

CASE STUDY

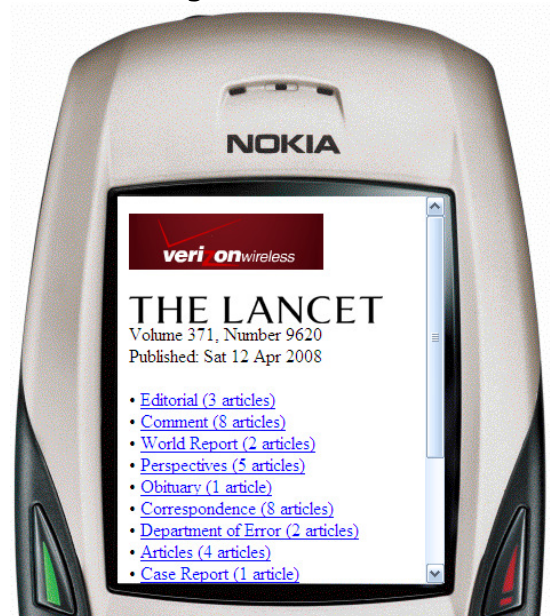
The Lancet

Background and Client Objectives

The Lancet is the globally recognized publication that leads the medical community. Physicians and doctors are busy professionals who have tight schedules and little spare time during their working day. The Lancet is the original and revered voice of the community, sharing information about the latest developments in the clinical community together with access to published professional papers. It is famously regarded for its vigilance and publication about exceptional events. In this way, The Lancet reaches outside of the community it serves to be a respected publisher by other media who frequently quote The Lancet articles.

Roundpoint's Solution

In 2002, The Lancet and Roundpoint pioneered an early mobile edition to Lancet subscribers as an additional subscription service. The content to mobile PDA's used Roundpoint's patented orthogonal navigation browser to provide fast access to content previously synchronized from a host PC. Adoption rates were encouraging by this albeit nascent and emerging user base. As the user base grew, Roundpoint took The Lancet to a full wireless edition which fast became popular on a global basis. The content was enriched with deeper editorial material and the service was made free to existing Lancet online subscribers. The Lancet mobile also became one of the first publications to carry advertising to its mobile community. Using Roundpoint's Adserver, which has a simple desktop interface, The Lancet can take advertising from its premium online advertisers and can simultaneously accept inserts from Roundpoint's aggregator community.



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