



## The Importance of Embracing Mobile for WAYN.com

Annika Erskine

WAYN.com "Where Are You Now?"

14 November 2007

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Meet WAYN



It's the *Global Meeting Place*.

The travel social network that focuses on *the \*People\* in the places*

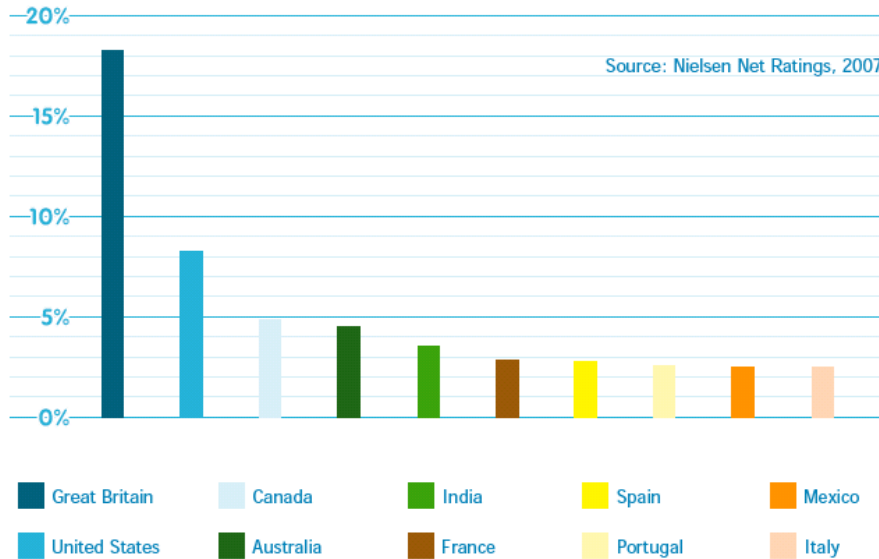
# Meet WAYN



- The largest travel and lifestyle community in the world with 9.3 million members
- Community based website where you can log your trips, see who's where and make new friends
- A forum where members can share where they have been, where they are now and where they are going
- A social network that combines social interaction and user generated content with location based services



# Who uses WAYN



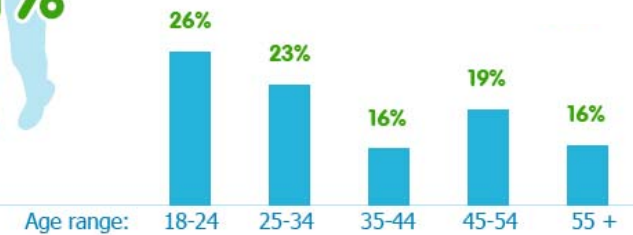
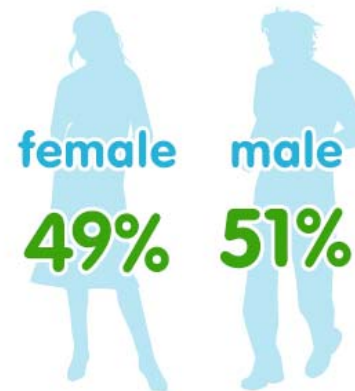
- UK accounts for 20% of all traffic
- US & Canada follow closely with 13% combined
- Over 55% of members from UK, US, Canada & Australia
- Advertising impressions: ~250 / 300 million per month

