chimp, or shud i say chump - there r loadsa gud female singerz, alicia keys, jamelia etc. **Elle**

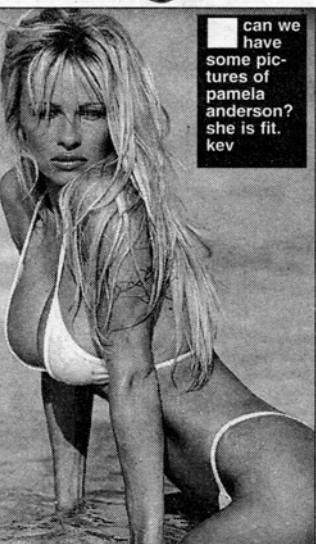
Whatever happened to Kate Bush? She was all woman! **Spam, wigan**

80s music will always be the best. Today's music is painful. **Jon, Kent**

i agree with everything grimsby girl says. **vnman**

Grimsby girl, you don't know jack

can we have some pictures of pamela anderson? she is fit. **kev**



ton 3 back. shud av left them in camp x-ray. **MICK, DUDLEY**

if the government r taxing fatty foods they should make healthier foods more cheaper anyl agree? **ian, halifax**

tights that make u lose weight - great. need a pair for me an 2 for the wife. **simmy fae maryhill**

peter kay at funny? Thats a joke in itself, hez best around. **slim, bpool**

Channel 4's losin the plot with this new rubbish Fit Farm and Brat Camp. it's as bad as itv now. **Carla**

I KNOW I KEEP MOANIN BOUT E'ENDERS, BUT HONESTLY, CAN ANY1 OUT THERE PLS TEL ME Y ON EARTH HAVEN'T THE FERREIRAS BEEN AXED YET? THEY R JUST SOOO BORING! **JAY**

GMTV's Traffic-link Blonde Bombshell **GEMMA HADLEY** would look superb on PAGE 3 for ALL to SEE! **Mitch of South London**

reply 2 steve, couldn't agree more about sly stallone, the man's a god. he is doin a film based on the deaths of tupac and biggie. **kenny, dundee**

Great pic of jordan yesterday. Best one i have seen. That mario bloke is one lucky git. **matty b**

I wish I looked like Lucy P! I think she is gorgeous! **Claire, E. London**

in reply to oz, the girl in the vodafone advert is david beckham u muppet! **danny**

Chris (Wed), ur rite about Carol Smillie, but dont u think Kylie's got

- Daily Star utilising Text for classified forum page 25p per entry

Newspapers and Mobile - Current Examples 3

- But it is in adult that is done with Mobile



54 DAILY STAR, Thursday, March 11, 2004

PHONE BAR 7 years on now!
HOT DATES
CALL NOW! 09065 89 00 00

OLDER LADIES OVER 40'S TALK DIRTY
LIVE 0906 736 6802

GAY/BI 15-20
1000 600
GAY/BI LIVE

CHAT FROM O 0871 200 1291
GIRLS CALL
MAN TO MAN
SEND BOYZ TO 85021
Only 50p per received msg.
Help number 0871 224 3097.

Warning: 100's of guys online!
08712 444 508
Box CUS3365 Wk 1N 30K. Calls cost 10p/min.

cheap gay chat! GAY TALK
REGIONAL & SPECIALIST
QUICK DATE CATEGORIES!
08712 444 508

CHEAP CHAT 10
PER MIN P
FAST N' FUN
CALL NOW!
08712 002 058

CHAT PARTY 09059 424 222

FREE SEX TEXT HOT- 89797

ADULT MOBILE PHOTOS FREE
To Every Reader
Text: SNAP To: 89090

ADULTS ONLY LIVE GIRLS
LIVE 121
CHAT 09050 394444
HOT CONTACTS
LIVE 09050 394444
HOT LISTEN
GET HOT
FOR THE 1ST TIME
09099 275 678
HOT STAR
89131
BLAY WITH ME
LIVE ADULT 1-2-1 CHAT
Ready & Willing!

