



Next stop Orlando!



I'm writing this as Amsterdam basks in the sunshine of the final few days of a short 'Indian summer', and I'm already looking forward to the real India that we will be visiting for the November 2005 GM, hosted by Free-Ads in Delhi. Joanne's just

completed her site visit to India (she tells you more about this on page 3), but before then we have the small matter of the Orlando GM, which is fast approaching!

We have a fantastic program lined up for you focusing firmly on the theme of "Competition", an issue that concerns us all. There are confirmed speakers from the Washington Post Newsweek Interactive, Mobile.de, the World Association of Newspapers, and Google plus some excellent member panels, and a new feature for this GM, a series of short topic-specific interactive workshops to round off the Plenary Day. We will also be welcoming several new US publishers to this GM so plenty of new experiences and ideas for us all.

Dick and Jim of our hosts The Flyer assure me that the hurricane season will be over by mid-November, and they are very keen that delegates should enjoy all the amenities that sunny Florida has to offer. From the comprehensive list supplied, I think we will all need to stay over for a couple of extra weeks to do it justice!

As well as planning the Orlando program, we've been working hard on enhancing the value of the ADEX program through the proposed NANI link-up. Following the vote to change the Bylaws sent out to publishers on 13 August, I'm delighted to announce that ICMA partnership with the Association of Free Community Papers was approved unanimously, and will be formally launched on 14 October. Further details on page 2.

Orlando GM

High profile speakers, highly pertinent program, hugely entertaining location. For the latest updates see [page 3](#).



Another project that is gathering momentum is PHOENIX, the proposed new ADEX service. ICMA will be partnering with Joshua Advanced Media Services to develop this product, and we will be asking members to approve our proposals in the Orlando Business Meeting (see page 2). So, yet another reason to join us in Florida ;-)

On a personal note, my calendar says that I have just passed my two-year anniversary of joining FAPIA/ICMA - it seems to have gone very quickly indeed!

Look forward to seeing you in Orlando!

Lucie Hime, Executive Director

The fearless duck

Hello again!

Yes the photo really is me... just getting in the mood for Disney and Orlando!

Buy & Sell recently competed in the 'Red Bull Flugtag Challenge' in Belfast, we had to design, build and 'fly' a man powered craft from a 30 foot ramp over the city's river, the Lagan. Our mission - to be 'creative' and to fly as far as possible off the end of the ramp.

Our crazy craft took the form of a bath, complete with wings, and of course the launch crew were a variety of bath ducks, myself being Daisy. Our slogan was naturally 'Quackers about Buy & Sell'. A great PR exercise for the company as the event was televised several times, and of course we had a fabulous day out.

We achieved a massive 3 metre flight and finished in 5th position out of 40 competitors.

Talking of competitors I'm really looking forward to our next meeting in Orlando, as the theme of 'Competition' is particularly close to our hearts in Ireland at the moment. Over the last year we have seen the launch of seven new classified mediums, both published and online, in our marketplace. In addition to this we have seen existing competitors developing new services, and in response we have had to seriously rethink our own product services, and act quickly to safeguard our copy sales and revenues. The development of more 'local' classifieds is high on our list, and of course that's of international interest, when you see the recent press on the success of web sites such as 'craigslist'.

At this GM as well as tackling some of these issues, and being able to share experiences with your colleagues, you will also have the opportunity to hear about the significant progress that ICMA Head Office and the Committee have made on the alliance with NANI and proposals for revamping the Ad Exchange, all with the goal of increasing revenue opportunities for members.

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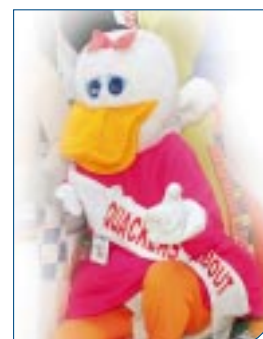
- Upcoming Events
- New Contacts
- Ad audit/coupon check
- Committee Members

Whilst it's congratulations and good luck to Ingemar Elfvin who has recently taken up an exciting new CEO position in Stockholm, his contribution to the Committee will be sadly missed. Perhaps his new company will join ICMA and we hope we will see Ingemar in Orlando.

On Committee matters, if you wish to play a part in the exciting, and often challenging issues that ICMA is involved in, there are new Committee elections at the Barcelona GM in May 2005, so please let us know if you are interested in becoming a Committee member, and have a chat with any of the current Committee in Orlando if you are not clear what is involved.

Until Orlando,

*Best regards
Jill Armer*



ADEX Report

It's been an up and down summer weather wise for us Europeans, with hot and hazy days quickly being succeeded by torrential rain and then back to heat again. I have been cycling into the office with waterproofs, an umbrella and sun-protection cream! However, having seen the recent hurricanes that have swept through the Caribbean and Florida (lets hope the hotel is still there for our upcoming GM!), I think we have had it easy!

