

Flexibility is the clincher

The Pink Adventure AG is a good example of how one can dance at several weddings at the same time. The diversity of their services is absolutely unequalled. The range of services they provide extend from content supply and SMS chats up to a 24 hour streaming portal.

The partner program pinksim, which is run by the 38 year old Christoph H. Hermes from Düsseldorf Germany, is a brand of the Pink Adventure AG. Pink Adventure, who are based in Zurich, can look back on eight years of broad experience in the international telecommunications industry. Included in their product range are content, services and applications for mobile telecommunication. Their offers are divided into soft and hardcore content and include – just mentioning a few items in their complete range of services – photographs, videos and SMS chats. In addition, the interactive services are currently being broadened. The

offer contains a whole array of white label content and there is also a lot of material from renowned and sought after erotic brands available, such as Private Media, Vivid, Adam & Eve or Wicked Pictures. In addition the users are offered a portfolio containing more than 6000 full-length soft erotic films.

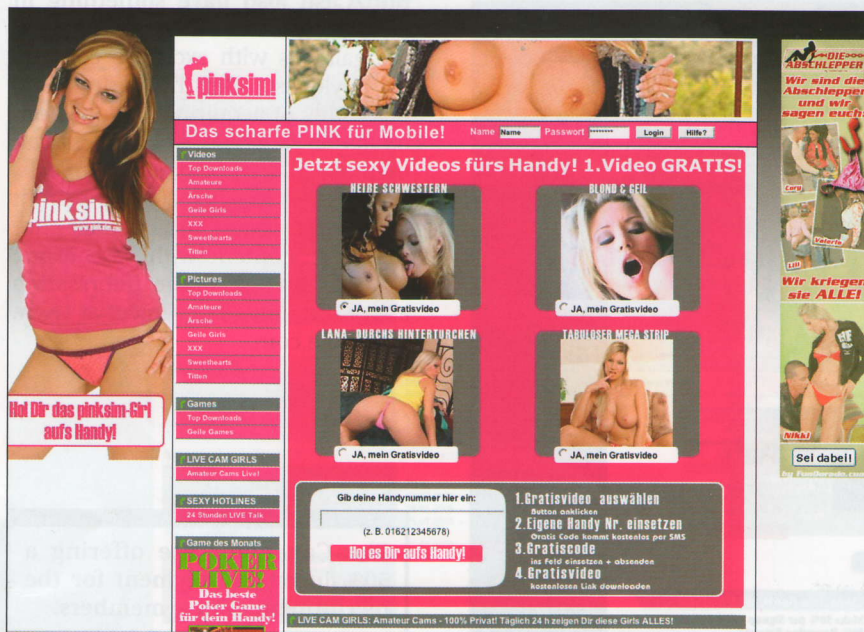
Versatility is also the motto when considering advertising possibilities.

Obviously, complexity and the integration of new formats is part of the plan at PinkAdventure AG. The three main components of the company are SMS services, added value tel-



Christoph H. Hermes, Director Adult Unit at Pink Adventure AG

Pink Adventure AG has many business innovations



ephone services and movies. Billing for the various services is taken care of by Premium SMS, SMS, Premium Voice, credit card and other alternative billing methods. In Germany the protection of minors is guaranteed by an AVS-protected hardcore area. The versatility also refers to the advertising of the products on the internet, television and WAP. The diversity and of course the wide ranging coverage of these individual sectors guarantee far-reaching awareness.

At present the pinksim.tv domain is going through a re-launch, which will mean that a new partner will simultaneously be responsible for the VOD sector. According to Christoph Hermes, the re-launch is estimated to be completed during the second quarter of this year. This will mean that, amongst other things, there will be a 24 hour streaming portal, a VOD club and plenty more on offer.

Without a doubt, complete solutions for premium content marketing and additional mobile and interactive telephone services are of particular interest for television stations. And here, starting from the concept up to realization, the enterprise proves itself to be an extremely energetic partner both regionally and nationwide. Within a very short period of time the company made a name for itself with the production of late-night programs and adult programs. All in all the concept of innovative cooperation with (regional) TV stations has gained industry-wide acceptance. The sports station DSF is certainly a perfect example for such a move in this direction. The TV station was kept alive for years in spite of annual deficits until it finally turned up in

the black with the production of low-priced erotic formats. However, the introduction of the format "Mitmach-TV" also played a very important role

Innovative cooperation with television stations could be a model that sets an example throughout the industry.

in achieving these results. Just when and how this form of entertainment can be developed for webmasters and content providers still remains to be seen. At any rate the net has all the necessary prerequisites to make the best out of these possibilities.

The mobile partner program pinksim!CASH has quite a bit to offer for affiliate interested users. Permanent advertising is available with the TV late night pinksim!, Hot

Movie Night and alternative advertising methods. The commission for each sign-up is an unbelievable 2.50 euros and 1 euro for each additional subscription period. This corresponds to 5.50 euros for each accounted user in the first month as long as the offer lasts. Individual purchases are compensated with between 0.30 and 0.50 euros. The provision for 100 procured customers over 12 months is approximately 4,950 euros. Moreover, since the end of last year a new commission increasing compensation model has been available as well as a user friendly



Erotic games are also a part of the pinksim portfolio



and revised web site. There, up to as much as 40 euros can be secured for each new customer. For customers procured in the new packet subscription the procuring webmaster can receive between five euros, 25 euros or even 40 euros. Anyone interested can find further relevant information at affiliate@pinkadventure.com.

The size of the picture database is also quite impressive