LIVE GIRLS 10
LIVE 09050 394444
CHAT & DATE 09099 275 678
HOT LISTEN
GET HOT
FOR THE 1ST TIME
09099 275 678
HOT STAR
89131
BLAY WITH ME
LIVE ADULT 1-2-1 CHAT
Ready & Willing!

LISTEN 10
GET HOT
FOR THE 1ST TIME
09099 275 678
HOT STAR
89131
BLAY WITH ME
LIVE ADULT 1-2-1 CHAT
Ready & Willing!

BORED HOUSEWIVES 10
LIVE 09099 275 678
HOT LISTEN
GET HOT
FOR THE 1ST TIME
09099 275 678
HOT STAR
89131
BLAY WITH ME
LIVE ADULT 1-2-1 CHAT
Ready & Willing!

**REGIONAL & SPECIALIST
'QUICK DATE' CATEGORIES!**

Warning: 100's of guys online!
08712 444 508
Box CUS3365 Wk 1N 30K. Calls cost 10p/min.

MAN TO MAN
TXT LIVE WITH GUYS
SEND BOYZ TO 85021
Only 50p per received msg.
Help number 0871 224 3097.

CHEAP CHAT
HUNDREDS OF UK GIRLS ON LINE 24 HOURS/DAY
CALL NOW!
CHOOSE YOUR GIRL AND CONNECT IN SECONDS
24hr SERVICE LIVE 1-2-1 CHAT
09063 623 323
Box 1896 London WC1N 3XX. Calls cost 60p per min. Live calls recorded.
All New MULTI-PARTY CHAT Service!
CHAT PARTY 09059 424 222
Box 1896 London WC1N. Calls cost 60p/min. Live calls recorded.

FREE SEX TEXT
Text: **HOT** To: **89797**
*FREE to Orange, Vodafone, T-mobile & 02

ADULT MOBILE PHOTOS
FREE
To Every Reader
Text: **SNAP** To: **89090**

18+ Mags sent charged at your network rates (max 12p) *1 free photo per mobile, you'll then receive 1 photo each day thereafter charged at £1.50. To stop photos text STOP to 89090. To view photos you must have a colour wap enabled phone. Charges inc vat. FXTX P.O.Box 25521 London NW7 3ZU

XXX ADULT EXPLICIT LIVE CHAT only 10

TEXT CHAT & DATE 18+
Send "CHEAT" & your message to

0871 200 1291
GIRLS CALL -
0800 3760 346

CHEAP CHAT
10
PER MIN P
FAST N' FUN
CALL NOW!
08712 002 058
CALLS COST 10p/MIN. PO BOX 206. HPS BFT

HOT CHAT FROM **O**
0 MIN
MEN 0871 2001 280
WOMEN 0800 3760 121

Pillow Talk...
Don't Talk, Just Listen
01223 593 709
From £3 for 30 mins no credit card needed.
Mobiles only. FSL PO Box 37389 N1 6YQ

Girls waiting to date
Live Dating
just 38p
Pull to 89117
txt pull & Age e.g. pull 33

So how should Classifieds be using mobile?

- Text for ad placement where 160 characters or less
- MMS for ad placement where larger formats required
- Text response to adverts:
 - Call me (nearest dealer)
 - Send more info
- Extend your involvement in the sales process, revenues from ongoing dialogue...

For Ad Placement

- Most of the personal ads are within 160 characters



THE SUNDAY TIMES

To advertise in the Driving section please contact one of our sales team

T:020 7481 4422(Trade)
T:020 7481 4000(Private)
F:020 7782 7827(Trade)
F:020 7782 7799(Private)

- But where is the text option?

Formatted ad placement using MMS



- 8 million MMS handsets in the UK
- 40% of the population will have MMS handsets by end of year
- To format via MMS and send becomes a distinct possibility.
- Technology already in use in Broadcast media

Text to get the advertiser to call you



- Auto Trader already provides an online call me service
- Text in to have your details forwarded to the advertiser with the item of interest
- The advertiser can then call back
- Adding value to the placement of the advert

Text to get more info

10 eTeach.com

eteach.com

The number one education recruitment web site

Log in

E-Mail

Password

[Join now](#)

Essentials

- [Home](#)
- [Search jobs](#)
- [Browse jobs](#)
- [Browse recruiters](#)