One thing that hasn't been up and down over the last few months is the ADEX. Normally during the June-August period the numbers of RUs sent starts to drop as the mass exodus of people on their summer holidays starts. There are fewer customers placing ads and fewer ACP's around to take them. This year that trend has changed and the RU figures have been level for the past 3 months. This is one case where standing still is actually a step forward! What is also nice to see is that this change appears across the international and both regional exchanges as well. So to all ACP's and ad sales people out there, take a brief moment to give yourselves a pat on the back for a job well done!

Let's hope this trend continues on over the next few months and the rest of the year proves profitable for us all. In the meantime I'll be checking the long-term weather forecast to see whether I'll need to bring my rain-coat or my sunglasses to Orlando for our General Meeting in November.

Gavin Reynolds, Operations Manager



COMMITTEE BRIEF

The Committee met in St Petersburg in July and reviewed the Orlando program and the new Phoenix proposals. Other issues that were discussed included the final approval of the NANI link-up proposal, the US recruitment drive, the alliance strategy and forthcoming GMs in Barcelona and India. Jill Armer of Buy & Sell has assumed the responsibilities of the Chairperson following the move of Stefan Anderson from Infosto Oy to Eniro Finland, and Ingemar Elfvin of Medstroms has been obliged to resign from the Committee following his September 1 move from Medstroms Annonsforlag to Koll.se, not yet an ICMA member. So the current Committee is five strong and their contact details are as usual on the back page. The next Committee meeting is scheduled for Thursday 11 November, and if you have any issues that you would like to bring to the attention of the Committee, please feel free to contact HO or any of the Committee members.

The trans-Atlantic alliance

On 13 September, ICMA members voted unanimously to approve the proposed link-up between the ADEX and the Association of Free Community Papers' (AFCP) National Advertising Network Inc (NANI). This link-up will fill the geographical "hole" in the ADEX network that had emerged in the USA - no USA ICMA members currently participate in the ADEX. It more than doubles the total network size that ADEX participants can offer to advertisers as NANI covers 22 million households in 44 US states on a weekly basis. So what happens next?

ICMA's Joanne and the AFCP's Craig have designed a fabulous competition running up to 14 February 2005 to encourage publications in both networks to get behind this new initiative. There'll be champagne or €100 Amazon vouchers awarded for the first ad sold, most ads sold per month, and a lucky draw (the more you sell, the better chance you have of winning!). And the Grand Prize will be a trip to San Francisco (for ADEX participants) and to Barcelona (for NANI participants)! Full details on the ICMA website but what are you waiting for? Get selling...

The link-up will take effect from Thursday 14 October, and there is no additional software to install or extra costs to pay. HO will distribute a short User Guide by email to all publishers, sales managers, ACPs and local administrators, which will explain exactly how to place an ad into NANI, and what happens when a US advertiser books an ad into the ADEX. Joanne will be setting up some Help pages on the ICMA website, and distributing a special "Toblerone" sales tool for call-centre staff and sales reps.



Phoenix moves to the next stage

As many of you know, the Committee, Head Office and various project teams have been working for some time on developing a business model for new ad exchanging system to replace FAPCOM. At the Committee Meeting in July, the Committee

reviewed some new proposals from Stefan Anderson and HO, which built upon the excellent work done by the Project Phoenix team.

These modifications addressed many of the perceived limitations in the original Phoenix proposal that had been turned down by the Committee at the February Committee Meeting, together with the concerns members raised on the lack of inclusion of a print element. As discussed in the Hague Business Meeting in May, the Committee proposed that ICMA seek to partner with a software development company, and in June, a partnership in principle was agreed between ICMA and Joshua Advanced Media Systems who will underwrite the building of the new system. HO and Joshua are

currently detailing the various new processes and features, which will include provision of a customer self-service interface for all participating publications (i.e. an online coupon), the possibility to book and purchase online and print ads, and maximum automation to save time and money. The Committee and HO anticipate that this work will be at a sufficiently advanced stage to present these new proposals to members at the Orlando General Meeting, with programming planned to start this December and the new service to be launched in May 2005. Full details of Phoenix, its features, benefits and the bottom-line for members will be circulated very soon. If you have any questions or comments, please contact Lucie Hime on l.hime@icmaonline.org.



ICMA Orlando General Meeting, 11-13 November 2004

In between site visits we have been very busy working on the finer details of next General Meeting in Orlando, Florida, U.S.A. And, not to worry, I can now safely say that our hotel and party venues are still standing, phew...



REGISTRATION DEADLINES

Early Bird, by 6th October 2004	€195
Standard, by 20th October 2004	€240
After 20th October 2004 and onsite	€280

As Lucie mentioned, the program just keeps getting better and better as more high profile speakers are confirmed, the latest being Chris Schroeder from Washington Post Newsweek Interactive as our keynote speaker. Chris, who was formerly their CEO & Publisher, is now Vice President, Strategy and the evangelist for all activities interactive and futuristic. Chris will be discussing the competitive threats and opportunities for classified advertising today by taking a look at the aggregators, dis-aggregators and re-aggregators. In his own words '...advertisers now want vast and fast measurability and accountability'. Want to know what this all means to you? Come along and find out!

