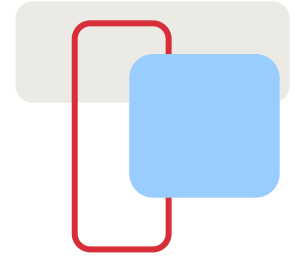


# The Media Monkey



# This month, Media Monkey reports on...



## TV:

Slingbox – the future of TV?



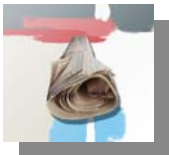
## Online:

Vodafone set to launch a mobile network within Second Life



## Magazines:

IPC has launched 'Look'



## Newspapers:

Financial Time up for Pearson?  
Press and Online combine at Guardian  
Trinity Mirror – garage sale!



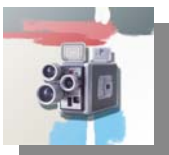
## Outdoor:

Sainsbury's boost in-store TV network with Firebrand



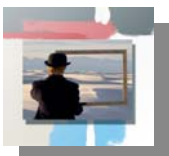
## Radio:

GCap brings in Hazlitt to revamp London brands  
Commercial radio attempts to improve podcast output



## Cinema:

ITV pull out of Pearl and Dean acquisition  
'Orange Wednesday' to continue into 2008

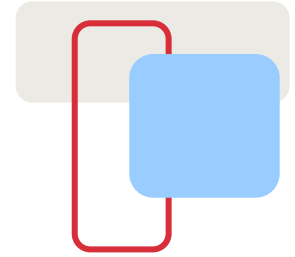


## The Bigger Picture:

Tell me a story



# TV



## Slingbox – the future of TV?

Slingbox is one of the latest pieces of technology to enter the TV marketplace. It is a little box that connects to the back of your TV and allows you to watch TV content from your PC, or mobile phone. As long as you have a high speed connection, the TV signal from your cable box, satellite receiver, or PVR can be re-directed to a PC or a mobile phone anywhere in the world. Slingbox launched in the US in July 2005 and sales are very encouraging. In the first six months over 100,000 units had been sold. It is now available in the UK and is currently on sale at £179.99.

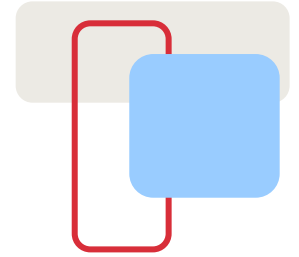


Media Monkey can see significant potential in this new bit of kit. Consumers tend to adopt new technology when they can see a real benefit. The idea of “place shifting” could prove to be an attractive option. Media Monkey thinks that this could be good news for broadcasters, as it will increase audience, but it could adversely affect mobile TV trials. Consumers may wonder why they should pay a subscription for Sky mobile TV, Channel 4 mobile etc, when they can access all TV programming for a one-off payment with Slingbox and a service provider.

Media Monkey thinks that the growth of Slingbox could lead to partnerships between Sling Media and broadcasters, via such sites as YouTube, where content will be made available to upload and viewed on TV - potentially creating more advertising opportunities.



## TV cont.



Sling Media has also announced that it plans to provide a companion product that will bring internet video to television. The prototype was presented at the Consumer Electronics Show (CES) in Las Vegas. It will work conversely to the original Slingbox and allow PC content to be viewed on television. This will also come with a HDMI port to allow High Definition viewing. CBS in the US will trial a new system from Sling Media known as Clip + Sling. This will allow users to capture video from television, upload it and share it with other users.



## Digital

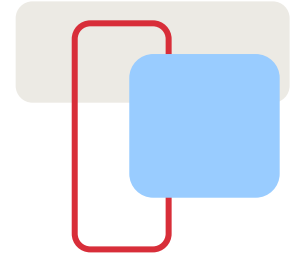
### **Vodafone set to launch a mobile network within Second Life**

If you're one of the millions who swap the drudgery of real life for the virtual world of Second Life, then you will know that in order to find your 'friends' you have to spend valuable time wandering around, looking for them. Wouldn't a virtual mobile be nice? Vodafone has announced plans to start selling in-game mobile phones. The recent trends in consumer behaviour and boom in social networking has made it increasingly important for companies to embrace these platforms. Vodafone's existence in 'Second Life' is part of a wider strategy to engage with its customers and encourage feedback on its products and services.





