



The Naked Truth

Mobile Erotica after Age Verification - Part 3

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A seemingly obvious point is that all mobile users (whether adult consumers or not), interact totally differently with their mobile than they do with other media and I still feel that much of the services on offer, don't really cater to this unique behaviour. We still see a lot of content and services that have so obviously been created for other media and have just been compressed for the mobile screen.

Naughty Phone Behaviour:

Having spent the last two years preaching the benefits of designing specifically for mobile, I am now hearing the hype around TV to mobile. "It's gonna be great!" they say, "You'll be able to watch Eastenders or the Man U game on your mobile". But seriously, I don't get it. Who is going to want to? A commuter? Maybe there is a market for those of us who won't be home in time to enjoy our favourite programme in an armchair with a cuppa or a can of lager and will suffer the buffering and small screen in order not to miss it. Even then, the first tunnel en route and it's 'show over'. We are hearing the same from some of our Partners. They have launched 3g and now want 2 minute bikini clips as apposed to 30 second ones. Let's be honest – a 30 second clip of a girl bouncing around in a bikini might just pass as entertaining, but 2 minutes is a LONG time if the girl doesn't go any further or do anything else!

It seems to me that designing for mobile is a question of creating content and services that blend in with or optimise the user's natural interaction with his handset. For example: full length streaming adult movie – no! Streaming live video chat – yes! The latter being a perfect example of impulsive micro-usage on the move, immediate gratification, compelling content and an incentive to return on a regular basis.

The same goes for other erotic mobile content. Yes, we have the scope to offer much richer experiences and offer the accessibility for immersive erotic fantasies, but based on the average usage time, it should be geared to short sessions, ensuring the user gains the gratification he is seeking in the time he wants to allocate to any particular session with the phone (and I don't necessarily mean THAT type of 'gratification!')

Now with the technical capabilities in place to watch broadcast and feature length movies, the same rules still apply in my opinion. We shouldn't be designing to the technical capabilities, but rather designing to the consumer needs (as we all keep saying we do) and how he interacts with his handset. I know the consumer CAN watch full length movies on his phone, but is he actually going to? – or would he be more enticed by the idea of 'dipping-in' to get the information and entertainment he required during spare moments in the day – waiting in a queue, travelling on the train, waiting in an airport? I would imagine that the commercially successful products that will emerge from this new environment will be the ones that offer richer end-user experiences in the way they are packaged together to fulfil the individual and diverse requirements for a consumer in a mobile specific environment.

Maybe I will be proved wrong. For all my ideals for mobile erotic entertainment, we are still constantly surprised when things like a 3 frame animated gif of a girl removing her top or a 30 second bikini level video clip sells like hotcakes, but I honestly believe that the consumer not only wants, but deserves more. He is paying premium charges and therefore should be receiving premium content.