



Expanding Mobile Technology

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Must Love Apple!

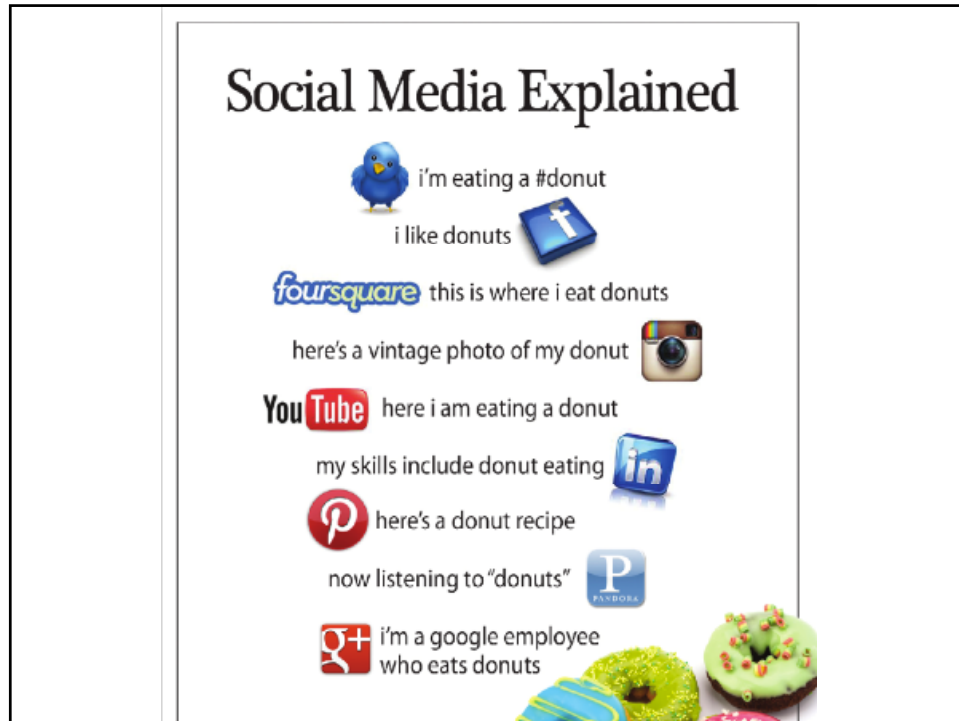


In Q1 2012

- 32.5 Million iPhones
- 15.4 Million iPads
- 120 Million iTouch
- 275 Million iPhones
- 35 Million iPads
- iCloud
- Office 365 Microsoft

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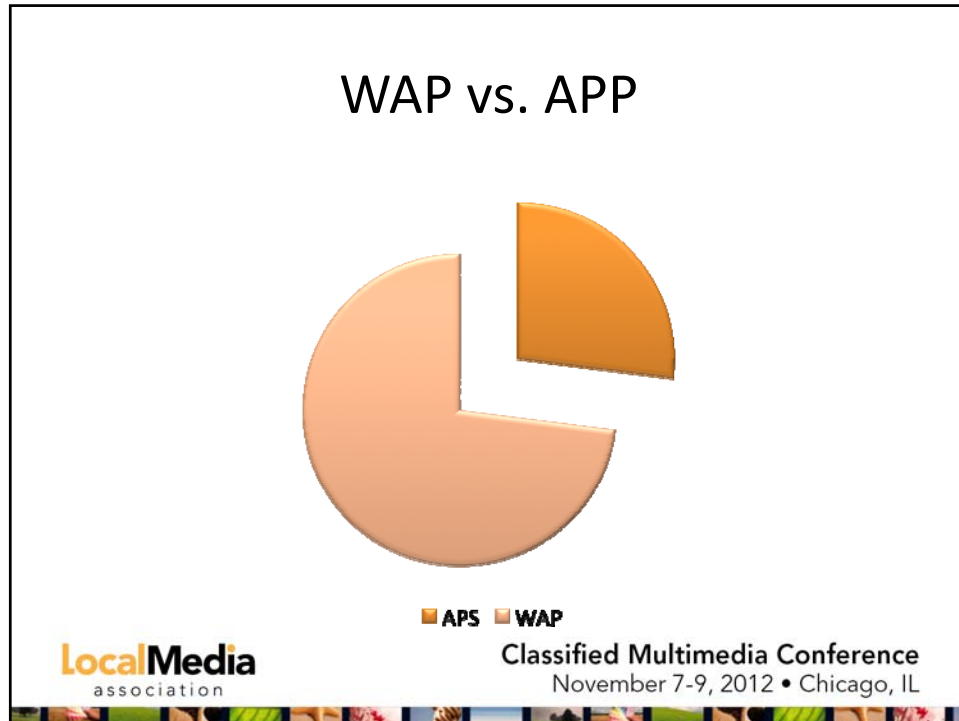
WAP vs. APP

WAP IS

- Wireless Application provides all of the basic services of a computer-based web browser but simplified to operate within the restrictions of a mobile phone.