We also have as a special guest for our Publishers' Meeting, Justin McCarthy who is Head of Local Sales at Google. Justin works closely with the top local advertising segments, including real estate, careers, personals and yellow pages. Justin's previous roles include General Manager, Media & Entertainment Networks at DoubleClick Inc. and

Marketing Manager at CondeNast Publications Interactive Division. So go ahead, ask him anything... from how to capture major advertising campaign clients to movie distribution online.

On the entertainment side we have included two free interactive group events on the first day of the General Meeting so I do hope you are able to join us. The airboat ride takes us out for a closer look at the Florida alligator and if we don't find any alive we can always make do with eating the deep fried alligator nuggets at the diner (which are actually pretty tasty). Later that night we hit the Hard Rock Vault and challenge your music trivia prowess. And if you can't answer the questions you can always slip into the studio and record your own music CD.

For more information of all aspects of this upcoming event including the program, visas, car rental, and social activities please go to the Orlando General Meeting webpage at www.icmaonline.org.

ICMA Barcelona General Meeting Spain, 26-28 May 2005

In July I undertook a site visit to Barcelona in preparation for our May 2005 General Meeting. The Barcelona Convention Bureau kindly provided me with a free Mercedes chauffeured by Julian for 4 days - tall, dark, handsome and driver to the stars. He had Harrison Ford (& Calista) in the car before he picked me up and was collecting Halle Berry after he had dropped me off... OK, so stop daydreaming and back to work.

After visiting many hotels and viewing many more fabulous party venues (more news on this in the next edition) the Fira Palace was chosen. Even the standard accommodation rooms in this luxurious hotel are 42m² with 2 double beds in all rooms. The Fira Palace is located in downtown Barcelona within a 5-minute metro or taxi ride (or easy walk) to the harbour and shops.

Although ICMA doesn't have the budget of Deutsche Bank (who flew in Kylie Minogue for their Barcelona meeting party at a fee of around €1 million) I can assure you that the venues available for our Barcelona Gala Party are something special. We are also grateful for the kind assistance of Anuntis, in particular, Juana Fernández Piña who is their new

Marketing Manager, and Maite Beato de Diego. They have given us some great tips and we look forward to seeing them again in May next year.

The dates are a little later than usual but should ensure that we get fine weather - making the start to our European summer just that little earlier!



ICMA New Delhi General Meeting India, November 2005

In August I received a surprise invitation to Delhi from the India Convention Promotion Bureau to take part in a hosted buyer conference. Well it didn't take much convincing to combine this with my site visit, and two weeks later I found myself arriving at 3am in Delhi to a humid 27 degrees welcome.

After a couple of days in Delhi it was down to Agra (city of the Taj Mahal). A four hours plus drive with horn blasting, swerving around the camels, cows, stops to pay border taxes, and one rest stop. As long as the trip may be it is absolutely fascinating and once you see the Taj Mahal all is forgotten. It truly is one of the most magnificent sights I've ever seen.



Then on to Jaipur (the pink or gem city). As we rode up the Amber Fort on elephants I finally succumbed to the tourist bartering. So, yes I bought a wood-carving of the elephant god Ganesh - which after a 15 minute exchange went from 1,000 rupees to 120 rupees (€20 down to €2.40).

Back to Delhi. Now the difference between having a good time and a brilliant experience is often your host. This is especially true of a destination like India. Which is why, with Sidharth and Ramesh Gupta of FreeAds as our hosts you can be absolutely assured of being completely taken care of and having a most fabulous time. They and their team have proved invaluable and are already making plans for our arrival next November.

The market and business conditions in India are quite different to those we operate under in Europe and North America. Not only should you seriously consider coming to India because it is such a unique destination but also to see for yourself how India is achieving a phenomenal economic growth rate of 8%. Now don't say you haven't been warned but I think it could be something to do with the super sales and negotiating ability of the people;-)

Although it is a little too early to say what the dates and exact hotel will be, negotiations are underway.

Joanne Winston, Communications & Events Manager

TRADER NEWS

Spanish Operations - Trader Classified Media merges with Anuntis

Trader Classified Media recently announced that it had agreed to merge its Spanish and Latin American operations with rival Anuntis, Spain's second-largest publisher of classified newspapers.



Barcelona-based Anuntis had revenues of €22 million in 2003 compared to Trader's €53 million in 2003 revenues for its Spanish businesses. About 60% of Trader's Spanish revenues come out of Madrid, while about 55% of Anuntis' revenues come from the Barcelona area.

When the merger is complete, a new company will be formed to run classified newspapers and Web sites in Spain and Latin America - 84% owned by Trader and 16% owned by current Anuntis shareholders.