## Digital cont'd



As we have discussed in past issues of Monkey, marketers are quickly starting to realise the importance of social network communities.

But what is the opportunity? Forrester research sums it up better than Monkey ever can;

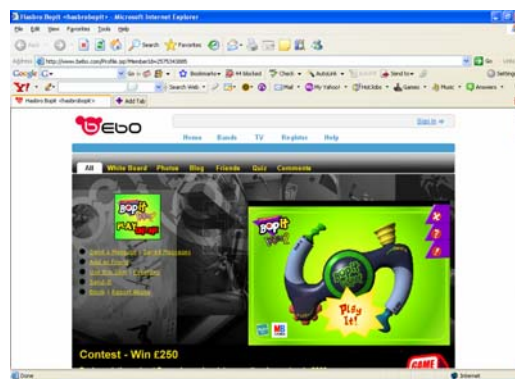
*“To thrive in an era of social computing, companies must abandon top-down management and communication tactics, weave communities into their products and services, use employees and partners as marketers, and become part of a living fabric of brand loyalists”.*

A few OMD UK clients have trialed social networking strategies. Notably Hasbro's Bebo page for 'Bop It Extreme' had all the ingredients for success – content rich, interactive, user generated content, and marketed specifically to its target audience.

*“ This campaign has delivered fantastic results from a limited budget. Getting users engaging with and talking about our brand in a positive way was very exciting and it's fantastic news to hear that our profile page is the most successful ever carried out with Bebo. We're yet to fully analyse all of the sales data, but it seems clear from user comments that many purchases were made.”*

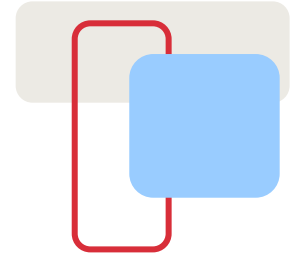
Judith La Brasca, Hasbro UK

Media Monkey is keen to point out that although this example focuses on 7-14 year olds, social networking sites are not just the realm of teenagers – 44% of Windows Live Space audience are over 35, as are 37% of Myspace users.





# Magazines



## IPC Launches 'Look'

IPC has launched a new fashion weekly in February, targeting fashionistas and upwardly mobile young women. IPC will be ploughing £18 million into Look over the next two years, kicking off with a huge round of sampling. Look will be finding its way into shopping trolleys across the country, as free copies are distributed in supermarkets. Sample copies will also be polybagged with LondonPaper, London's free evening paper.

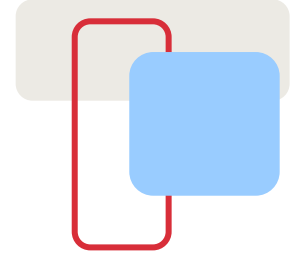
Evelyn Webster, Managing Director, IPC Connect, said: "*Look* is simply the biggest launch in the history of IPC Media. The high-street fashion market has never been hotter, with today's young women living out their decade of indulgence and spending more than ever before on their weekly fashion fix. And it's entirely appropriate that we've pulled together a massive and highly sophisticated sampling programme, to ensure we put the magazine directly into their hands."

Monkey wonders what effect this will have on EMAP's Grazia? Grazia created an entirely new upmarket women's weekly sector when they launched in 2005 and have enjoyed a stable, healthy circulation since then. Although Look is being positioned as a more mass market read, it will be challenging Grazia with a reduced cover price. Grazia will be hoping that their established product and loyal readers are not tempted to stray.





# National Press



## Financial Time Up for Pearson?

Pearson, the owners of the FT, have seen their share price rise by 5%, fuelling speculation that the publishing company is going to sell its jewel in the crown. The FT has been steadily losing circulation, currently shifting 130k copies, down from nearly 200k copies in 2000 and it has been making less money. The paper made £82m in 2000, but only around £10m in 2006.

Monkey would be surprised if the FT is sold, particularly as the asking price is thought to be £650m (paper and website). However, the brand is strong and there would be no shortage of potential suitors.



## Press and Online combine at Guardian

The Guardian continued the current trend in newspapers by combining their online and press sales forces. This follows the Sun's similar move at the end of last year and the new 'wheel' structure at the Telegraph which promotes integration at an editorial level. The restructure places the online and print teams together physically and puts more emphasis on cross-platform selling.

