

Adult content

Operators risking limp adult revenues

Operators are failing to make the most of consumer demand for adult content, says Julia Dimambro, managing director of Barcelona-based adult content firm Cherry Media.

"If adult entertainment isn't living up to the hype, it's because the major business model is to get onto the operator decks," Dimambro says. "But they don't want to promote it, and they don't know how to sell it to the end consumer."

In countries where operators have introduced age-verification systems, they have been more confident selling adult content on their portals. Dimambro says, however, that they are still under-achieving when it comes to revenues.

"They get good sales because they have good traffic, but where they're earning £10,000 [US\$18,220], they could be earning £50,000 if they had somebody who knew what they were doing," she says.

Operators are treating the adult sector like other forms of content, choosing only major brands to appear on the portal and ignoring the fact that adult is the most long-tail form of content when it comes to consumers' niche preferences.

"The operators do silly things like just show the top five adult brands," Dimambro says. "But that just targets 5% of the audience. You have guys out there who like sucking toes or smearing their girlfriend in chocolate, but they won't find anything on-portal."

Web

Squatter fears drive initial dotmobi rush

Companies can now lay claim to dotmobi domain names before the new web site address format is open to the public in September. But, despite frantic activity, it's by no means certain that mobile-specific Internet content will follow from the dotmobi addresses being registered.

Over 4,000 dotmobi domains were snapped up within two hours by trademarked companies at a cost of £115-£165 (US\$209-300) each for a two-year lease. The new web-address format is designed to expand the mobile Internet and increase accessibility for both users and developers.

The "sunrise period" before the full commercial launch of the domain is designed to allow companies to stake out their ground before cybersquatters move in, says Neil Edwards, general manager of MTLTD, the agency that registers dotmobi domain names. But he is hopeful that the new web sites being registered will count for more than just insurance policies. He expects them to be followed up with mobile-specific content. "Their mobile users want a summary of information, not all the information included on a dotcom," he says.

But detractors are concerned about the user experience that these new made-for-mobile sites will bring. They fear that web users will become disappointed or confused by not being able to replicate their online experiences on wireless.

Dotmobi's partnership with Microsoft means that recycling Internet content for a mobile site has been made simple. It

remains to be seen, however, whether the limited resources of small content providers low down in the value chain will stretch to investing in a mobile-specific platform, regardless of how cheap and simple dotmobi development is.

Edwards contests that dotmobi sites will spread once it becomes apparent that their smaller amount of data will be less costly for mobile browsing. "Web sites are able to optimize their content," he says. "So it costs users less and reduces network costs to the operator."

Browser company Novarra disputes Edwards' claims. It cites ever-increasing network speed and handset capacity as negating any of the benefits that dotmobi might bring. "[Browsing] is so fast on 3 Italia that you don't need dotmobi sites," says Novarra's CEO, Jayanthi Rangarajan. "Also, consumers don't want both domains. And it's easy to see dotcom web sites on a two-inch screen."

Patrick Franklin, director of S60-browsing-technology platforms at Nokia, broadly welcomes the dotmobi launch. It will make users more aware of the browsing capabilities of their devices, he says. But the new domain is not absolutely necessary, he adds, since many advanced phones have browsers that automatically convert dotcom sites to a mobile format. "You don't need a dotmobi domain, as it doesn't add to or subtract from the content," he says.

The full launch of the domain name follows in September, and registration prices are expected to be halved.



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