

Turkish Newspaper Engages Youths and Online Readers with Microsoft® Tag

Case Study

Hürriyet

Website

www.hurriyet.com

Country or Region

Turkey

Industry

Publishing

Customer Profile

Hürriyet, Turkey's leading Turkish language daily, operates in more than a dozen countries. Its mission ("to be the world's window on Turkey") has greatly expanded since 2001, when the Turkish Daily News joined the Doğan Media Group, one of Europe's largest newspaper groups.



With an innovative vision that embraces new technologies, the publisher of Turkish newspaper *Hürriyet* wanted to add value to the daily print publication by tapping into 3G Internet technologies. It was therefore excited to learn about the mobile interactivity provided by Microsoft Tag, which is helping the paper engage youths and Internet news portal readers, generating added interest among the paper's print advertisers, and changing the traditional view of what a newspaper can be and do.

Turkish newspaper *Hürriyet* is driving its operations with an innovative vision that embraces new digital technologies to the fullest extent possible. "Our first and most important target is to build a platform that allows our readers to interact using new technologies," *Hürriyet* business development manager Fırat Özdemir explains.

In parallel with that vision, the publisher wanted to add value to the paper's daily news content by providing additional photos and videos. To help realize that goal, the publisher has begun using Tag, a barcoding technology that bridges print content and advertising with the online world in a simple, engaging, and measurable way.

In 2009, following the licensing of third-generation (3G) mobile technologies for use in Turkey, *Hürriyet* launched "TikTag," its Tag-based media campaign. "Working with the value added services that Tag provides, we targeted our efforts to gain the youth

segment, which has a weaker relationship with printed newspapers, as well as Internet news portal readers, whose habits do not include printed materials," *Hürriyet* advertising coordinator Batuhan Ekin says.

Tag Links Newspaper to Digital Content Using Readers' Mobile Phones

Hürriyet first began exploring ways to incorporate digital content with its print offerings in 2007. However, its plans were delayed because 3G had not yet launched in Turkey. Nevertheless, the publisher began feasibility studies and integration with the paper's editorial department during this period. "Before we completed of these studies," Özdemir says, "we were introduced to the Tag solution."

During the idea development phase, the publisher was excited to learn about the mobile interactivity provided by Tag, which provides *Hürriyet* with the ability to easily link traditional print publishing to content published on the Internet using readers' mobile phones. For example, Tag allows *Hürriyet* readers to get involved and interact with the publication, and that includes the ability to take part instantly in digital surveys and comment on news articles.

"It was really fast and easy to develop the project thanks to Microsoft's partnership," Özdemir says. "In a short period – around 3 months – we finalized our plans and were ready to go." Regarding the choice of solution and the implementation phase, Özdemir says, "The most important factor was Microsoft. Many companies have barcoding solutions, but working with a long-established and leading brand such as Microsoft has many advantages."

"Only a few companies have the ability to continuously invest in developing new technologies," Özdemir continues. "And when you consider the fact that the majority of computer consumers prefer Microsoft, you can see that Tag has a louder voice in its market. Being the leader in Turkish media, we preferred to partner with the leader in information technology."



Changing the Traditional View of what a Newspaper Could Be and Do

Hürriyet began including Tag in its pages during the final half of 2009, so it's still too early to provide in-depth data about the benefits. Nevertheless, Ekin is very happy with the response so far. "It has been just 4 months, but we have gained an encouraging number of users already."

"Changing the traditional view of what a newspaper could be and do was one of the most exciting points for us," Özdemir says. "By using a flash news Tag in our newspaper, which is linked to our Internet news portal's flash news page, we proved that the traditional newspaper could actually come alive for our readers."

"Tag enables rich communication and a unique end user experience. It lets you expand the scale of the content from image to video, and it gives readers more details about the news, such as an online photo album linked to a single image in the printed paper."

Rich communication and a unique end user experience

Unlike the one-way communication that readers experience with traditional publishing, Tag provides two-way communication. "Tag enables rich communication and a unique end user experience," Özdemir says. "It lets you expand the scale of the content from image to video, and it gives readers more details about the news,

such as an online photo album linked to a single image in the printed paper.”