Education sectors

- [Student](#)
- [Church / Faith](#)
- [Independent](#)
- [Supply](#)
- [International](#)
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Information

- [Staffroom](#)
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THE INDEPENDENT

Enter job ID here

Call Eteach
Permanent Placements
0845 226 1905

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Copyright © 2000-2004 Eteach UK Limited

All of this data could be provided direct to the mobile phone via WAP or MMS by texting in the reference

Extending your reach in the sales cycle

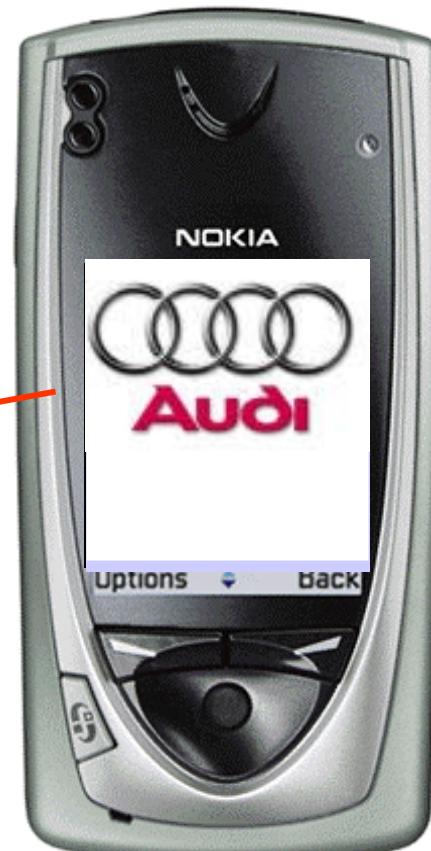
68 Friday, 12 March 2004 Evening Standard

- Working on the same principal as dating for flat shares
- Allow anonymous text to short list candidates
- Accrue more income from ongoing dialogue
- Provide your ad customers with a better service allowing them to pre-screen candidates in their own time

What can the new technologies deliver?

- WAP and MMS can enhance your advertising space today.
- Each advert could have a unique code to text in to a short number
- On receipt of the text an enhanced message can be returned with full information on the item in question
- You can charge the advertiser for providing the enhanced advert.
- You can charge the respondent for drawing down the particulars

Allow Mobile to expand your column inches!



So what about the Classified Industry?

- A random sample



Advertising Rates

Display Ads

FULL COLOUR DISPLAY AD Maximum flexibility for Maximum Impact **£99.00 per week**

Example Size: 3cm x 2 columns

Advertiser & Property Info

Semi-display Ads

Lineage Ads

Photo Ads

TRADE Rebates available on VAT

PRIVATE Rebates available on VAT

Display Ads

Colour **£17.99 per s.c.**
Example photo: **£19.99**
Item x 2 columns **£19.99**
Item x 2 columns **£119.85**
Some discounts available on request*

Photo Ads Rebates available on VAT

Colour **£9.99**
Item x 1 col. **£9.99**
Item x 2 col. **£19.98**
Item x 3 col. **£29.97**
Item x 4 col. **£39.96**
Item x 5 col. **£49.95**
Item x 6 col. **£59.94**
48 words

Lineage Ads

Colour **£27.99 per week for**
Item x 1 col. **£27.99**
Item x 2 col. **£55.98**
Item x 3 col. **£83.97**
Item x 4 col. **£111.96**
Item x 5 col. **£139.95**
Item x 6 col. **£167.94**
12 weeks

Photo display Ads

Colour **£22.99 per week for**
Item x 1 col. **£22.99**
Item x 2 col. **£45.98**
Item x 3 col. **£68.97**
Item x 4 col. **£91.96**
Item x 5 col. **£114.95**
Item x 6 col. **£137.94**
12 weeks

*Because our relationship is constantly changing as our publishing partners enter and leave, it is not guaranteed to reach more customers. All the above discounts are available with cost saving service discounts.

