

## CASE STUDY

### The Economist

#### Background and Client Objectives

Roundpoint has been delivering mobile content for the Economist since 2003. In a simple 'getting-started' process, the Economist agreed upon a visual style and supplied its content to Roundpoint as an XML feed. Within a few weeks, readers could pay a subscription of \$7.95 per month to receive the service. Subscriber numbers grew steadily over the next few years and particularly amongst the 'ex-pat' and student audiences. The Economist promoted the service both online and in its print edition, which served to boost subscriber numbers.

#### Roundpoint's Solution

In 2006, Roundpoint developed its Adserver to enable its clients to display banner ads on their mobile sites. The Economist made use of Adserver – moving to an advertising business model and providing the service free of charge its readers. The model made good business sense as The Economist already had an ad sales department. Two advertising services were introduced to cover both North America and Asia.

The publication offers both sponsorship and advertising deals. The move to the sponsorship and advertising model has led to a dramatic increase in subscriber numbers. By 2008, the numbers increased by over 3000%.

In 2009, the Economist relaunched its mobile edition to include sections such as KAL's cartoon and Gulliver on Business Travel. Roundpoint also developed a java version of the content.

Following the success of the mobile edition, The Economist's City Guides were subsequently delivered to mobile. Roundpoint was able to add the new service quickly and easily, helping The Economist extend its brand reach and simultaneously gain a new revenue stream.