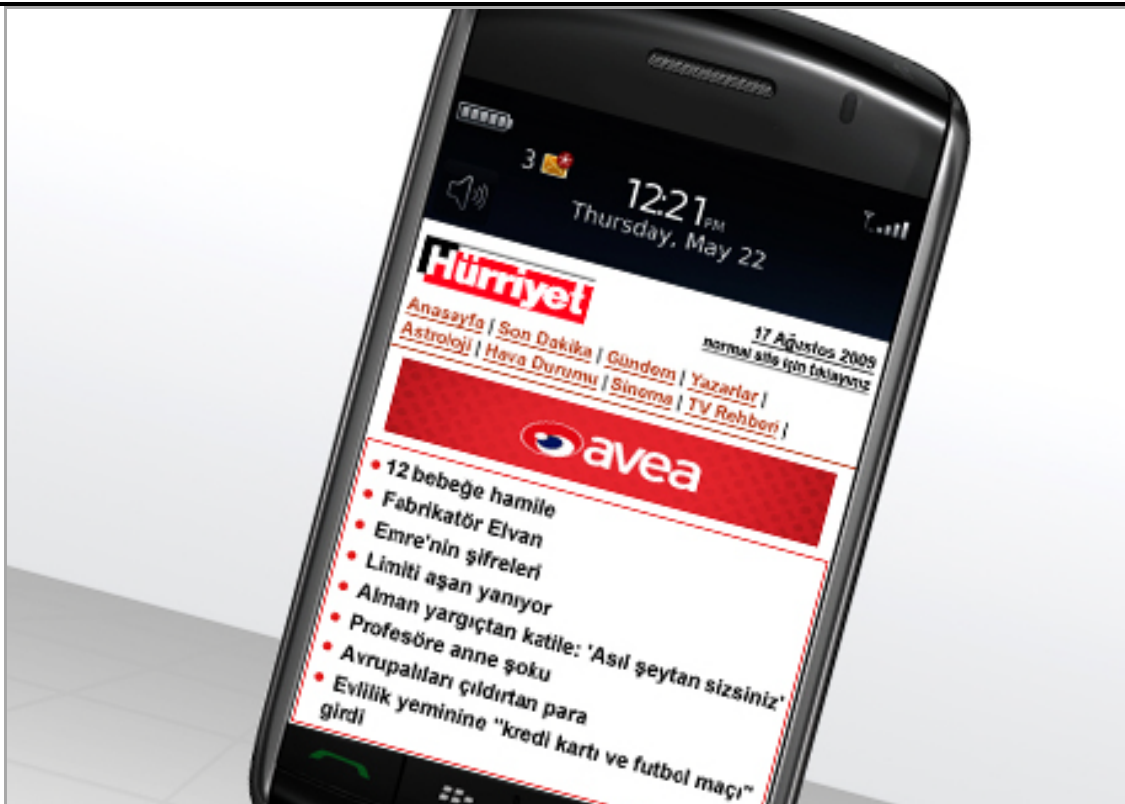
For example, *Hürriyet*'s readers can now easily get involved and interact with their favorite columnist. In addition, readers can follow the latest news anytime-anywhere with *Hürriyet*'s Flash News Tag service, which Özdemir says is changing *Hürriyet* from something people read in the morning and then leave behind into an around-the-clock “mobile news whisperer.”

Advertisers' interest in Tag is increasing

While capitalizing on the ability of Tag to link readers to news-related digital content, the publisher has also created awareness of the substantial potential for using Tag to provide interactivity in print-based advertising.

“Tag-friendly” venues, such as *Hürriyet* has created, increase the likelihood that readers will see and interact with other Tagged items. Knowing that *Hürriyet*'s readers interact with the editorial portions of the publication via Tag and their mobile phones is reassuring advertisers because they recognize that the publication also offers a significant way to connect their online and offline efforts.

As a result, Tag is now being used by a growing number of advertisers within *Hürriyet*'s pages. “With these heartening initiatives,” *Hürriyet* advertising coordinator Batuhan Ekin says, “we will continue investing in this project and look forward to reaping additional benefits.”



For more information about Microsoft Tag, go to <http://tag.microsoft.com>

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