**To advertise in Dalton's Weekly
please call one of the following**

Holiday advertisers
To advertise your holiday accommodation please call 020 8329 0150

Property advertisers
To advertise your residential property please call 020 8329 0130

Business advertisers
To advertise your business please call 020 8329 0150

Deadlines

Holidays - Thursday 4pm prior to publication

Property - Friday 4pm prior to publication

Business - Monday 4pm prior to publication

Please note, only those in the required for heating and quality position. Cheap and easy display advertisers are reminded that advertisements in the Holiday and Property sections are arranged by month sub-heading and listed by name of town. Please advise therefore that your advertisement begins with the town or area letter.

Subscription Rates

12 issues £12.45, Europe £13.00, air freight £14.00, Annual £162.00, Institutional £22.00, Postage £1.00, Delivery £1.00, Advertising £1.00, Marketing £1.00, Total £22.00

Dalton Weekly
provides no
mobile offering

However inner pages shows this as a new service to text in adverts

0845 050 1111 NEW SMS TEXT SERVICE 5th - 11th May 2004 19

ADVERTISE **FREE** TEXT YOUR ADS FROM YOUR MOBILE



AdTrader have made the FREE Ad Service as efficient as possible by introducing a revolutionary and unique way of placing your free ads...by text! Placing a free ad couldn't be quicker or easier from wherever you are, whenever you like.

Simply follow the instructions below to place your next

*wherever you are, whenever you like.
Simply follow the instructions below to place your next free ad using this service!*

1 Start your message with the letters **AD** and then type the text of your free ad as a message on your mobile phone. This should include a brief description of the item you are selling and the price (it is necessary to include your phone number or area in which you live)

2 Send the text message to
07786 206206

3 The Ad Trader Text Message server will send you a text asking you to state your postcode and a landline telephone number. Reply by text with this information (for our records) and your advert will appear in the next available issue.

Deadline is 12pm Monday for inclusion in the following Wednesday's publication.

But why not on the front page with other input media?

Ad Trader

- 326 classifieds on one page
- 50 pages of classifieds
- 15,000 classifieds in an issue
- At 25p per advert = additional revenue of £1,500 per issue
- At 50p per advert = additional revenue of £4,500 per issue

Loot have taken this further if somewhat erratic

FLATS TO RENT (£151-200pw)

32 • PROPERTY

+

BOLD ADS ARE TRADE ADS

Loot.com

(National call rates apply) Call Loot 08700 43 43 43

LONDON 5 MAY 2004

Working too hard to find a place to rent?

Make it easier with LONDON'S LETTING AGENT

- New Property Text Alerts!
- Email Property Alerts!
- Arrange viewings online
- Late night viewings
- 24/7 call service
- Offices across London

See 100's of properties with LONDON'S LETTING AGENT
www.ludlowthompson.com Offices across London

ARLA

ABBREY

Sign up now
Call: 0845 450 7620
(24 hours / 7 days a week)

 ludlowthompson.com
Make us work for you™

Plaistow, E13, 2 bed, furnished purpose built flat, good decor, e/shower, m/w, washer / dryer, fridge freezer, private drive, short bus ride to tubes, close Newham General Hospital. £165 pw. Tel: 07976 146999

RM6, Chadwell Heath, 2 bedroom flat, furnished, in excellent condition, lounge, kitchen/diner, w/machine, near station & shops. £165 pw. Tel: 020 8593 3176 Ram

South Harrow, HA1, 2 mins walk tube, dbl room £100pw inc, large dbl £110pw incl, new refurb, f/kitch, laminate fl 2 bathrooms. 07838 137181

Stratford, E15, 2 bed fully furnished flat, 8 mins walk Stratford station, f/fittd kitchen with washer / dryer, wood floors throughout, £200 pw. 020 8926 4840

Sutton, Surrey, superb, modern, 1st flr flat, in sought after devonmt, near BR, alloc undercover parking, e/fone, gch, bath & p/shower, f/f kitch, large bedrm, unfurn, suit profs, £155 pw. 020 8661

Advertisers using text for alerts of matches
– why leave it to the advertisers?

Advertisers taking the lead...