In Croatia - Trader Classified Media acquires 70% share of Oglasnik



Trader also announced in July that it had acquired a 70% share in Oglasnik, Croatia's leading publisher of classified ads. Oglasnik controls their operations from Zagreb and is a clear leader in Automotive, Real Estate, and Generalist segments. Their circulation is approximately 55,000 copies per week, eight times that of their closest competitor. With revenues of €6.4 million in 2003 and candidacy for EU membership in 2007 Oglasnik fits with Trader's strategy of expansion in high potential markets.

Q2 Revenues - Organic Revenue Growth

Trader also released Q2 2004 revenues, reporting strong organic revenue growth of 9.5%. They also reported a 31% growth in online revenue, and an overall growth of 13.5%.

Classified Intelligence/Trader Press Releases

Northcliffe Acquires Bargain Pages

Northcliffe Newspapers Group, the regional newspaper division of DMGT, has announced the acquisition of Bargain Pages Media Limited, a long-time ICMA member and leading publisher of free classified advertising publications in the West Midlands. The total consideration is £8.5 million (€12.47 million). In its most recent financial year to 31 December 2003, the business had a turnover of £3.6 million (€5.28 million) and the acquisition

is expected to be earnings enhancing before goodwill amortisation in DMGT's forthcoming financial year. Based in Birmingham, Bargain Pages publishes three editions, which cover Birmingham, the Black Country and Coventry, with a combined weekly sale of around 49,500 copies.

DMGT Press Release

Alternative distribution: AVIZO

Increasing circulation, increasing sales, increasing advertisers and last but not least increasing profits - the alternative distribution success of AVIZO free classified paper in the Czech Republic.

Declining free classified paper sales are a worldwide trend and the Czech Republic is no exception. Due to the declining sales of our own free classified paper, AVIZO, (for various reasons) we were looking for a new way, to maintain sufficient and economically acceptable circulation of our papers distributed among the readers.

'Alternative distribution' is a business model, where we offer (mostly to the bigger customers, who are usually providers to store chains, but this is not a general rule), the opportunity to advertise their products and services in our papers for discounted prices. In return this customer agrees to buy X-number of copies of our paper for a pre-determined price, which is visibly lower than the retail price of the paper.

This advertiser may give our paper for free to their customers as a bonus for a purchase of goods in his/her store exceeding a certain amount or perhaps sell our paper for its retail price (no one has done this so far as they prefer to give the paper for free as the bonus).

The price calculations of this deal are based on our rate cards, which are, of course, much higher than

the average advertising prices. After some renewal discounts and other 'benefits' a final advertising rate is determined which is both favorable to the client and to us.

Additionally, the price of a sold copy of our newspaper to an advertiser is based on the printing and some other related costs. This gives us much higher profit margins than the same paper sold through a distribution company (after deducting the distribution costs, the returns, expedition costs, etc.). We have a partner, who regularly purchases 1,000 copies per week, but the majority of our contracts run for a period of a few weeks to several months. These sales are not high compared to our normal weekly sales, but improve the readership anyway. Other developments include a three-month contract with a shopping mall and moves are underway to work with several hypermarket chains.

The fact of the matter is, that we have gained advertisers, who would never have otherwise advertised in our paper at all, as well as improving circulation! Overall the final financial balance of this alternative distribution is proving very successful. If you are interested in finding out more you can contact me by email at ivan.m@avizo.cz.

Ivan Mráz, AVÍZO, a.s.

'The Trucker' joins TMP

Target Media Partners announced they have acquired The Trucker from Landmark Community Newspapers, Inc.

The Trucker is "America's Trucking Newspaper", the leading industry newspaper for owner-operators and other over-the-road drivers. With approximately 40% editorial content and the remaining 60% a balance of advertising for trucking-related products and services and truck driver recruiting, The Trucker is an excellent complement to TMP's portfolio of trucking employment digests. The Trucker distributes 92,000 copies twice a month to subscribers and through approximately 3,000 truckstops, rest areas and other locations. Since June 2004, The Trucker has been distributed by Target Distribution Partners.

Laura Stacks, who will continue as publisher of The Trucker, said, "We are excited to be joining the

Target Media family of publications. Our affiliation with the leading publisher in the trucking industry and broadened distribution through Target Distribution Partners will benefit our readers and increase response for our advertisers."

Target Media Partners is the largest publisher of trucking employment digests in the U.S., including Trucker's Connection, Trucking 2000, Independent Contractor, ITJ for Owner Operators, Through the Gears, Careers Now!, TruckJobSeekers.com, Team Drivers & Women in Trucking, and Trucker's World. Target Media's distribution division, Target Distribution Partners, has exclusive contracts with many of the nation's largest truck stop chains including Flying J, TravelCenters of America, and Ambest. Every month, TDP distributes more than 1,000,000 trucking-related publications to 3,000 truck stops, rest areas and similar locations across the United States.

Target Media Partners Press Release



eBay Active



eBay buys Indian auction site

eBay is to buy one of India's leading online auction sites as part of a continued expansion across Asia. The US firm is paying €40.3 million for Baazee.com, a Bombay business with over one million registered users.