WAYN is a community for over 18's

51% of UK members are 35 +

Over 16% of UK members are 55 +

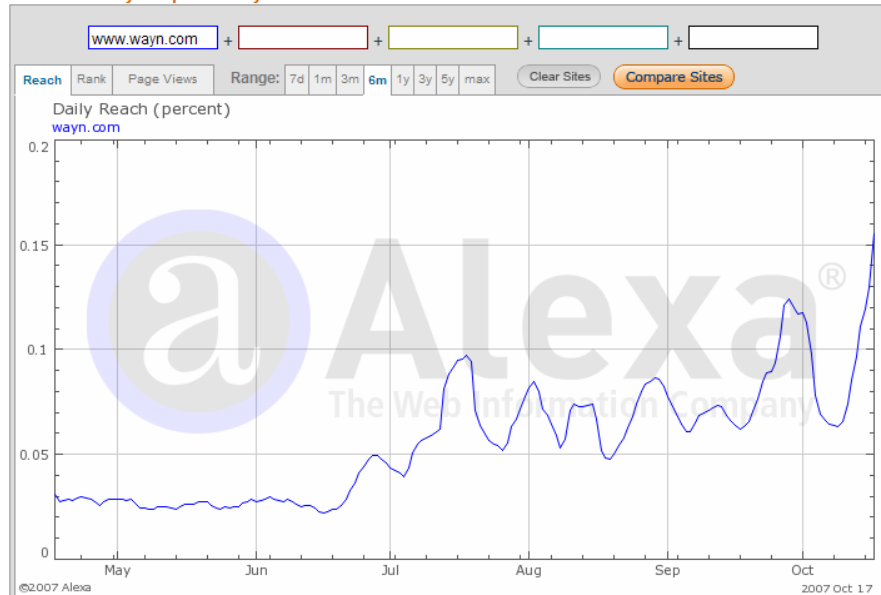
High proportion of members in South of England and Scotland



