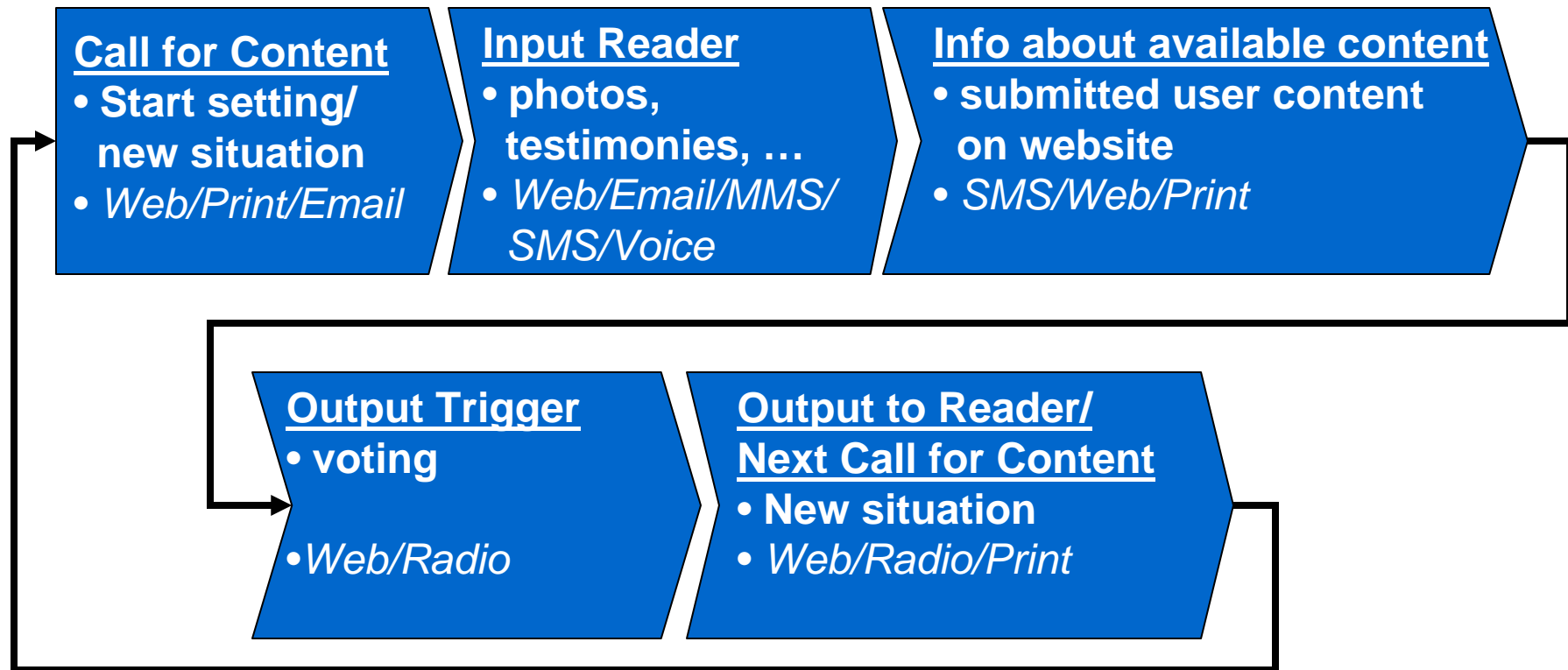




mockup – the next generation

Erich Schubert – Frank Danzinger - Nikolaus Konrad – Johannes Martens


Murderer Story in a Generic Publishing Framework



Internet version

Character #1 | Character #2 | Character #3 | Character #4 | Character #5 |

Reread what has happened up to now: [Main investigation files](#)



Newest Contributions:

I'm just a poor little part of text that noone bothered to replace with actual content. I can live with that, but i'm not happy. I'd really prefer to make sense and be worth reading...
Vote for this contribution: good bad

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Your Contribution

The suggested story parts don't make sense to you? You don't believe them? Contribute your ideas:

Your contribution here

Top contributions:

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In order to contribute, you need to login:

Name:

Password:

Contributers can win, and will be given credit for the final story.