APP IS

- A mobile application usually installed on the phone or tablet by the end user through a distribution channel.
- Apple Store is the most popular.
- Verizon closing BB.

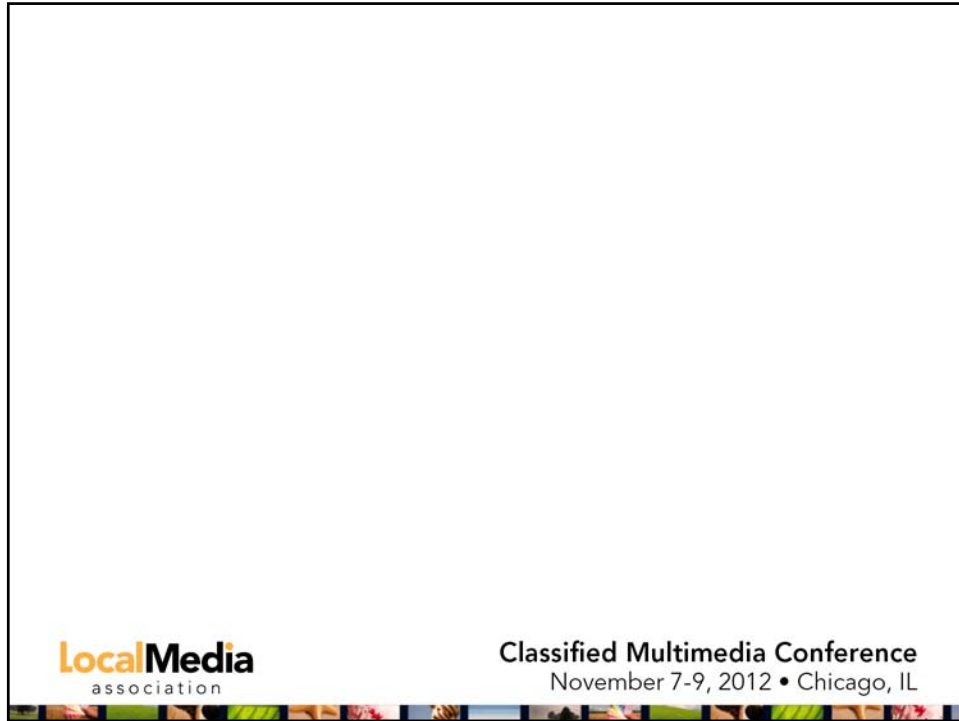


Purpose Driven Mobile

- Extension of the gathering place?
- Mobile community engagement.
- Mobilizing your message to remind and remain the brand.
- Engaging? Easy to join in?

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Money From Mobile

- Banner positions were part of a digital buy.
- Floor priced at \$15cpm. Sold day and SOV.
- High School prep sport.
- Used mobile to protect and defend classified categories.
- Mobile for recruiting hourly and part time jobs through QR codes.



New On The Market Concept

- Inventory mix.
- Realtors looking for advantage.
- Time to load to MLS 2-4 days.
- Need Something better.

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New On The Market Concept



- Realtor takes photos at the listing meeting “just in case.”
- Closer to the seller, “I can get this online in less than an hour.”
- Realtor uploads photos, minimum specs on the house & submits.

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New On The Market Concept



- Post the ad on the landing page of your real estate section and have a position on each story level page.
- No cost to the Realtor.
- Online for 3 days.
- Drives traffic to your site.

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New On The Market Concept



- Charge for leads to the realtor \$5-\$25 during the trial period.
- After the 3 days, flows into your MLS solution.
- Sell open house ads.
- Sell into bannered sections.

