

Publication: NMA
Date: 21st August 2008

1.08.08

nma.co.uk

NEWS 05

Visit London pushes 2012 Games with one-day takeover of Time Out

SOLDIE

LONDON is launching a major sport campaign to promote its host city for the 2012 Games with a one-day site of Time Out.

The first stage of the campaign is on the torch handover on which indicates the change of Olympic host city from Beijing.

Under the deal, Visit London will be the home page and every session across the Time Out which the publisher claims has 110,000 unique users a day. The Time Out deal is the start of a new era leading up to the games. Elaine Adams, director of digital at Visit London, said, "London



2012 is huge for us and once the handover takes place we'll really start using the site to get people interested in visiting during the games, and getting residents interested in sport."

She added the Visit London site will give extra prominence to sports content, with expanded coverage in expectation of the Games. The site

will be actively promoting up to 30 events next year to encourage more Londoners to take up sport.

Visit London will work closely with other organisations in the Olympic stakeholders family, including Locog, GLA and LDA to push the site as a destination for information in the run-up to the Games.

Utarget.Fox in video ad deal with InSkin

Video network Utarget.Fox has entered into a new video ad format for publishers and agencies.

InSkin ad format is a Flash-interactive display ad unit that sits around the publisher's media online users can click on a video while viewing a video.

Chris Turner, president of sales for Utarget.Fox, said, "Another offering that complements our video ad network team. Video ads are growing so the opportunity for this market is huge." The product will be offered in the UK but Utarget.Fox will look to roll out the format globally, in coun-



Ebay enrolls R.O.Eye to assist growth of its Partner Network

EBAY has appointed R.O.Eye to help the auction giant support and grow its fledgling in-house global affiliate network the Ebay Partner Network.

The network, which launched in April, was designed to create more direct relations between the company and its affiliates, which number more than 100,000 worldwide (nma.co.uk 17.03.08).

R.O.Eye, itself an affiliate network, has been brought on board to advise on the Partner Network's expansion, as well as manage existing affiliates and recruit others.

Cian Weeresinghe, Ebay affiliate marketing manager, said, "R.O.Eye won't simply be passing leads to us but managing those leads as well. For the first few months we've done everything ourselves, but now that we're looking to grow it's necessary to work with a partner."

Weeresinghe added Ebay intends the network to become a significant player in the market.

"Affiliate marketing is incredibly important to Ebay, so it's crucial the Partner Network is an attractive proposition to affiliates," he said.

3 adds page for mobile broadband users

IN BRIEF

Headline news and exclusives from nma.co.uk this week

Sony PlayStation pushes PlayTV

Sony PlayStation has developed a pan-European site to support the launch of its digital TV recorder PlayTV. The site aims to raise awareness of the PlayTV service, a Freeview tuner for the PS3. The site was created by integrated agency Inferno.

SEE SITE INSPECTION, PAGE 48

Twitter drops SMS due to high costs

Twitter has stopped sending its members updates via SMS as a result of the costs incurred. The micro-blogging service has shut down the free SMS updates that users who opted-in were previously sent. Twitter is negotiating with operators to establish an affordable wholesale SMS deal.

Fashion retailers Oasis updates website

High street retailer Oasis has re-developed its site to establish the brand as a fashion destination. The site has been developed by ad agency Story Worldwide.

Chelsea FC launches its first e-zine

Chelsea FC has launched its first e-zine. It will include every match-day programme for the club, available an hour before kick-off, as well as exclusive monthly content, including videos. Fans can buy the programmes on a match-by-match basis, with monthly and yearly subscriptions also available.

Read more about these stories and get the latest news daily at nma.co.uk

