



**NEWS.com.au**  
CONNECT WITH AUSTRALIA'S NEWS NETWORK

**Media Release**

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## **NEWS.com.au goes mobile**

News Digital Media, Australia's fastest growing digital media publisher, today launched its off-deck mobile site (m-site) for its news, information and entertainment service, [m.NEWS.com.au](http://m.NEWS.com.au)

NEWS.com.au teamed with Hyro Limited (HYO), to develop and build this off-deck offering, which is accessible to all Australian mobile users who have a colour screen and a web enabled mobile phone.

"m.NEWS.com.au is a great example of News Digital Media's off-deck strategy whereby anyone with a compatible mobile phone and data plan can access our m-site," News Digital Media, corporate development director, Sue Klose said.

"This is the second off-deck mobile site to be launched by News Digital Media in the past three months, with our automotive website, [carsguide.mobi](http://carsguide.mobi) being the first in June".

[m.NEWS.com.au](http://m.NEWS.com.au) offers customers a simple and effective way to stay connected while they are away from their desks or homes.

Key features of the m-site include:

- The ability to access NEWS.com.au anywhere and at anytime via a web-enabled mobile and stay up to date with the latest news and information that matters to you
- The ability to customise the m-site and select the content customers want to view on their mobile phones. NEWS.com.au is the first news website in Australia which enables users to personalise the information they receive on their mobile.
- Stay up to date with breaking news & top stories from around Australia and the world
- Catch up on the latest celebrity gossip
- Keep up with the latest business news & market updates
- Find inspiration for your next holiday in the travel section
- Weather and horoscopes

“Extending the NEWS.com.au service to people who are out and about and may not have access to a newspaper or computer to keep up to date with breaking news is a real achievement for our business,” NEWS.com.au group publisher, Sigrid Kirk said.

“The NEWS.com.au m-site is a simple and convenient service and customers don’t have to be with a particular mobile phone company to be able to make use of its offerings.”

“People are becoming increasingly accustomed to integrating information on their computer with their mobile phones - m.NEWS.com.au fulfils this desire by enabling readers to select and access the same information from multiple channels”.

Please see simple step-by-step instructions below detailing how to access m.NEWS.com.au on your mobile phone.

**Select one of two methods to access m.NEWS.com.au from your mobile phone:**

**Option one: via [www.NEWS.com.au](http://www.NEWS.com.au)**

1. Simply visit [www.NEWS.com.au/mobile](http://www.NEWS.com.au/mobile)
2. Select the content you are interested in viewing on your mobile
3. Enter your details
4. We'll then send an SMS to your mobile phone with your personalised URL
5. Simply open the SMS and click on the link and your personalised m-site will launch on your mobile.

**Option two: Phone Browser:**

1. Open a browser window on your mobile.
2. Type **m.news.com.au** in the address field.
3. This will launch **m.NEWS.com.au**
4. Make sure to bookmark the site to make it easy for you for future visits. Try selecting "Options" and then "Bookmark".

**How much does it cost?**

m.NEWS.com.au is free to access. You may incur data charges from your mobile service provider when viewing this m-site. Please contact your carrier directly for details.

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**About News Digital Media:**

NEWS.com.au is the flagship brand for News Limited’s digital business, News Digital Media. NEWS.com.au provides its readers with engaging and highly interactive latest news and information across entertainment, business and travel from both an international and national perspective. NEWS.com.au also provides readers with easy access to News Limited masthead sites for the best coverage of local and state news, along with, Australia’s leading online sport site. NEWS.com.au not only provides a daily news source but also delivers rich and detailed articles, along with a variety of blogs and user generated forums. NEWS.com.au also give readers access to a variety of useful tools, including travel search through Bezurk.com, activity search through GoDo, movie and gigs guides, currency converter, savings calculator, credit card selector, property loan calculator and company research. NEWS.com.au registered over 2.9 million unique browsers for the month of October

2007 (Source NNR - Market Intelligence News and Weather Category Domestic October 2007) and an annual growth rate of 91% (Source NNR - Market Intelligence News and Weather Category Domestic October 2006 - October 2007).

**For more information please contact:**

Angela McCann – NEWS.com.au

02 9288 7504

0414 330 879

[angela.mccann@newsdigitalmedia.com.au](mailto:angela.mccann@newsdigitalmedia.com.au)