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The Next Generation Mobile Consumer

Evolving technologies require that media companies adapt to the consumption behaviors of a new generation of users



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Success in Classifieds is a Three Tiered Approach



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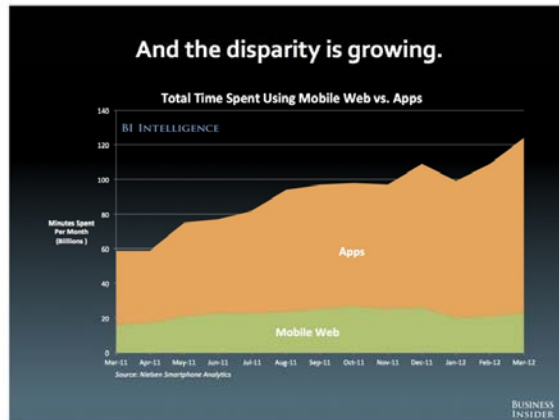
Today's App Audience Demands Mobilized Classifieds



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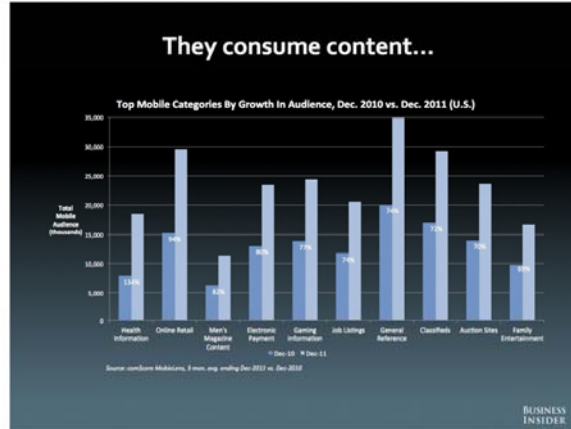
While WAP is Important, the Market is Moving to Apps



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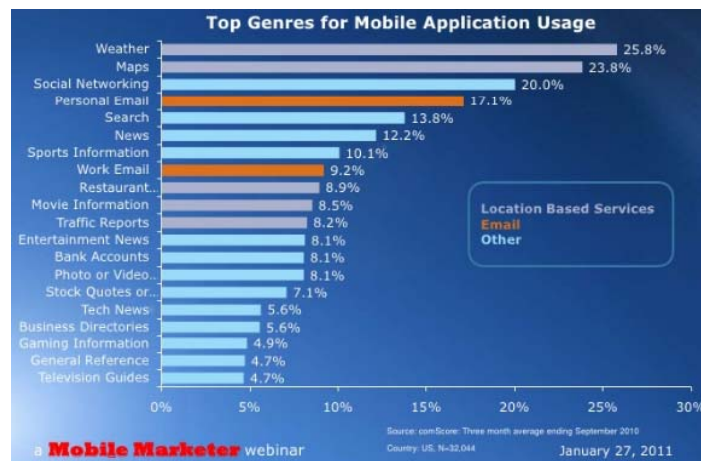
Your Mobile Audience Consumes Classifieds as Content



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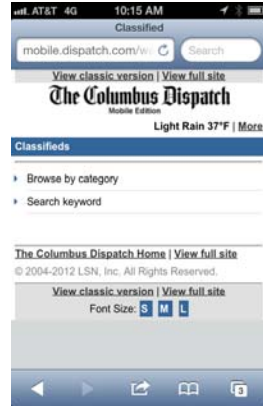
The Most Commonly Used Apps



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Your Web Search Doesn't Work Well on Mobile Mobile Optimization is a Must



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What About Paywalls?

- Classifieds as content should be available for everyone
- Placing them behind the paywall cuts marketplace value and usage
- Provide subscribers with a promotion code for classified ad placement to incent use

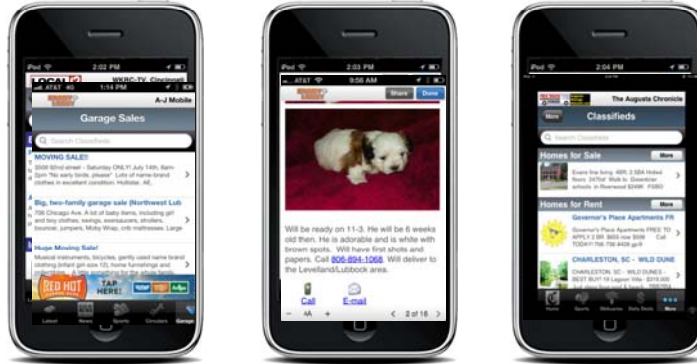


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It's Not Enough Just to Have Classifieds on Your App They Must Be Searchable

Also Mandatory: Photos, Click-to-call and e-mail, Sharing, Mapping & Driving Directions



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Consulting Maps is the Second Most Popular Mobile App Behavior

Mapping is not just for Garage Sales and Open Houses, but it sure helps.



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Garage Sale Apps Drive Business And Engage Users

The Pittsburgh Tribune-Review Total Trib Media added mobile Garage Sale apps to their print and digital packages

They increased rates by \$5 per ad for this upsell.