5 MAY 2004 LONDON

Call Loot 08700 43 43 43 (National call rates apply)

Mastercars
Passenger and Courier Services

Owner Drivers
£750 per week
Guaranteed

some company cars available

call John
0207 209 2999
www.mastercars.co.uk

LONDON RADIO CARS
MINICAB OWNER DRIVERS
Data controlled

CHURCHILL EXPRESS COURIERS REQ

Co. vans and bikes available
Owner driver/riders also
Call Paul for immediate interview

020 8993 2211

LGV 1 Drivers URGENTLY REQUIRED

OTE £30K. Early shifts inc. nights out! Please call Katie or Sarah on
0870 444 1336 for an immediate interview
please quote ref A/REF: 80

HGV DRIVERS REQ for
East London Skip Co.
Excellent Rates of Pay
020 8985 5000

MAX 10p

"WANNA BE FAMOUS?"
"We need new talent today!"
Pop Idol-Reality TV-Film
BIG AUDITIONS
M/F-All Ages-Hats-No exp nec.
"For details txt:
STAR
TO:
88833
NOW!"

BOLEADS ARE TRADE ADS

Loot.com

COULD THIS BE

New International com
U.K. requires staff at a
the hotel and catering
over Europe. Fantastic
opportunities available.

**Terri Clark
07090 700**

ADVERTISEMEN

THE CLASSIFI

ing you to models
the minimum fee of
advertisers must give
Editorial Department
with a sample of
published work. In
paper and details of
work arising from this
ment is intended
lied.

TEAMWORK

E-MAIL: teamwork@loot.com

Assistant Manager
Responsible for public and restaurants across the
UK and Ireland

Advertisers using text as a response mechanism

Advertisers taking the lead....

5 MAY 2004 LONDON

Call Loot 08700 43 43 43 (National call rates apply)

LIVE PSYCHIC AND TAROT SERVICES

'I was amazed by her gift'

My Auntie Ann was such a character, she died when I was a small child but I remember her quite vividly. Imagine my surprise when your medium, Pam, said she had a message for me from her - and then went on to describe her in incredibly accurate detail. Even down to a piece of jewelry she used to always wear. Auntie Ann still has a few surprises up her sleeve, Will you be next? Call our Live Psychics line to find out what the future holds for you. Will you find love? Will you and your family be healthy? Will you be lucky? This is a LIVE service. Find out now call **0906 113 5251**

Call our Live Tarot line and see what the future may have in store for you. Will you have money trouble? Will you find love? Will you have good fortune? Our Readers are **LIVE online Now**, call **0906 113 5275**

Now you can text your question to our Psychics or Tarot Readers. You can ask them anything or not, and you'll receive a prompt reply from one of our fantastic Live Psychics or Live Tarot Readers. For a Live Psychic Reading just text: **LOOTPSYCHIC** (space) & your question to **80006**

For a Live Tarot Reading just text: **LOOTTAROT** (space) & your question to **80006**

PAY AFTER RESULTS

PROFESSOR SANKUNG

Specialist in all Problems

Return immediately and definitely the person you love. Fidelity

BOLD ADS ARE TRADE ADS

Loot.com

Mr Kalifa

INTERNATIONAL MARABOUT- 27 YEARS EXPERIENCE

Would you want your problems solved in three days? Contact the most acclaimed Marabout Expert in solving all your problems. Looking for love, bringing back love ones, family reunion, bad luck, strange illnesses, cou cœurs, making your business a centre for attraction and dealing with troubles, anxieties and protection. No matter what your problems are I can solve it for you.

020 8316 7464 07960 03848

5a Kashgar Road, Plumstead, London SE18 7HS

The Great International Spiritual Healer

Mr. K Lateef

I am the master of Love Problems, Relationships & Marriage and I can help to solve many other problems. Such As: black magic problems, business, money, bad luck & exams, etc. If you have any problems regarding love, relationship marriage. Contact the specialist & I will solve it. Results in a Matter of Days

Guaranteed

0208 522 7412 07984 433 96

Mr Abdul

37 years experience

Results After One Week

I am a Marabout born with this knowledge from God.