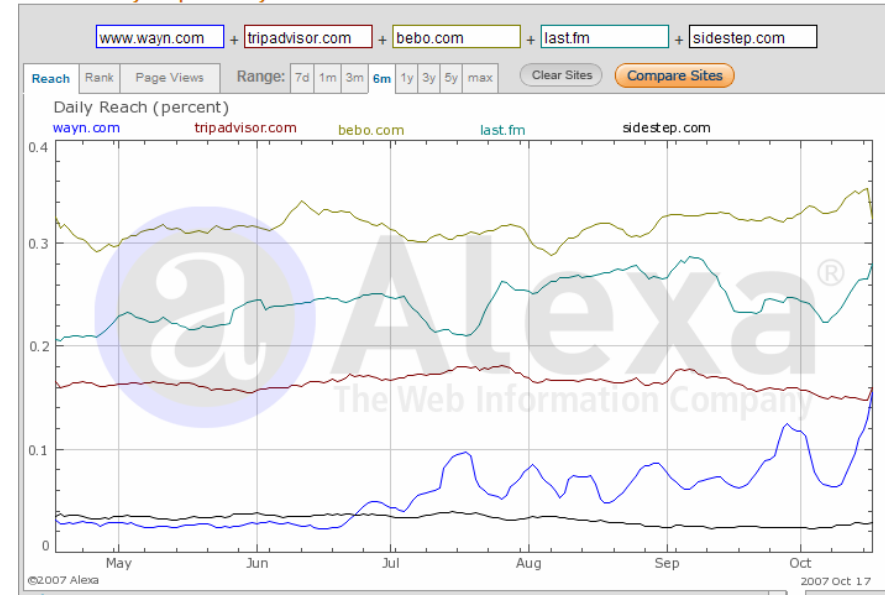
# WAYN growth



Traffic History Graph for wayn.com

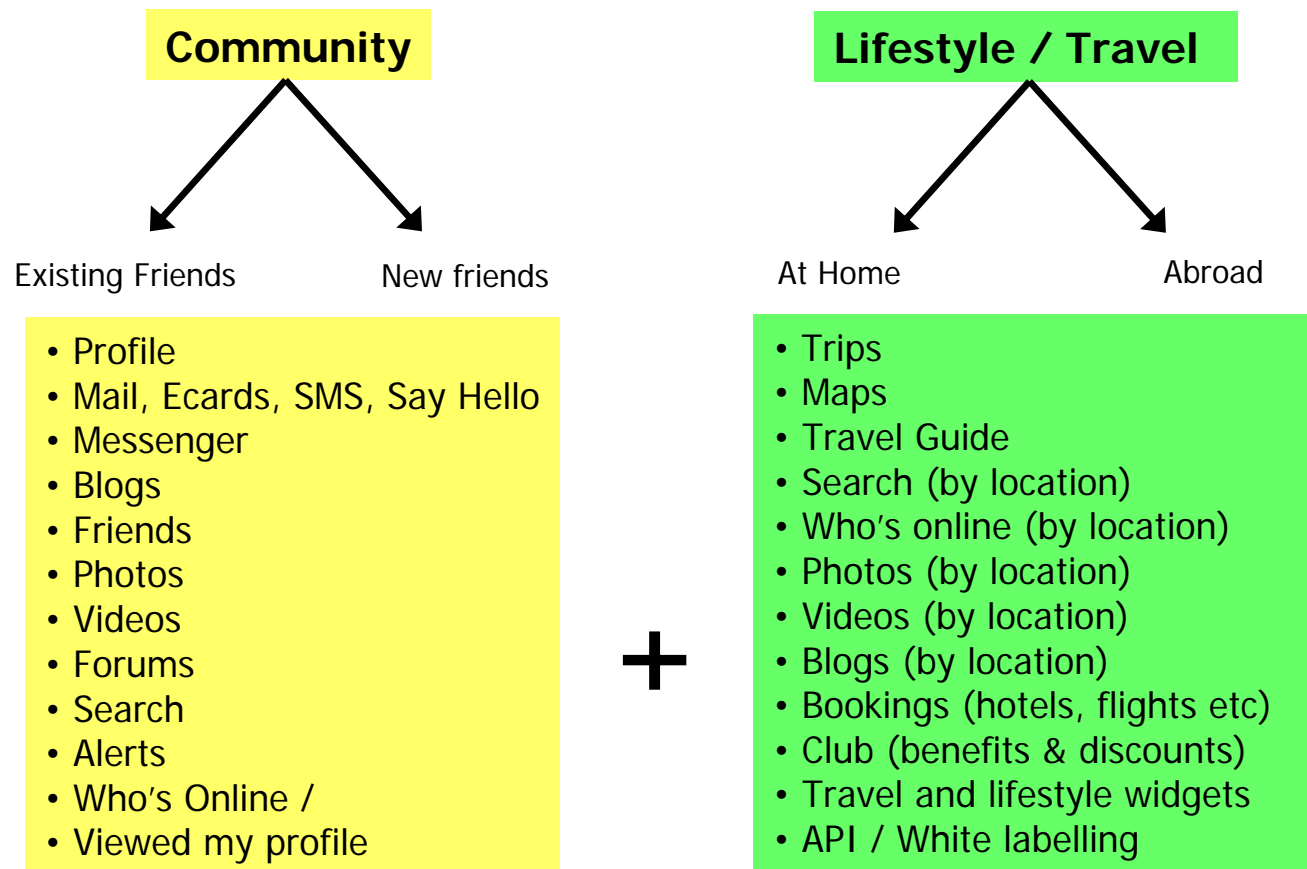


Traffic History Graph for wayn.com



- Graphs show "Reach" which measures number of users. The percentage of all Internet users who visit a given site.
- Reach increased by 103% in last 3 months
- Page views per logged in user = 30.
- Time spent online per logged in user = 14 minutes

## Key Strands



# Where do we fit in?





To be a fantastic resource for travellers

To be a meeting place

To be genuinely useful

To aid interaction

To be available whenever people want us, and however they want to use us.

# Why is Mobile interesting?



People interact a LOT...



...it can't all happen on this...



Online peak is at a certain time...



It's important for us to be easily accessible outside the main times of usage

We must consider what is most convenient



These are the 3 items people always have with them...



... but which would YOU miss most if you lost it?

# Why would you need access out and about?



- Where can we go next?
- Who's nearby?
- Any good restaurants round here?
- Where should I stay?
- Any good clubs in this town, I fancy another drink!?
- I'm lost!



## Providing something to pass the time



- I'm bored
- I've finished the paper
- The train takes 20mins, what can I do to pass the time?
- I'm a commuter, it's dull
- I'm waiting for someone (and need to pretend I'm not a loner!)



