

Case Study - RPM Live Mobile Magazine



Client: Network TEN

Services: Mobile Design & Development | Mobile Marketing | Creative & Design

Channels: Mobile & IPTV | Creative & Design

The Challenge

The Network TEN show, RPM is aired at different times each week. The network wanted something unique and compelling created in order to:

- Remind the show's audience of the changing screen times
- Preview the next episode.
- Send reminders of the new airtime.
- Obtain audience demographics.
- Build a mobile database to communicate special offers.
- Create a valuable new advertising medium.
- Start relaying video content to mobile phones via a carrier agnostic solution.



The Digital Business Solution

Hyro created a weekly 'mobile video magazine' to an opt-in mobile club which:

- Highlighted what's on the show that particular week, its air time, plus competitions and polls.
- Utilised the media rich features of the new 2.5 and 3g handsets including colour, graphics and video.
- Brought to life a fresh new opportunity for advertisers.
- Contained new and fresh content each week.
- Captured important viewer demographic and magazine usage data.

Success Achieved

RPM Producer, Scott Young had this to say about the RPM Mobile Mag:

"The creation of the mobile mag gave us a new medium in which to reach our audience away from the show. Integrating advertising into our mobile video, positions us as a truly cross platform solution for advertisers"

- Known as Australia's first mobile magazine.
- Provided a compelling and beneficial audience engagement tool away from the web or TV screen.
- Showed ability to drive viewers back to the TV in a cutting edge way.

- Became one of Australia's first true mobile video advertising solutions.
- Gave sponsor's WPS a cross platform advertising opportunity.
- The downloadable video solution is carrier independent.
- Built a successful mobile database for Network TEN.
- Increased subscriber numbers by 10% each week.
- Opt-out subscriber numbers reached a low of only 10%.
- Used WAP to capture valuable demographic data.