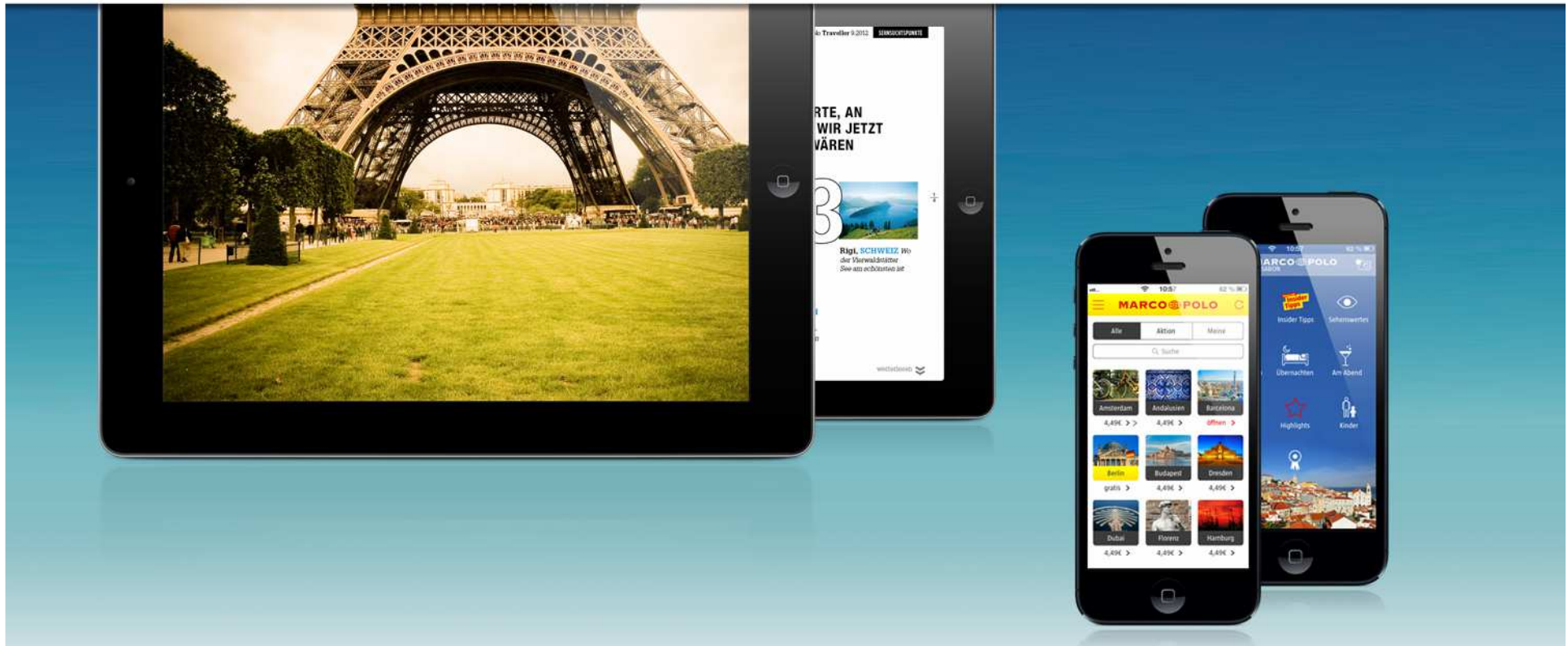




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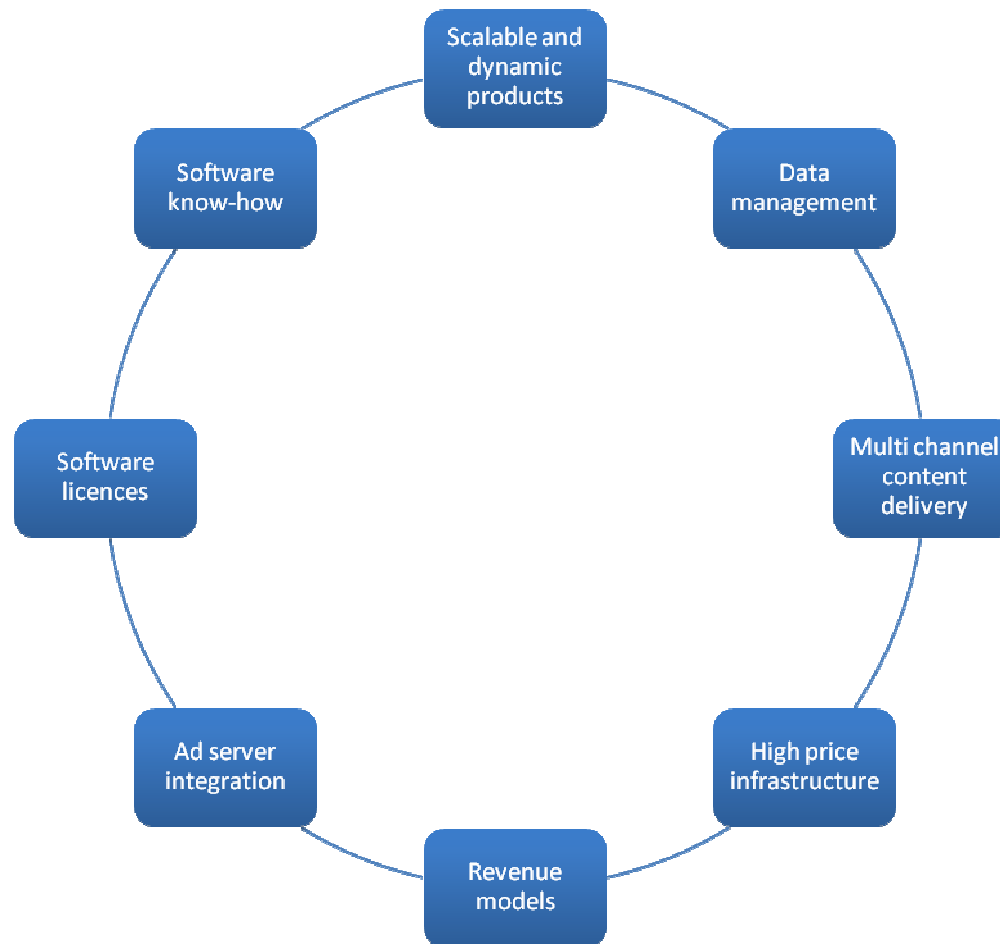
World Publishing Expo Berlin 2013



