



http://www.amazines.com/article_detail.cfm/2522593?articleid=2522593

Companies can make a successful marriage to media

by **RICHARD HARRIS**

As millions of people turn to the internet instead of buying their daily newspaper, the space ad slot is becoming increasingly difficult to sell.

With revenues falling yet still holding a big readership, the challenge is how to capture the attention of this market and utilize the potential to best advantage?

The modern solution to this very modern problem could lie, it seems, in a tie up with vehicle tracking companies and iPhone apps.

By working with companies to do an app they get the expertise to develop a new product which has resonance with their readers. In return, the company gets the marketing expertise and broad reach which can lead to increased sales of apps. Revenue is then shared.”

Well, when you think the Metro had approximately 100,000 downloads of the app version of the newspaper in the first week, there is certainly good scope for thought.

From the perspective of a tracking company, rather than look for agents, distributors or shops to sell the units, they can get more revenue from "virtual" products which are selling through new distribution channels like iTunes. So, new partnerships like this further help this strategy.

When everything is moving virtual and the world becomes digital, virtual channels are now ‘boss’ it seems, including newspapers. By joining forces, tech savvy companies like AutoAlert and Metro get a win, win situation to stay ahead: the tracking company gets a massive distribution and Metro get new exciting apps to show in their paper.

Are there more businesses doing the same?