# Why is Mobile so interesting for a community like WAYN?



# Mobile can assist the things at the core of Social Networking...



- People own a part of the web and want to keep it up to date
- People want to Interact & Communicate
- People want to Share what they're doing
- People want to Make a difference & gain reaction
- People like their own 15 megabytes of fame



# Core functionality of WAYN lends itself to mobility



Three KEY areas of WAYN are :

- Communicating with others
- Current whereabouts (keeping up to date)
- Locations of interest (fact finding)

Perfect for mobile!



# How has mobile been used to date?



# Revenue through Content Downloads



## Viz Comic (2007)



Welcome to Viz Mobile! Featuring quality pics and clips of all your favourite Viz Characters, the world famous swear word dictionary the PROFANISAURUS, and read what our readers have to say in the LETTERBOCKS section:

▶ ABOUT VIZ MOBILE

▶ DOWNLOADS

▶ WALLPAPERS

▶ VIDEOS CLIPS

▶ LATEST

▶ PROFANISAURUS

▶ LETTERBOCKS

▶ LINKS

▶ VIZ HOME

▶ OPERATOR LINK 1

▶ OPERATOR LINK 2



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Ace Caption 1



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Simply text **VIZ** followed by **KEYWORD** to **80876**  
SMOKE to 80876

Options End call

▶ [Download wallpaper](#)

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LINKS

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**Terms and Conditions:**  
Downloads cost £1.50 plus your standard operator charges. Handsets must be GPRS enabled. To contact Viz Mobile e-mail [mob@viz.co.uk](mailto:mob@viz.co.uk), or write to Viz Mobile, 30 Cleveland Street, London W1T 4JD.

**Fat Slags - Chinese Restaurant, text VIZ CHINESE to 80876**  
**Fat Slags - Cornwall Here We Come, text VIZ CORNWALL to 80876**  
**Fat Slags - Getting Ready, text VIZ READY to 80876**  
**Roger Mollo - Antiques Roadshow, text VIZ ANTIQUES to 80876**  
**Roger Mollo - Autobiography, text VIZ AUTO to 80876**  
**Roger Mollo - Blue Roger, text VIZ BLUE to 80876**  
**Roger Mollo - Celebrity Bumholes, text VIZ BUM to 80876**  
**Sid The Sexist - Indian Restaurant, text VIZ INDIAN to 80876**  
**Sid The Sexist - Kebab Shop, text VIZ KEBAB to 80876**  
**Sid The Sexist - On The Pull, text VIZ PULL to 80876**

E.g.. Buying a wallpaper

# Revenue through travel bookings...



## lastminute.com (2002)

**lastminute.com**

- DealFinder
- london tube map
- our favourites
- star holidays
- search
- flights
- city breaks
- hotels
- going out
- eating out
- gifts
- experiences
- days out
- sports
- free text alerts

click [here](#) to call us and book

Home Info

MOTOROLA

Holidays Search

this Easter Period in 3\* Tunisia, 5 or 7 nights half board and save up to £140 per person

BACK SELECT

MOTOROLA

Rock and Pop

**lastminute.com**

U2 Vertigo Tour - ticket & Holiday Inn Glasgow West 4\* - June 21, 2005 from £ 179.00