Stuart Taylor, General Manager of the Guardian said "Increasingly, revenue sources are combining and blurring. If big clients are spending with us on all platforms, we need not only offer specialist expertise in the team, but also a strategic and trading overview, offering clients a platform-agnostic approach across all media."

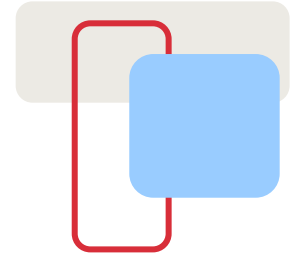
Quite right Stuart. This is something which media agencies and clients have been pushing for.

Monkey predicts more titles will make similar moves, by the summer.

theguardian



# Regional Press



## Trinity Mirror – Garage sale!

Sly Bailey, group chief executive of Trinity Mirror, announced at the end of last year that they had put the Racing Post and 138 of their regional titles up for sale. They have been carrying out a review of their business for the last few months, but the rumour was that they would sell off the national titles (Mirror, Sunday Mirror, Daily Record, Sunday Mail, People) and retain their regional portfolio of 234 titles.

Trinity Mirror's portfolio of national red tops are having a very hard time at the moment, with circulations down and revenues adversely affected (group revenue for the last five months was down 8.4% year on year), hence the rumour that these would be sold off. Putting the Racing Post up for sale has come as a surprise to most, as it's seen as a market leader, with virtually no competition. It is valued at about £200m. Trinity Mirror says it has little overlap with other parts of the business and sees it as a stand alone publication that would be easy to sell.

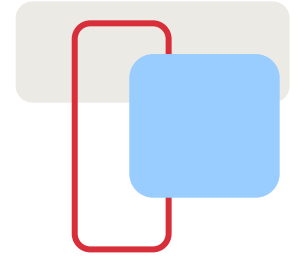
Looking at the regionals, Trinity Mirror is currently the biggest UK regional publisher with 234 titles, pushing out 13.7m papers a week. Its London saleshouse, Amra, is seen as a market leader with a dedicated digital and new business department. Amra's effectiveness in getting new national advertisers into regional press is helped significantly by the fact that it sells across such a large number of titles. If half of these titles are to be sold off, then Amra's effectiveness will be severely dented.

Analysts value the regionals on sale at about £300m. They plan to sell their titles in the Midlands and London, to concentrate on their regional portfolio in Wales, the North and Scotland.





# Outdoor



## Sainsbury's boost in-store TV network with Firebrand

Sainsbury's have signed a new three year deal with the in-store television network supplier, Firebrand. Sainsbury's currently have a TV network in 180 Sainsbury's Local stores. This will increase to all 300 convenience stores across the country.

Monkey notes that in-store TV has not really had the impact that was first predicted when it hit our supermarket aisles. Premium rates and a lack of through the line thinking was partly to blame. Perhaps this new investment and a reported reappraisal of the rates, will get this opportunity back on planner's and advertiser's consideration list.

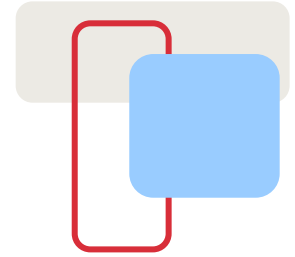
The Sainsbury's Convenience Media Pack



Click here to download 



# Radio



## **GCap brings in Hazlitt to revamp London brands**

GCap Media has confirmed that former Scottish Media Group radio chief executive Fru Hazlitt, is joining as Managing Director of its London business. Ms Hazlitt will be charged with overseeing a reverse in fortunes at the struggling flagship station, Capital Radio and maintaining the success of urban music station, Choice FM. The former Yahoo! UK and Ireland Managing Director, who joins the GCap board on May 1, will also be responsible for GCap's national sales and online operations.

Media Monkey feels that the capture of Ms Hazlitt's services is another step forward in building a top management team, as they continue to re-build the GCap brand following a tough 18 months.

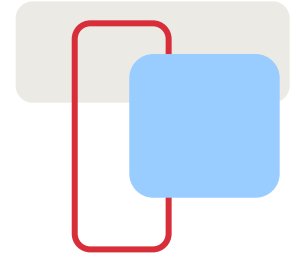


## **Commercial radio attempts to improve podcast output**

Elsewhere, commercial radio as a whole, is close to signing a deal with music rights organisations, allowing music to be included in podcasts. Currently station podcasts can only be speech based, with no music allowed. However, with the proposed PPL deal, stations will be able to podcast up to 30 seconds of music tracks. The one-year deal would cost commercial radio companies a total of around £210,000.