Provision of content services, yet Loot have horoscopes they could mobilise

Where Loot have taken a lead is mobilising their lonely hearts classifieds



Including extending their reach into ongoing dialogue...

at, smart
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Voicebox

vtm slim,
nd friend-
call 0905

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07

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or similar,
friendship.
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intelligent
19 To reply

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29, animals,
4-60, for fun
vebox 34590

er lady, 18+
ing to break
52 London

• **Black, female, 49,** quite attractive, size 14-16, looking to meet other gorgeous, black females for relationship, possibly friendship. Txt. LT64767 Voicebox 64767 To reply call 0905 671 0707

• **Lonely and passionate,** gay, white female, 39, 5ft, slim, loves music and quiet evenings, looking for females for friendship or maybe more. Surrey. Voicebox 97346 To reply call 0905 671 0707

LIFESTYLE

FRIENDSHIP UK

TXt CHAT
Text, Flirt and Date
REAL WOMEN
right now!
Send LOOT to 81400

02, Grange, Vodafone, & T-Mobile. For help call 08712 209 188 calls charged 10p/min. Standard rate calls are charged 10p/min. To cancel send CANCEL to 81400. Standard message cost £1.25 max. System messages from us cost 25p. Over 18s only. PGP: AJI 84H

• **Attached gay guy, 62,** looking for male friends, 45-65, for socialising in the Greenwich/summerside area. Voicebox 27577 To reply call 0905 671 0707

• **Outgoing woman, 50+,** 5ft, seeks male dance partner, ballroom, Latin dancing, SW London. Txt LT99179 Voicebox 99179 To reply call 0905 671 0707

• **Black mother of 2, 31,** mixed race children, seeks new friends/couples, with children, for fun days out, dinner parties or coffee. Chiswick. Txt LT99795 Voicebox 99795 To reply call 0905 671 0707

• **Easy going Leeds guy, 39,** kind, caring and

• **Attached gay guy, 62,** looking for male friends, 45-65, for socialising in the Greenwich/summerside area. Voicebox 27577 To reply call 0905 671 0707

• **Outgoing woman, 50+,** 5ft, seeks male dance partner, ballroom, Latin dancing, SW London. Txt LT99179 Voicebox 99179 To reply call 0905 671 0707

• **Herts female, 27,** outgoing, chatty, lively, funny, 5ft 5in, looking for male friends for fun, girly nights out, bars, clubs and enjoying ourselves. Txt LT64868 Voicebox 64868 To reply call 0905 671 0707

• **Nurse, 30-45,** wanted by fit, gym-trained, genuine guy, must be outgoing, flirty, with a wifey, genuine calls only, anywhere in North West. Voicebox 23622 To reply call 0905 671 0707

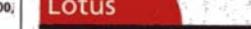
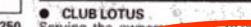
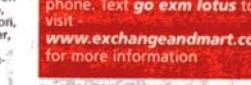
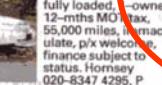
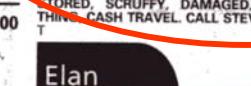
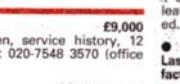
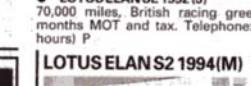
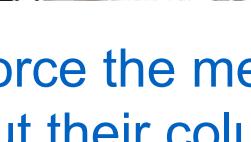
• **Ordinary bloke looking** for over-weight, chunky, chubby guy, 30-45, for fun and friendship. Voicebox 14485 To reply call 0905 671 0707

• **Outgoing female, 24,** lively/bubbly, loves raving and clubbing, with raving partner for good times and going out. London area. Voicebox 82900 To reply call 0905 671 0707

introductions with no membership
Free details + Bargain Offer from
Person to Person (Dept LT),
P.O. Box 40, Minehead, TA24 5
Tel: 01643 70950