Although Baazee started off as a consumer-to-consumer auction site, it became geared towards allowing small businessmen to sell their wares on the Net at a fixed price, and some of these entrepreneurs now only have virtual stores.

Mobile phones, jewellery, used cars and real estate are all among the five million items on sale on the site. But Baazee also features clothes worn by Bollywood stars and film merchandise which tend to be very popular with non-resident Indians.

The deal, which is not expected to have any significant effect on the company's revenues this year, is due to be completed in the third quarter. Internet usage in India is relatively low and is largely restricted to urban areas. But eBay hopes to capitalise on India's growth potential.

India's National Association of Software and Service Companies estimates less than 1% of the Indian population uses the Internet, compared with 4.6% in China, and most still only use it for email, information and chatting.

eBay in South Korea

eBay recently offered about \$530 million (€435 million) to buy the remainder of South Korean affiliate Internet Auction Co. Ltd. as it pushes

deeper into Asia, saying key shareholders had accepted a 79% increase to an earlier offer.

The world's biggest online auctioneer said Wednesday it had agreed to pay key institutional shareholders \$325 million (€267 million) to raise its stake in South Korea's industry leader to 86% from 62%.

"eBay wants all of Internet Auction to take it off the market and make it a private company. That has been their policy globally in order to allow aggressive and speedy decision making," said Jay Park, analyst at Samsung Securities.

Internet Auction has 9.9 million subscribers, more than a fifth of the country's population, and had 2.5 million items up for auction at the end of June. South Korea has the world's highest broadband penetration rate and is Asia's second-biggest online auction market.

eBay acquires interest in Craigslist

eBay has acquired a pre-existing minority ownership interest in craigslist of approximately 25%. The resulting relationship will allow eBay and craigslist to share expertise, and resources.

With dedicated sites in 45 cities around the world, craigslist is an online meeting place for millions of people looking to share ideas, meet a friend, find a job, or locate an apartment. The site is a magnet for people who want to trade in such goods as tickets, furniture, cars, and sporting goods.

"We're thrilled to have found a shareholder of eBay's stature, committed to helping foster the craigslist mission and philosophy," said Jim Buckmaster, president and CEO of craigslist. "Craig and I believe this new relationship will undoubtedly have positive implications for both the eBay and craigslist communities."

BBC/Reuters/Yahoo News/CNN/eBay Press Release



Swedish Moves

Congratulations to Mikael Hjorth who has been promoted to CEO of Medstroms. This comes about after our own ICMA committee member Ingemar Elfvin took up his new CEO position with Koll.se.

Ingemar had been Managing Director of Medstroms for 5 years before making the change. Koll.se is a strategic competitive action from three of Sweden's largest media companies, into the classified market online.

Exciting moves for both gentlemen - well done!



Modernizing Methodologies



Anuntul Telefonic based in Bucharest, Romania has recently launched a new service through SMS messaging for collecting classified ads. The mobile phone penetration in Romania has increased over the last few years and this service is being used more and more. There is significant room for development in this area and Anuntul fully intend to be the forerunners. The service is automated and completely integrated in the existing IT system of the company. This is also part of ongoing efforts to modernize the on-line presence of the publication, in order to better respond to the market competition pressure.

No more free access for internet advertisers proves a surprise but super success!

Annonce Aachen, which was the first German paper to go online back in 1995, has now become the first to no longer offer free ads on its Internet site.

So why change a formula that was bringing in around 2,000 ads per print issue (around 35% of the total)? Annonce was receiving an increasing number of complaints from readers and buyers about the 'rubbish' ads in the publication. This did not sit well with its policy of 'we take care' and 'spirit of quality' so they decided to do something about it.

The new system requires advertisers to register and pay a nominal fee. This not only allows Annonce to check that the person exists but is also a legitimate and valuable customer. Annonce is now using these details to build a database and really get to know its advertiser market base.



Within 9 months Annonce not only doubled the paying users of Annonce.de online but with figures continually increasing they expect it could triple by the end of the year. Previously there were 2,400 registered users but now the site boasts 7,300 users paying €5- for 6 months access, well, you can do the math.

How do they administer this escalating number of users? By using an advertising software system called ADMAX, the entire administration takes approximately 1 hour a day, making the entire system very manageable.

The benefits for Annonce are three-fold. The development of a valuable and comprehensive database, increased revenue and net profit, and an improved offering for Annonce buyers!

Dieter Cohnen, founder and publisher of Annonce Aachen is open for any questions concerning this new system - just email him at dc@annonce.de

Did you Blinkx?

The search engine wars continue with new entrants taking on the likes of almighty Google, Microsoft and Yahoo!. And Blinkx, one of these new entrants, is generating huge word of mouth publicity among the bloggers of the ether (which is just one of the things it searches).