BACK SELECT

MOTOROLA

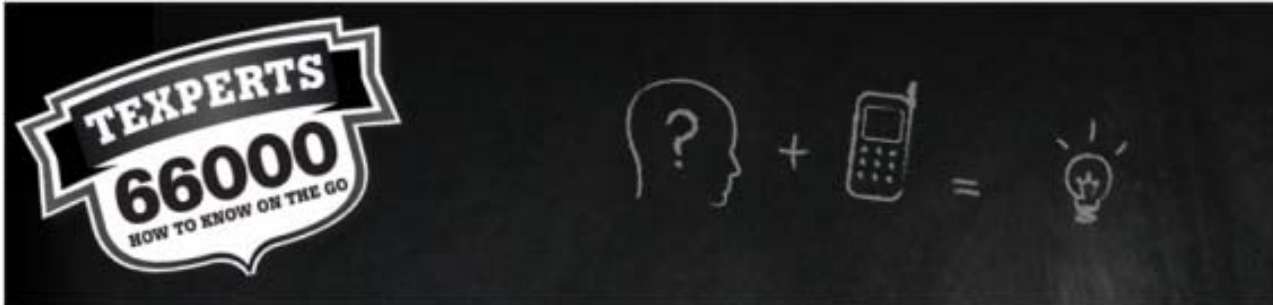
Adrenaline

Tandem skydiving experience - jump out of a plane from £ 259.00

Next Step

BACK SELECT

# Providing useful information services, cost per use



Texperts (2007)  
Text any question,  
get any answer  
... via SMS

Auto Express  
(2006)  
Vehicle Valuations  
... via SMS

Accurate Car Valuations by Text Message in minutes brought to you by **GLASS'S**

**WHAT'S SHE WORTH?**

Accurate Car Valuations by Text Message in minutes!

The report will be sent to you as a text within minutes

EG: For a current valuation text 'AUTO X383XPG 79000' TO 83338

Terms and conditions: Valuations are charged at £1.50 plus standard network rate. User handsets must be GPRS enabled. For help go to <http://www.glass.co.uk>, any issues please email [mobile@denrva.co.uk](mailto:mobile@denrva.co.uk) or write to: Mobile Dept, Dennis Publishing, 30 Cleveland Street, London, W1T 4JD.

**WHAT'S IT WORTH?**

THE CAR NEWS WEEKLY

**ACCURATE CAR VALUATIONS**

Get an accurate price for a car in minutes with Auto Express's SMS car valuation service, powered by pricing experts at Glass's

**Your step by step guide!**

1. Text **AUTO**, the car registration and its **mileage**, leaving a space between each  
eg: **AUTO X393XPG 79382**
2. Send the text message to **83338**
3. The report will be sent to you as a text within minutes

The Service matches cars manufactured from 1999 onwards. If your car cannot be matched you will not be charged.

**Text AUTO + REG NUMBER + CURRENT MILEAGE to 83338**

Another example... of UGC.



Maxim (2006),

become a 'Little Black Book' girl, set up a profile and upload your stuff.

Readers download it (£fee).

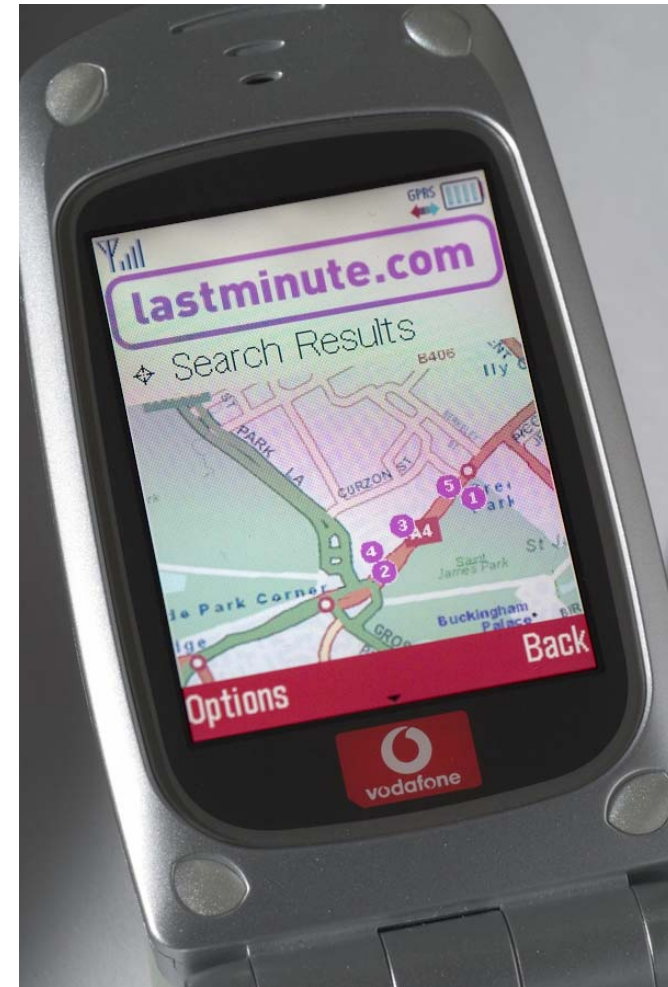
Most popular wins..