• **Left
at the
again**

But Exchange & Mart have taken it a step further

Call: 0845 3304460 www.direct-chauffeur-line.co.uk		work, £8,995 ono. 07949 805766, 020- 8519 1015 (E.London) P
REETCH LIMOUSINES CHOICE OF 10 ALL FULLY LOADED, ALL IN DAILY AX, PRICES FROM £7,000 - £16,500, 14 751999, 07766 047639. T		
VNCAR 1997(P) 6, 6 seater, black with black tuxedo top, excellent wood interior, carpets as new, geo, stereo/CD, excellent corporate car, good condition, 01273 589648, 07834 P		
0 KRYSTAL 2000 £5,995 		
2000 Millennium, neon fibre optics, video, s/rclnt, climate/air-con, fully loaded, owner, 12 months MOT, tax, 55,000 miles, immaculate, p/x welcome, finance subject to status. Hornsey 020-8347 4295, P		
S FOR SALE £22,000-£35,000 		
Black or White, Lincolns or Cadillacs, 120"+, 1999-2003, viewing: recommended, 020 8805 1448, AS Limousines T		
Lotus CLUB LOTUS Serving the owner of over 10,000 Lotus cars for more than 40 years. Save £££'s off insurance, parts, servicing etc. Details 01362 694459 or 691144. T		
Exchange & Mart More than 150 Lotus on your WAP phone. Text go exm lotus to 89080 or visit www.exchangeandmart.co.uk/mobile for more information		
● WANTED LOTUS ELISE ELANS, ESPRITS ETC, NEEDING RESTORING OR RESTORED, SCRUFFY, DAMAGED, GOOD, BAD, ANYTHING, CASH TRAVEL. CALL STEVE NOW 07836 639603 T		
● LOTUS ELAN SE 1992 (J) 70,000 miles, British racing green, service history, 12 months MOT and tax. Telephone: 020-7548 3570 (office hours) P		
● LOTUS ELAN S2 1994(M) £9,500ono 		
● ELAN		
● LOTUS ELISE SE 1992 (J) 70,000 miles, British racing green, service history, 12 months MOT and tax. Telephone: 020-7548 3570 (office hours) P		
● ELISE SPORTS Laser blue, blue factory upgrade, mobiliser, Trackers (Hampshire). P		
● ELISE 160 SPC Metallic black, carbon light covers, im-tracked, oil wet sump, 319291, Surrey, s		
● ELISE 1600 SPC Metallic black, carbon light covers, im-tracked, oil wet sump, 319291, Surrey, s		
● ELISE 1600 SP 1 Owner, 11,000 miles, leather, satin black, 01474 704505		
● ELISE SPORTS Laser blue, blue factory upgrade, mobiliser, Trackers (Hampshire). P		
● ELISE 1600 SP Laser blue, blue factory upgrade, mobiliser, Trackers (Hampshire). P		
● ELISE 1600 SP Laser blue, blue factory upgrade, mobiliser, Trackers (Hampshire). P		
● ELISE 1600 SP Laser blue, blue factory upgrade, mobiliser, Trackers (Hampshire). P		
● ELISE 1600 SP Laser blue, blue factory upgrade, mobiliser, Trackers (Hampshire). P		
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● ELISE 1600 SP Laser blue, blue factory upgrade, mobiliser, Trackers (Hampshire). P		
● ELISE 1600 SP Laser blue, blue factory upgrade, mobiliser, Trackers (Hampshire). P		

and reinforce the message throughout their columns

So Mobile and Classifieds – where are we today?

- It has started to happen
- Developments piecemeal
- No coherent mobile strategies emerging
- Newspapers are challenging this space

Does Mobile infringe on the Free Ad modus operandi

- Users already can pay for free ad placement
- Text can be cheaper than postage but gives you revenue share on the delivery
- Text versus direct mail
- Making Mobile part of the up sell
- Utilising text to drive call centres
- Outbound calls versus text which is most intrusive; which provides higher redemption
- Free ads – people out for a bargain: low cost text fits the bill
- Utilisation of Text for extended ads – a text a week until “Stop”
- Getting data on repeat users – mobile CLI a unique identifier

In summary what should you be considering?

- Using text or picture messaging for ad placement
- Using text to respond to ad
- Using text to notify the advertiser of interest
- Can the ad trigger a dialogue?
- Using MMS or WAP to expand the ad

Mobile can enhance the revenue streams you generate from your classified columns

A blue-toned background graphic featuring a close-up of a car's instrument cluster with various buttons and a digital display. The overall aesthetic is modern and technological.

www.winplc.com

+44 (0)1494 750500

peter.norman@winplc.com