



Mobile Erotica – Does Size Matter?

3rd March 2005

As in a human relationship where the parties must work together to be able to grow independently, technology and erotica depend on each other to evolve. When they work together in harmony, they push the boundaries of expectation to create something that will in turn, transform our experience of the technological world.

It's a simple co-dependency relationship. Erotica has the demand; technology has the means to deliver to that demand. Together they define the commercial models that make new consumer channels successful.

Erotica defines Technology:

Irrelevant of what your personal views are about erotica, it has played a key role in the technological and commercial development of the www environment. Much of today's e-commerce is an adaptation of adult business models created to ensure its successful convergence into this new consumer channel.

Adult was one of the first industries to successfully profit from e-commerce. While the rest of us were still wandering how to overcome the consumer fear of entering credit card details, the adult industry was offering alternative means of anonymous payment using the 'dialler'. It created some of the most aggressive and innovative online marketing with tricky banner advertising and intrusive pop-ups. It developed programming to enable it to track every movement of its customers and integrated this with very profitable affiliate programmes, working with competitors and not against them. It has proved so successful that today you can see leading hardcore brands situated within mainstream internet media channels.

Now its customers are going mobile and once again erotica is joining forces with a new breed of technology companies to maintain its customer appeal in this latest channel for media consumption.

The hype and expectations surrounding 'mobile erotica' are borne out of the standards defined by www. The mobile industry is looking to adult content to provide immediate and sustainable returns and capture the imagination of the mobile audience. Erotica demands the need for visually rich, interactive environments and works hand in hand with platform providers to develop the necessary technology. It subsequently defines the most profitable commercial models to help finance the development of new technologies (many of the commercial deals between adult content/platform providers are currently based on revenue sharing) This benefits the mobile industry as a whole through constantly bringing richer, more engaging environments and usability to our handsets.

The transition of erotica from www to mobile is a natural step for the erotic/technology relationship. As with www, it will answer the current cultural call from its customers. It will integrate better with our hectic lifestyles, allowing us immediate access. It makes an interesting diversion for all those 'dead times'- queuing, travelling, waiting. The impulsive characteristics of arousal combined with the accessibility of mobile erotica are another successful relationship in the making! And as one might expect, erotica is in the forefront to 'rise' to the occasion!

Technology defines Erotica:

To ensure long-term success, mobile erotica must first consider the end user's requirements. It is not simply a case of sticking the same www erotica onto phones, it is a case of adapting erotica to the mobile industry.

Sure, there is a novelty factor in seeing a picture/movie of a naked woman/man on your phone, but this will have a very short shelf life. We cannot expect to see a sustainable business model from users paying premium rates for a short movie clip of bad quality. Once again erotica and technology must work closely to develop a new pedigree of adult entertainment. They must find new ways to create arousal and entertainment specific to this medium, its screen size, but most of all specific to its customers' interaction with their mobile phone.

The user's relationship with the mobile phone will shape the characteristics of mobile erotica. He/she won't sit down in front of the mobile for hours to enjoy erotica as in the past with the Internet. A quick dip into some content, specific to taste, is required. New mobile erotic sites, developed for the screen size, usability and resolution will create navigation, customer satisfaction and profitability.

The content itself must compensate for the low resolution and small screens by creating a more engaging, imaginative and interactive product. Mobile erotica must play on the user's fantasies and draw him into the erotic experience. On the spot gratification must blend effectively with normal behavioural patterns for this media channel to meet expectations.

www sells the sausage. Mobile, on the smaller screen will sell the sizzle. It is not about sausages or size. It is entirely about the sizzle!

Julia Dimambro, Managing Director
© Cherry Media SL. 2003-2005. All rights reserved.