# Cinema



## ITV pulls out of Pearl & Dean running

ITV has pulled out of the race to purchase SMG's cinema advertising business, Pearl & Dean. As previously reported in Media Monkey, SMG are selling off one of their biggest assets in Pearl & Dean and are hoping to fetch at least £20 million. ITV already own Carlton Screen Advertising (Pearl & Dean's largest competitor).

The rumours are that ITV have ended their interest, as they believe that a purchase would be blocked by the competition authorities.

There had been widespread negativity about a potential ITV purchase from agencies and cinema operators alike. SMG are now looking to attract a firm offer for Pearl & Dean, with the list of possible buyers including Clear Channel, JCDecaux, Titan Outdoor and Channel 4.

Media Monkey will be watching developments carefully to see who emerges as the new frontrunner.



## 'Orange Wednesday' to continue into 2008

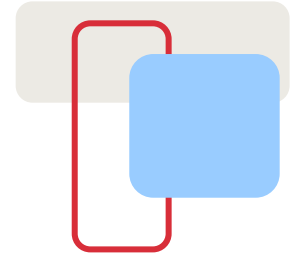
Orange will continue its 2-for-1 cinema offer on Wednesdays into next year, and is set to extend the offer to its 2 million internet customers. The deal has helped to increase the number of UK cinema admissions by 2 million over the past two and a half years, despite an overall global decrease in admissions.

Orange Wednesday was responsible for the first ever mobile ticketing service in 2004. Orange mobile customers could text to receive a unique code which would give them 2-for-1 tickets in 94% of UK cinemas.

This is the second time in three months that Orange has renewed a cinema deal. In November the company re-signed its exclusive Gold Spot deal with the Cinema Advertising Association.



# The Bigger Picture



## Tell me a story

Returning to work after a fattening Christmas and New Year, Media Monkey would speculate that you have told the story of your Christmas many times over. This got me thinking. People talk about the latest football game, what's happening in the Big Brother House, what they did at the weekend, or the film they watched, but how often do we talk about the latest ad we saw, or media we engaged with?

Media Monkey believes that we increasingly need to think of ourselves as story tellers, who are not competing simply with other brands, but with Hollywood, journalists and every other story that is being shared by people in the real world. For example, what was the biggest story of the last Superbowl Media Monkey watched? It wasn't the final score, the teams or any of the brands advertised in the multi-million dollar ad spots, it was Janet Jackson's 'wardrobe malfunction'. Now imagine she engineered that story to distract our attention from her brother, and the plot thickens...

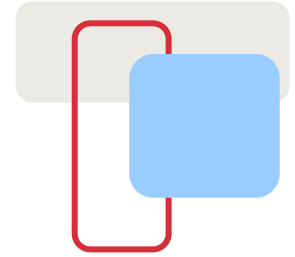
Our job now consists of producing, facilitating and distributing the strongest story about a product, or service. Even a print ad is a story. It's just an ultra short one. As Howard Gossage, a genius of the ad world, once said,

***“Nobody reads ads. People read what interests them. Sometimes it's an ad.”***





## The Bigger Picture cont.



We need to create ever more engaging branded stories. Stories that people remember, go online to seek out and want to share with their friends.

Examples of great branded stories include Mini sticking a car to the outside of a building ('a mini adventure'), Walkers carpeting the country with deck chairs to bring back a bit of fun to lunch and letting people take them home afterwards, Kylie riding a bucking bronco in the Agent Provocateur viral ad, Lynx deodorant starting a dance craze, Coke embracing the Mentos debacle, and Vanish Stain remover airing an ad immediately after Monika Lewinsky was asked why she didn't wash 'that dress'.

Media Monkey believes that viral media is going to be ever more important, as is our ability to deliver even more engaging branded experiences. We spend more time in front of a computer than in front of our TV, and all the best stories travel online. If we can make the story good enough it can travel for free. Go to any awards ceremony and the ones that win are usually the best stories.

Consumers want a great show, so Media Monkey believes we need to feel inspired to tell a great story. Good luck fellow writers.