## lastminute.com (2003)

Based on your mobile phone location, find:

- Places to Eat
- Places to Go Out
- Places to Stay



# Mobile Applications



## Dennis Publishing (2006)

Downloadable magazines – 'Mobazines'.

Residing on the handset as a rich application.



## Maxim (2007)

Promotional Banner



Further Details



Calls-To-Action



# Other Social Networks...



# Facebook, Flickr, MySpace



**NOKIA**  
Connecting People

- Home
- Find products
- Get support and software
- Find
- Product support
- Learn how
- Download software
- FAC

Flickr

[Flickr](#) [Get started](#) [Tips & tricks](#)

[Get started with Flickr](#) and show it off



# What will WAYN be doing on Mobile?



# We want to focus on our core areas



Profile Management & Communication

Trips

Travel Guide

Make a difference campaigns & engagement



# WAYN Mobile



We will be launching a mobile service soon, it is currently in development.

This will be a site to enable the core WAYN functionality wherever it's required:

- Accessing Mail
- Updating Trips
- Updating Status
- Viewing content
- Local people and places

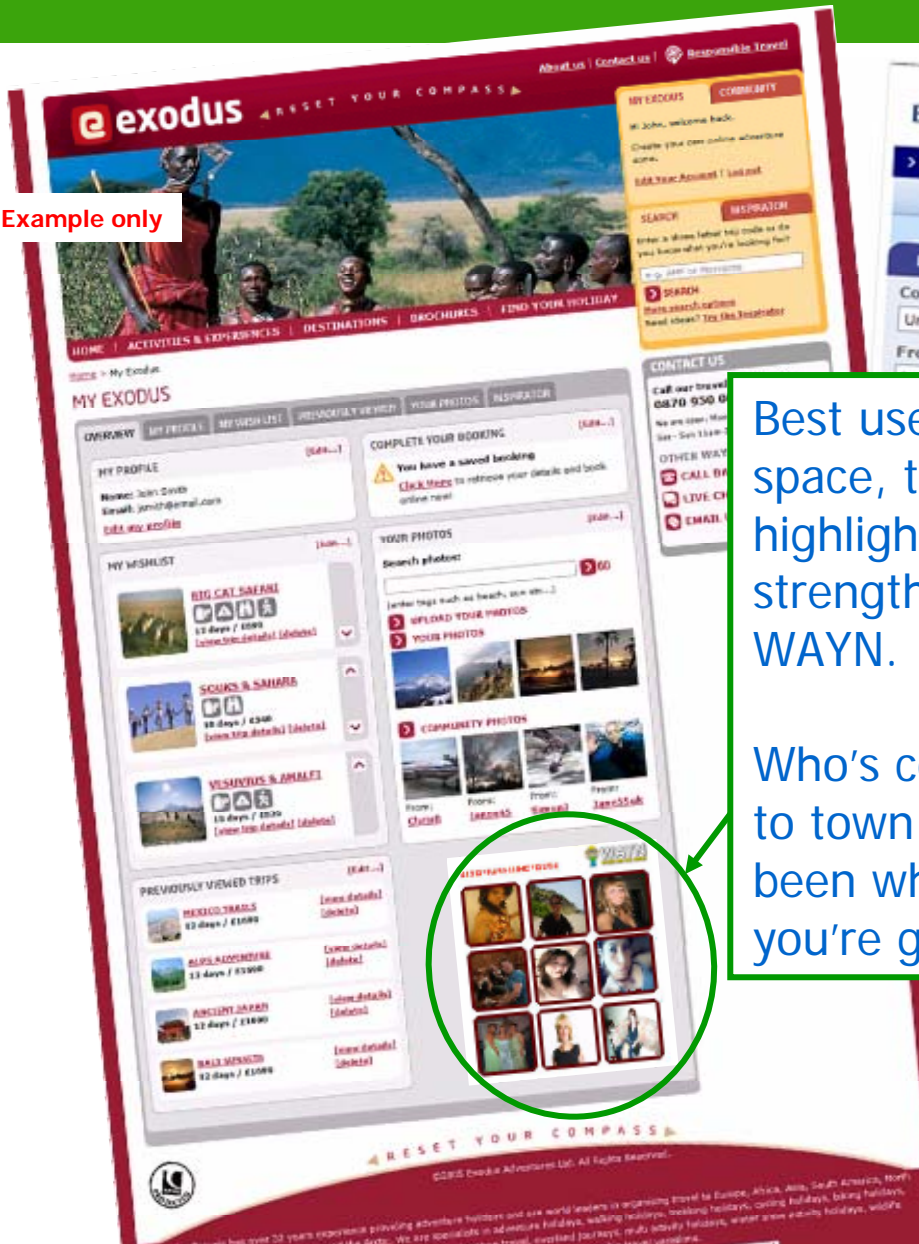
We are also soon launching Travel Itinerary and Status services (e.g. Flight Alerts)