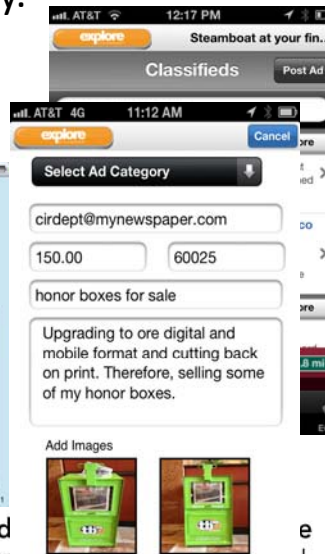
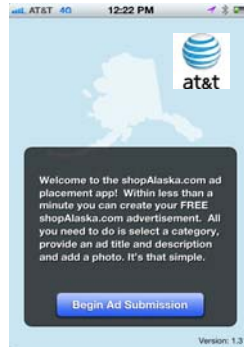
Result: an average 18% increase in revenue monthly, or \$4000 just by bundling the valuable interactivity of mobile.



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Drive Content the Way It's Consumed. App Order Entry.

- FREE ad placement builds content
- Place an ad in 60 seconds or less
- Immediate site upsells by category
- Increased revenue
- Mobile e-mail address for marketing



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Mobile Order Entry is A Game Changer

- Competes with craigslist
- Identifies mobile users
- Builds a mobile database
- Increases content
- Revenue from print and digital upsells



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Is This the Future of Classified Advertising? The Synergy of Print and Mobile

Is This The World's Most Interactive Print Ad?

It comes to life on a tablet.

A Lexus 2013 ES changes colors, turns on its headlights and exposes its interior as throbbing music plays in this highly interactive print ad in the Oct. 15 Sports Illustrated.

Using a Lexus-created technology called CinePrint, the ad comes to life only when you put an iPad behind the printed page



<http://www.youtube.com/watch?v=wSsvdHwk-18> feat. [Lexus](#) embedded

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What Can You Do With a Video File? Augmented Reality in Action



What does this mean
for classifieds?
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Obituaries Drive Mobile Usage



Traffic to Mobile Obituaries often exceeds everything except Latest News, Local and Prep Sports

Obituaries are consulted on average twice a day, and have a high rate of user engagement and time spent.

iPad generates the longest session length, often three times the smart phone time spent



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Build Vertical Apps with Targeted Classified Categories

- Local and Prep Sports linked with used sporting goods equipment
- Destinations: Travel and Recreation with B&Bs and Activities
- Directories and Guides: Dining, Service, Worship, Veterinarians, etc.
- Shopping—pretty much open for anything



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Customer Experience

Mobile is key to today's shopping strategies

Relative Efficacy of Mobile vs. Other Advertising Media, 1/11

	Reach	Targeting	Engagement	Viral	Transaction
Mobile	100	90	70	80	80
Internet	50	50	80	40	60
TV	50	30	90	0	20
Print	40	10	20	0	10
Radio	60	10	40	0	0
Outdoor	20	10	10	0	0

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Is the Buyer - Seller Connection Important?

You decide.



"When it's on your mind, it's on ebay"

If you loved the eBay Classifieds iPhone app, you'll flip over the new Pets iPhone app



[Learn More](#)



I'll pay \$99 for a Spanish tutor



Be the local eBay, or somebody else in your market will.



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Turn Your Classified Categories Into Geo-located Deals

The targeted, location-based nature of mobile lets you key in on your prospects



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The Value of a Mobile e-mail Address

- Marketing value \$16/year*
- Collect them whenever you can
- Help your advertisers measure them for lead conversion



*Estimated Value to UT San Diego **LocalMedia** association **Classified Multimedia Conference** November 7-9, 2012 • Chicago, IL

Ad Serving Requires Click-through to Mobile-optimized Landing Pages, Not Web Pages

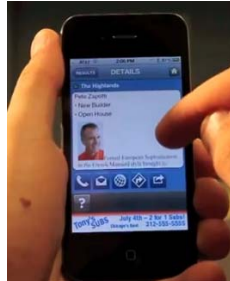


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QR Codes and SMS Texting of Classified Codes

The search experience can be enhanced with QR codes and Web IDs linking directly to listings.

SMS may not be sexy, but it has a better chance of being opened.



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Build It. They Won't Come Unless You Promote Tell the Market You're Mobile

- Direct call to apps on print masthead
- Direct download link to app stores on all web pages
- Press releases
- Radio, Out-of-home and Buses
- Honor boxes



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Please Contact Me With Questions

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