Blinkx has two selling points. It doesn't only search the web but simultaneously scours news sites, emails, attachments and your own hard disk. It does all this unobtrusively in the background until you pass your cursor over icons at the top or bottom of the page, when it reveals a digest of related sites as well as material from Word, Excel or PDF files.

It can also search digital TV on the internet, which, in practice, means video output from the BBC. Why? "Because the BBC posts its digital TV free on the internet."

Both Google and Microsoft are working on unified engines that search your desktop as well as the web, and some others already do it. But it is believed that Blinkx is the only one that offers all these facilities including video search now. So the company has a window of opportunity in a market where consumers have no qualms about switching allegiance to the latest and greatest.

The other selling point is that, unlike Google, it uses artificial intelligence to rate stories, not page rankings. "What it is trying to say," Kathy Rittweger one of the creators explains, "is that all words are not equal in a sentence... Quite critically, if you are looking at a document and trying to figure out what it means, Blinkx reads everything you are reading and sorts out what are the key ideas." Blinkx's planned business model involves getting advertising revenue from contextual adverts, product channels and white labelling, but Blinkx emphasises that the actual search is independent.

The Guardian/www.blinkx.com



Craigslist to Begin Charging for Job Postings in New York and Los Angeles

From 1 August, Craigslist, the San Francisco based free community posting phenomenon, started charging employers in the New York and Los Angeles areas to place job advertisements on its site. The cost per ad is €20 (\$25 USD). Jim Buckmaster, Craigslist CEO believes it is only fair to have 'employers help shoulder the cost of operating the NYC and LA sites'.

He added that from 2005, NYC real-estate advertisers would also be charged. This follows the 1998 decision to charge San Francisco employers to place ads, today's cost for this is €60 (\$75 USD). Craigslist is frequently compared to marktplaats.nl, the Dutch free-listings site which has significantly impacted the Dutch classified marketplace, but Craigslist is not following the marktplaats pricing model of charging a set fee for items advertised at over a set price.

Classified Intelligence/www.craigslist.org

ShopLocal Online as Print Classifieds Falter



Three top newspaper publishers are behind ShopLocal, a new online bargain-hunting tool that aims to shore up local ad revenue as print classifieds falter.

ShopLocal is a searchable directory of local specials and sale items similar to those found in newspaper circulars. It was developed by CrossMedia Services, a company jointly owned by Gannett Co., Knight Ridder and Tribune Company.

The launch of ShopLocal consists of a national Web site along with numerous co-branded sites available through 140 newspapers owned by

CrossMedia's investors. The offering uses keyword and zip code search to locate special offers from stores within a specified radius of a searcher's location.

ShopLocal is not made to help users turn up business listings or product information. Rather it presents a set of offers and sales that can be added to an online shopping list, which can then be printed and brought to the physical store where the offer is available. They are the same offers one will find folded into newspapers and direct marketing envelopes, merely transferred to the online medium.

ShopLocal is at least, in part, an attempt by the big newspaper companies to address the advanced local capabilities now being tested by the Internet's top search engines.

The local search offerings pose a threat to newspapers' traditional dominance when it comes to local ad dollars. Before this year, the Yellow Pages were considered to be newspapers' main competition for local ad budgets.

ClickZ News/www.clickz.com/www.shoplocal.com



Yahoo! Unveils New Local Search Engine



Internet giant Yahoo! Inc. is unveiling a new search site that promises to provide a more precise guide to neighborhood businesses, making the latest in a series of attempts to improve the World Wide Web's focus on local information.

Sunnyvale-based Yahoo! is touting the site, <http://local.yahoo.com>, as a major leap ahead in an industry-wide effort to fine tune online search engines so they do a better job finding things closer to home.

The local search site represents another bit of on-upmanship in Yahoo!'s intensifying rivalry with

Mountain View-based Google, which introduced a similar product in March.

Several other online search engines also have been zeroing in on local search results, hoping to cash in on the lucrative small business advertising market. Verizon Communications souped up the local search results of its SuperPages.com site earlier this year and Ask Jeeves Inc. planned to announce a partnership with CitySearch in a bid to improve the quality of local search results delivered on ask.com.

www.news.yahoo.com

GOOGLE'S IPO

Experts at Wharton and elsewhere say Google's IPO, on the surface, seems to be a success, but they note it's too early to issue a verdict. After all, Google did raise \$1.67 billion (€1.37 billion) by going public at \$85 (€70) a share - but that's down from the \$135 (€110) a share top target, or \$3.6 billion (€2.95 billion), expected market capitalization. And Google raised its capital opting to use a Dutch auction that in theory would put shares in retail investors' hands and cut down on commissions to investment bankers.

Whether Google can be easily substituted for another search engine, is vital for anyone buying shares. And Google floated on the market at a time when its major competitors such as Yahoo and Microsoft are spending big money to improve their own engines. At the same time, a new generation of smaller companies are being launched, offering facilities Google, as yet, does not, like simultaneous searching of hard disks, blogs, video and news sites.