Mobile Publishing - Challenges and solutions

Speaker: Till Issler

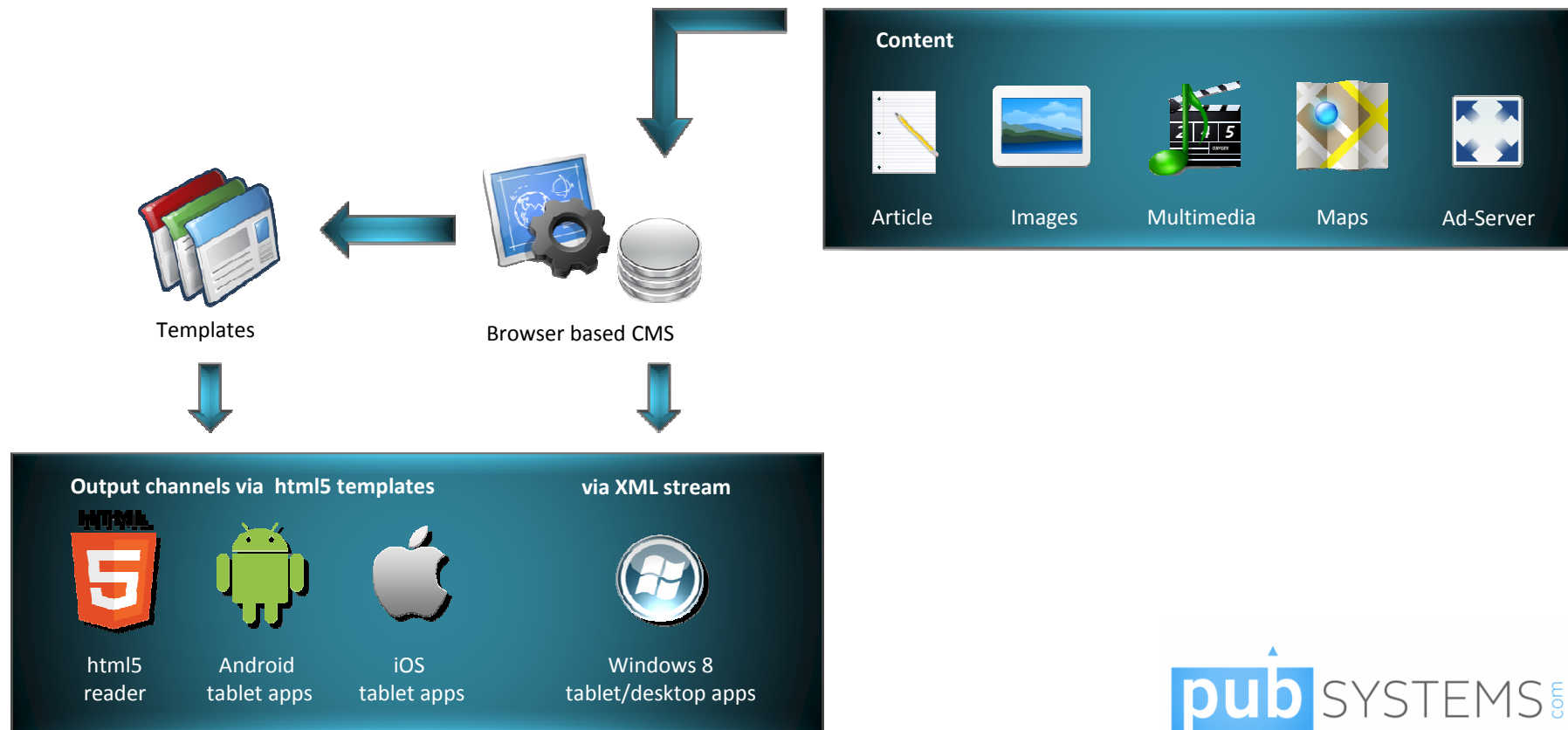
Mobile Publishing - Challenges for publishers