Business Model

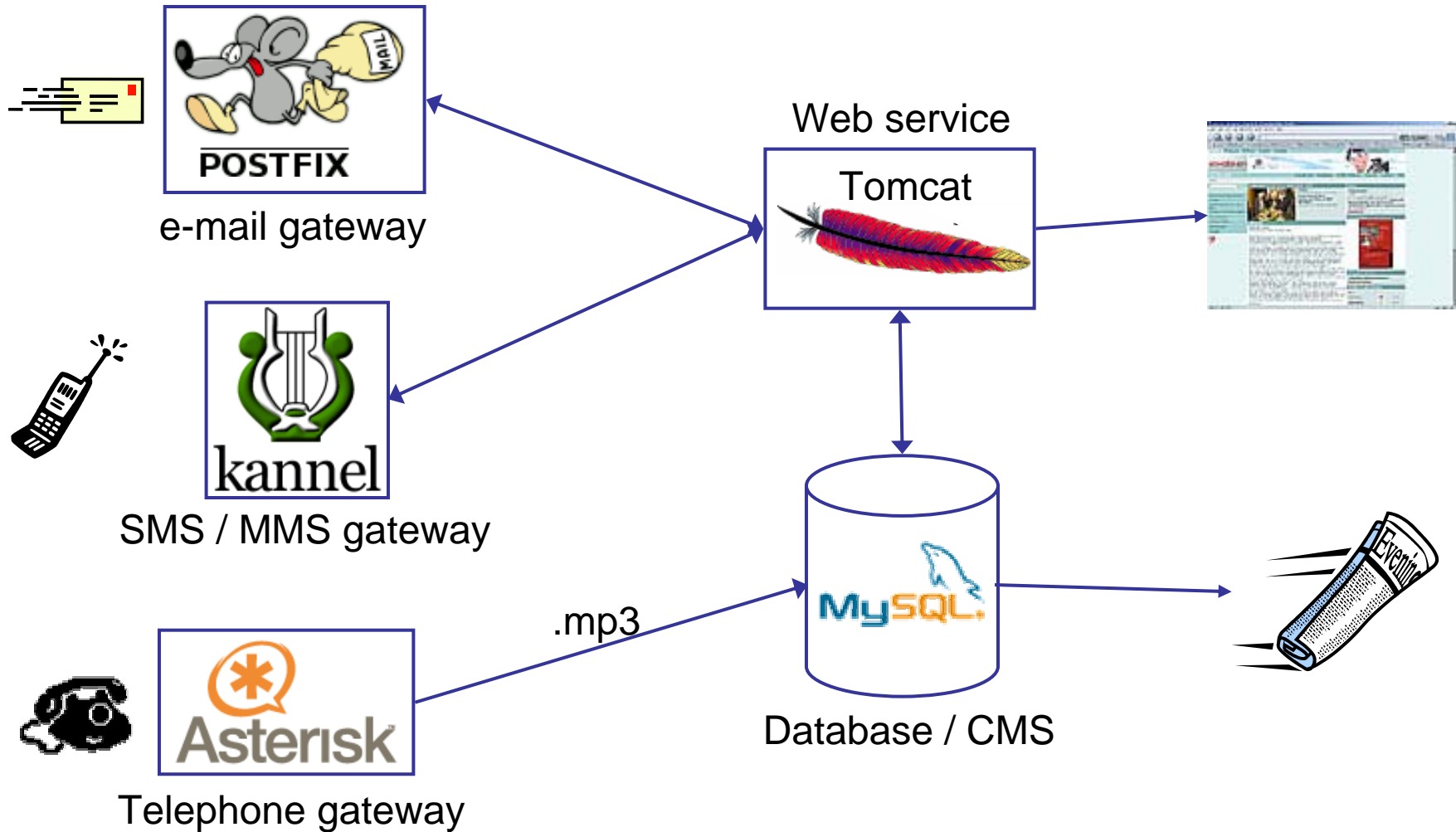
- Possible Input flows
 - Print: Commission on revenues out of additional circulation
 - Web: Commission on revenues out of Advertisement
 - SMS/MMS/Voice: Commission on revenues of Premium Mobile Services

- 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!