Guardian Online/*CNET News.com*/
www.news.com.com

Online operators proclaim second coming for Net

After a quick lesson in physics and the infinite power of the computer chip, PBL executive chairman James Packer told hundreds of media buyers and advertisers at a packed conference addressing Digital Marketing that revenues for his online operation, ninemsn, would double to \$100 million AUD (€56 million) by 2006 and that society should expect "mind-snapping" change from new technology developments. "Ninemsn has 7 million unique visitors every month. Their demographics are fantastic. They're young and they're affluent. They are the consumers of today and tomorrow."

Packer's optimism is being fuelled by emerging online consumer trends, the most significant being the impact that broadband internet access is



having on the amount of time people spend online. "The convenience and speed of performing specific activities online is appealing to many internet users, especially once they have acquired a broadband connection," said Nielsen analyst Markus von der Luehe.

Ninemsn's chief executive, Martin Hoffman, said that within two years, the internet would account for at least 15% of the total time individuals spent consuming all media. It is now 4.5%. And by 2007, Hoffman said the internet would be the primary medium for Generation X (28- to 39-year-olds) and 18- to 27-year-olds, a group he called the "Netgen". Scores of companies are investing in their own databases for communicating messages and products online. Food giant Nestlé is building a register of online consumers in which it can market and sell its products. Companies such as Esprit, L'Oréal and Kimberly-Clark each have databases with hundreds of thousands of people who have signed up for internet clubs and regular emails. Sony's Hollywood film studio, Columbia Tri-Star, say they are also being forced out of television advertising because of increasing costs and was moving to online advertising and building its own database to talk directly to filmgoers over the internet.

smh.com.au

U.S. Circulation Scandals Soaring - Advertisers Agitated

The pressures on publications to maintain readership are greater than ever, but newspaper circulation has been stagnant for years. In the second half of 2003, magazines suffered through the biggest decline in newsstand sales in 25 years, and that was combined with legal and regulatory challenges to many of the traditional ways print publications find subscribers - like telemarketing and sweepstakes (which used to funnel 80 million subscriptions to magazines each year).

Named so far in high profile cases are the Chicago Sun Times, The Dallas Morning News, and papers Newsday and Hoy operating under Tribune Co. In an interesting twist Newsday (Long Island) is refusing to accept advertising from car dealers involved in an anti-trust case. Newsday has admitted inflating circulation figures since 2001, and along with allegations of offering preferential rates to large businesses, 50 car dealers have filed a suit seeking \$125 million (€102.5 million) in damages. Even though the paper dominates the Long Island marketplace they will be forfeiting a significant revenue source. Equally, the car dealers are also losing money due to lack of exposure. Other advertisers involved in separate suits no longer advertise in the paper despite being offered discounted rates in order to reconcile the situation.

A string of scandals over artificially pumped-up circulation data is bringing new scrutiny to the doors of circulation chiefs. The increased focus comes as some analysts predict that the types of circulation problems uncovered at three big

newspaper chains recently could spread. Newspapers that have not been caught up in the scandals say they are taking a closer look at how they count circulation to be sure that all of the right checks and balances are in place.

www.editorandpublisher.com/Newsday
Inc./Reuters/www.nytimes.com

Newspaper on mobile phones appears

China has launched a new mobile newspaper which will be available to cellular phone users at the press of a button of their handset. Not only can they make phone calls and send and receive short messages, but now they read daily newspapers from a single handset, the China Central Television reported. The new mobile newspaper was introduced by China Women Daily, a domestically circulated newspaper mainly targeting female readers. Major articles in the paper will be simultaneously available on the subscribers' mobile phones.

A single handset can store a whole year's worth of the newspaper. Subscription fees are around €2.00 per month, about the same as the price of the printed edition, the report said.

www.chinadaily.com



Are paper magazines doomed?

According to a report from Jupiter Media, quoted in the Wall Street Journal, online advertising will account for over €6.56 billion (\$8 billion USD) in 2004, compared to over €9.84 billion (\$12 billion USD) for paper magazines. However, the report suggests, that by 2008 online ad spends will surpass paper magazine spends by over half a billion dollars. And the difference will grow as the decade matures. Although, given the promise of the paperless office, let's not get too worried just yet.

www.theinquirer.net

MSNBC.com to Launch Comprehensive Classifieds

MSNBC.com, a leader in breaking news and original journalism on the Internet, announced the creation of MSNBC Classifieds (Classifieds.MSNBC.com), a comprehensive online trading post rivaling the combined print classifieds of newspapers nationwide.

Beginning in August, users can visit MSNBC.com to not only read their news at MSNBC.com, but also browse online classifieds in five categories: Jobs, Real Estate, Cars, Personals, Travel and Merchandise.

With such high-profile partners as CareerBuilder.com, Cars.com, eBay, HomeGain.com, Match.com and Expedia.com, the new MSNBC.com classifieds are positioned to offer users unparalleled access to the Internet economy, all from a single source. At the same time, partner companies gain additional exposure to MSNBC's broad audience base.