# We're keen to expand on our ideas for Whitelabelling, and apply similar logic to Mobile



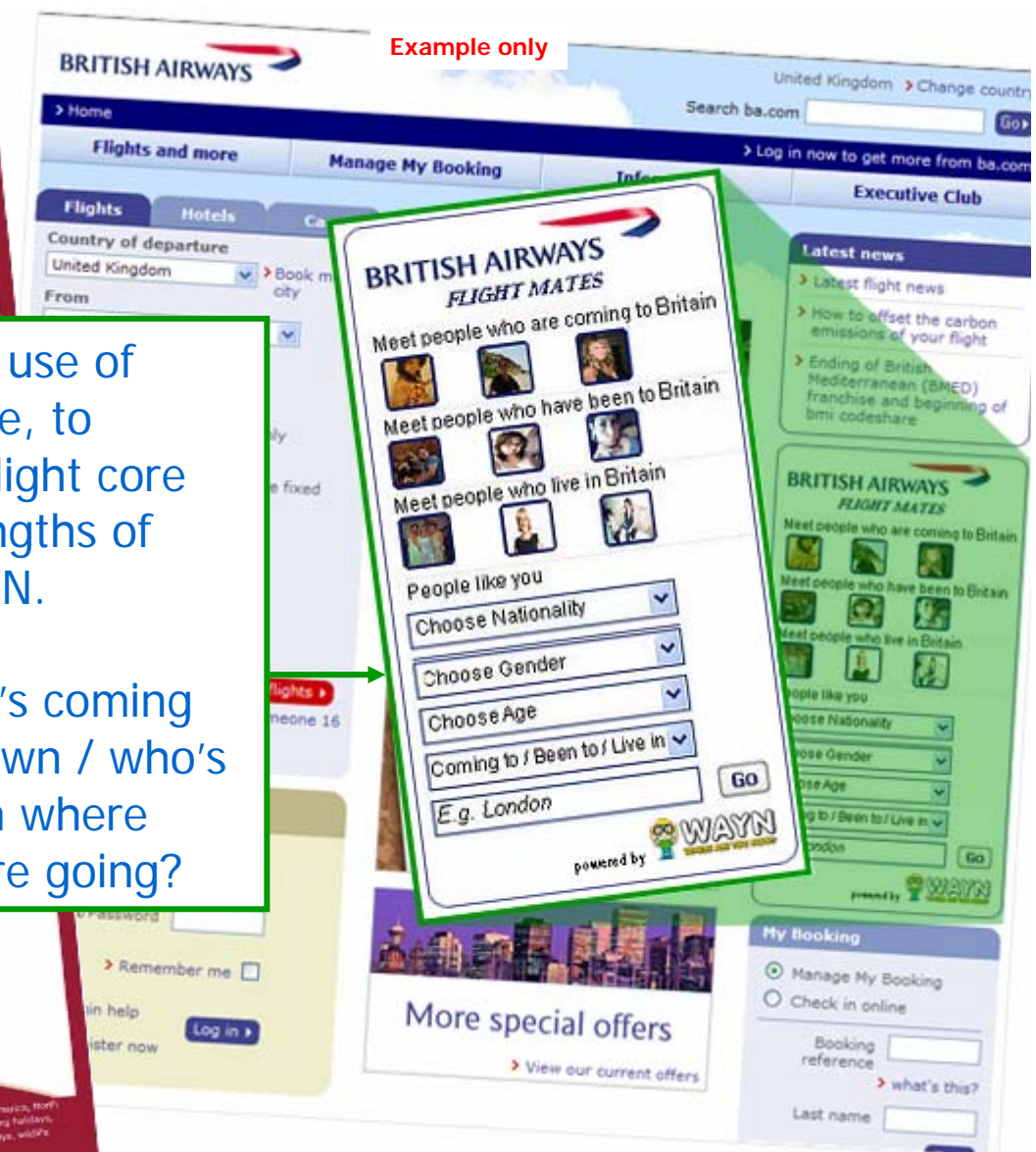
Example only



Example only

Best use of space, to highlight core strengths of WAYN.

Who's coming to town / who's been where you're going?



# Now live! ... *Speaking* Mobile Language Translator



17 Languages

272 language combinations

Downloadable to the handset for a one-off fee, to keep forever

The screenshot shows the WAYN Travel Tools website interface. At the top, there's a navigation bar with links like Home, Account, Club, Profile, Friends, Mail, Who's online, Forums, Photos, Videos, Blogs, Tips, Travel Guide, Search, and About. Below this is a banner for 'mobiletranslator' with a profile picture of a cartoon character and details: Name: Mobile Translator, Gender: Male, Age: 30, Nationality: English, Location: London, London, Last login: 10 Oct 2007. There are buttons for 'Send Message' and 'Add Friend'. A 'How to get it!' section lists five steps: 1. Go to the bottom section of the WAYN translator box (below), 2. Select your phone type followed by the language combination required, 3. Enter your phone number, 4. You will shortly receive a text message with a download link, 5. Click on the link and your WAYN translator will be downloaded and saved onto your phone. Below this is a 'WAVN Mobile Translator' section with a 'Try the Demo' button and a list of actions: Send Message, Say Hello, Instant Message, Add Friend, Share Profile, Send