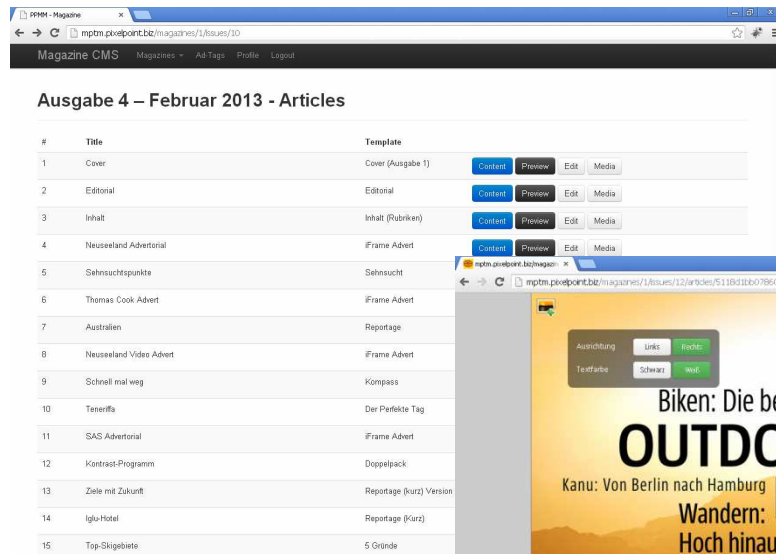


- Monthly released travel magazine issues
- Issues available in several languages and cover multiple topics
 - Content varies from stories about small cities to huge country reportages
 - Breath-taking pictures taken by the best photographers
 - Video/audio recordings and 360° images
 - Meaningful Information about travel security, prices and trip scheduling
- Free of charge for our readers
- For iOS, Android (Play, Amazon, Samsung), Win 8 and web
- Revenue model: advertising
- Since Apple Newsstand release (March 2013)
 - Consistently **1st/2nd position** at „*Newsstand Category Travel*“
 - Consistently in the **top 30** of “*Over All Newsstand Apps*”



