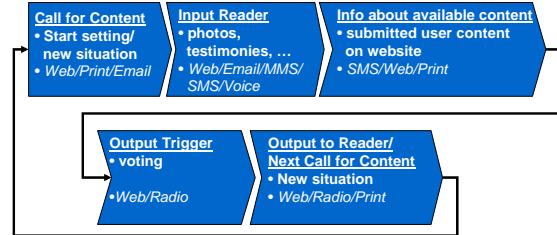




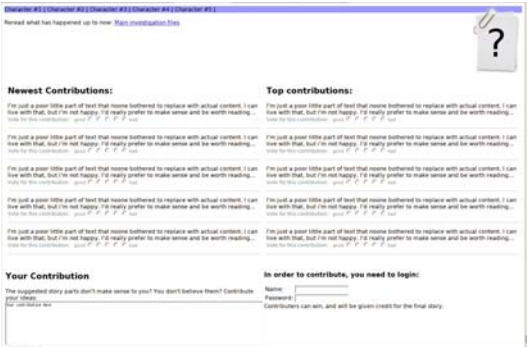
## mockup – the next generation

Erich Schubert – Frank Danzinger - Nikolaus Konrad – Johannes Martens

## Murderer Story in a Generic Publishing Framework



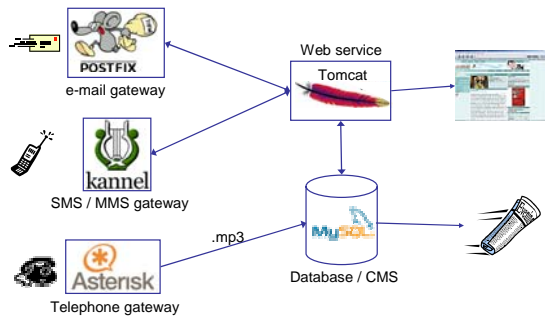
## Internet version



## Business Model

- Possible Input flows
  - Print: Commission on revenues out of additional circulation
  - Web: Commission on revenues out of Advertisement
  - SMS/MMS/Voice: Commission on revenues of Premium Mobile Services
- Commercialization strategies
  - Print: increase circulation (website-users purchasing newspaper)
  - Web: increase page impressions (e.g. +20 of specific website)
  - Mobile/Voice: generate revenues out of increasing service usage
- Target group
  - initial target group: teenagers and younger people (15 to 30)
  - Depending on used platforms, possibility of enlarging the target group (30+)
- Incentives / Motivation to participate
  - Participating in murder story construction (as an author)
  - Lottery for best testimony / most arduous voter
  - Published homicide team

## Technical system



Thank you for your attention!