Online trading and personal introduction services have seen tremendous growth in recent years with companies such as eBay and Match.com leading the way. A recent CareerBuilder.com survey shows that 47% of hiring managers plan to increase employment at their locations in the third quarter while one-in-ten workers plan to change jobs. According to J.D. Power and Associates a record 70% of new car buyers and 54% of used car buyers are going online.

The initiative creates a new revenue channel for MSNBC.com, which marked its entry into profitability in its fourth quarter of 2004 on the strength of brand advertising sales.

MSNBC.com



UPCOMING EVENTS

11 - 14 October 2004

IFRAEXPO 2004

Amsterdam, The Netherlands

www.ifra.com

3 - 4 November 2004

BEYOND THE PRINTED WORD 2004

Prague, Czech Republic

www.ifra.com/www.wan-press.org/www.fipp.com

11 - 13 November 2004

ORLANDO ICMA GENERAL MEETING

Theme: Competition

Orlando, Florida, USA

www.icmaonline.org

Catch of the Day

The ball blasted over the bar by David Beckham in England's Euro 2004 penalty shootout defeat to Portugal has been sold for €28,050.

Pablo Carral, a basketball fan from La Coruna in northern Spain, caught the ball high in the stands of the Luz Stadium in Lisbon after Beckham's miss helped Portugal to victory in the quarter-final.

Despite receiving several fake bids, including at least one of €10 million, the ball eventually sold for a more modest figure on the eBay online auction site in July.

Reuters/Irish Independent



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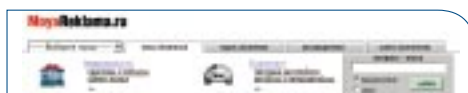
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Ad Audit & Coupon Check

Some of you will have received a recent e-mail asking for a copy of your paper. This relates to the coupon check we are currently running, checking a selection of members to ensure that the coupon they are printing is up to date. If you have not yet sent in a copy of your paper please do so as soon as possible. Remember, you can always download the most up to date coupon from the library area of our website. Here is the page: www.icmaonline.org/Members/LibOverview.aspx, scroll down the page until you see the heading "Coupon list for Ad Exchange" and use the link to download a copy. The coupon changes quite often so it's always good to check there at least once a month to see if your coupon is up to date.

We have recently also run an ad audit. In the future we will be running these quarterly with the aim of checking every paper once a year. This audit is extremely important as it gives us (and advertisers) the assurance that everyone is printing the ads they receive promptly and obeying the rules of the Ad Exchange. Thanks to all those ACP's who replied promptly. You will be happy to know that everyone audited passed with flying colours. The only issues being a couple of papers who were a bit slow in responding and had to be chased a few times, but I know how busy everyone is these days so I can forgive you!

Gavin Reynolds



Avizo also have a new postal address, which is Avizo s.r.o., Seberiniho 1, 821 03 Bratislava 27, Slovakia

Moya Reklama Tula, Bryansk, Gomel and Vash Magazin Lviv

By the time you read this our new Russian member's destinations will be online. A big hello from everyone at ICMA to these new destinations and their ACP, Irina Babakova. She will be ACP for all the destinations. Her FAPMAIL address is IBPC and her e-mail is icma@moyareklama.com

Textured Touch - Shopping Online

New technology that allows people to 'feel' fabrics through their computer screens could revolutionise internet shopping. The software, Click 2 Touch, uses a series of interactive virtual-reality animations to mimic the movement of various fabrics. The technology was invented by Nicola Davison, a student in Britain. The software, expected to be available within a year, provides realistic sensations with 3D animations for softness, fullness, smoothness, hairiness, prickliness, drape, thickness, elasticity, rigidity and warmth. For hairiness, for example, a close-up image of the garment's surface is shown. By moving a computer's mouse up and down on it people can seemingly stroke the fibres and watch them ripple. Further research is being undertaken that would let customers not only see and graphically manipulate virtual merchandise, but also to feel how flexible an object is, how much it weighs or how soft or hard it is.

smh.com.au

New Contacts

Gula Tidningen Malmö/Stockholm

Gula Tidningen has moved their ADEX service from their Malmö office to Stockholm. As a result they have a new ACP, Sandra Ohlsson, who works in the Stockholm office. She replaces Jenny Bladh who works at Malmö. I am sure I speak for all of us as I wish Sandra a warm welcome to the Ad Exchange. Sandra can be contacted at sandra@gulatidningen.se

Avizo Bratislava

We have another new ACP to welcome, at Avizo Bratislava. Jana Miklosova is taking over from Katarina Lipovska. Jana's e-mail address is miklosova@avizo.sk



ICMA Newsletter

This newsletter is a members publication for ICMA and is published four times a year.

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Next Edition - No.1/2005

ICMA's first newsletter for 2005 is due out early January. The due date for any contributions will be 15 December, 2004.