

Status Quo & Outlook

Course
Realizing Digital Convergence

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- Weekly TV show from „Schweizer Illustrierte“
- Miss Schweiz Voting per SMS
- MMS Casting
- Weekly „People Quiz“ – win cell-phones, travels, and cameras
- COMBOX:
 - Ask a prominent person a question via phone
 - 5 best questions in next issue of „Schweizer Illustrierte“
- „Promi-Abo“: Info about upcoming star-reports via email



Sunrise / Tagesanzeiger

- Swiss mobile operator “Sunrise” cooperates with Swiss newspaper “Tagesanzeiger”
- Delivering a digitalized version of the newspaper onto mobile phone



Financial Times Deutschland

- Offers services that are rather time crucial to businessmen

- Via Wap



- Via SMS



- Via Voice Call



T-Mobile's „News Express“

- T-Online: „Reading newspapers the old way is outfashioned“
- Cooperation with TV stations (RTL)



- Cooperation with news agencies



Ideas for print media industry

1. While driving by, a headliner catches my interest
→ I choose to receive more Information



2. I witness an event of public interest
→ I choose to send notice to a newspaper



Flirt'n'Funpics

- Magazine with party and fun pics
- You can send in photos by MMS!
and Email
- Send SMS/MMS to a person you like
(via our service, no cell-phone
numbers published)