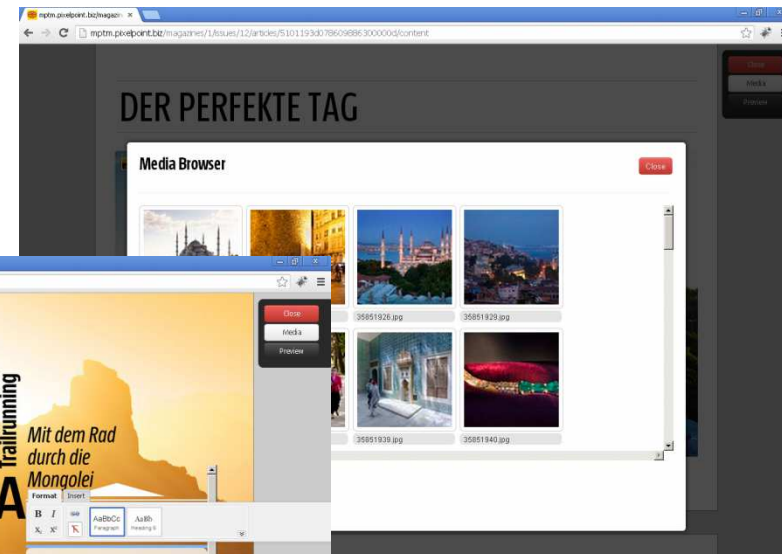
Data management & multi channel content delivery




travelmagazine - CMS


Simple creation and managing of publications

Using templates for appealing design



In-line editing of text and images

Easy management of images and videos



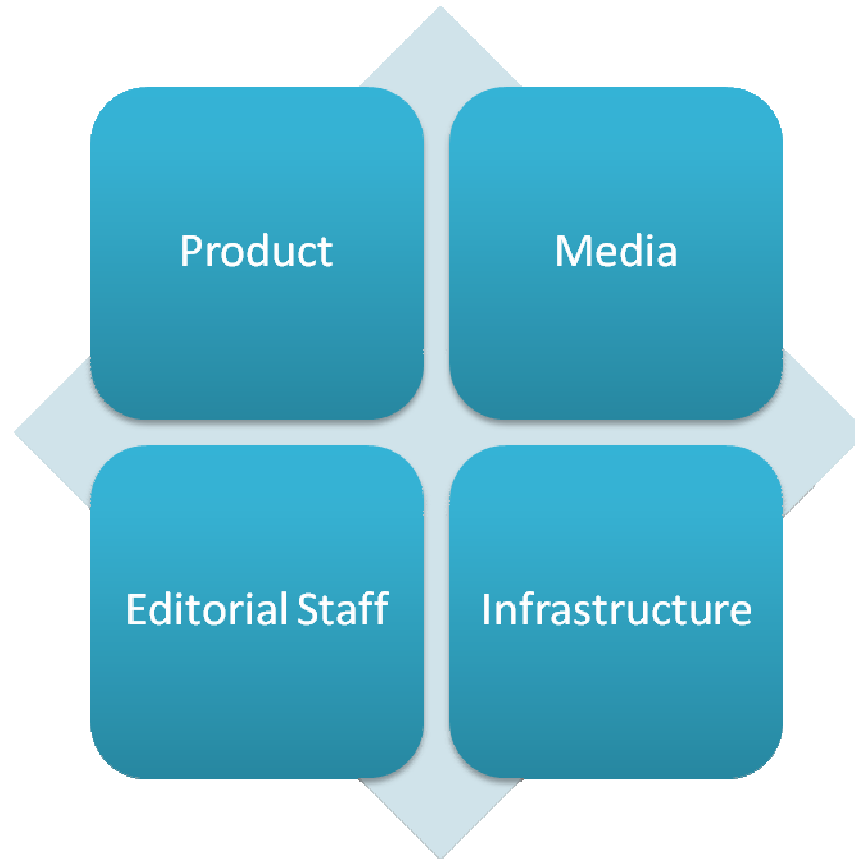
MARCO POLO travelmagazine -- One Click Publishing



Publish on all channels with just one click

- **Apple iPad**
- **Google Play**
- **Samsung Apps**
- **Windows 8**
- **Amazon Apps**
- **Html5 Web Player**

Mobile Publishing - 360° Solution



Choose from four modules:

Product

- CMS
- Apps (iOS, Android, Win8)
- Webplayer

Media

- Ad-Marketing with MAIRDUMONT MEDIA
- Ad-Serverintegration into templates

Editorial Staff

- Writing of texts (multilingual)
- Video /Picture shoots (multilingual)
- Layout

Infrastructure

- Server hosting
- App store management

Contact

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