eCard. The 'The WAYN Translator' section explains that it's a speaking translator for mobile phones, easy to download, and cheaper than a traditional phrase-book. It also mentions that users can never be at a loss for words again. The 'What is it?' section states that the translator has more than 200 phrases covering both usual and slightly off-beat travel-related topics. At the bottom, there's a 'Can I Get One?' section with a form: 1. I own a ... (Nokia), 2. The model is a ... (N70), 3. I am translating FROM ... (English), 4. And I am translating TO ... (Spanish), 5. Enter your phonenumber, including your country-code. A small image of a Nokia N70 phone is shown next to the form.

Try it...



**WAYN**  
MOBILE TRANSLATOR

travel  
viajar  
reisen  
letajer  
voyager  
podrozozac

.. it speaks

Get  
WAYN Mobile  
Speaking Translator

Translate phrases

FROM:	TO:
English	Spanish
Dutch	Brazilian
French	German
Italian	Polish
Russian	Czech
Turkish	Japanese

**17**  
Languages



For a FREE Translator Lite  
Text **ST 260708**  
To **60999**

Salut  
Gerte  
Hello  
Hola  
Czesc

WAYN  
MOBILE TRANSLATOR

.. it speaks

Get  
WAYN Mobile  
Speaking Translator

Don't know the lingo?



**Annika Erskine**  
Marketing Director



**Where Are You Now? Ltd**  
123 Aldersgate St, London, EC1A 4JQ

**T** +44 (0) 20 7336 8088  
**E** [annika.erskine@wayn.com](mailto:annika.erskine@wayn.com)  
**W** [www.wayn.com](http://www.wayn.com)

[annika.erskine@wayn.com](mailto:annika.erskine@wayn.com)