

## Conmio mobilizes Finland's third largest newspaper

The new mobile newspaper extends the brand of Finland's third largest newspaper, *Maaseudun Tulevaisuus*, bringing news and customized weather services to its subscribers' phones. The service is based on Conmio's ManaGate content management and publishing solution that automates mobile publishing of media content. The service is available for Maaseudun Tulevaisuus' readers on [m.mt1.fi](http://m.mt1.fi) with any internet-enabled mobile phone.

"We are always looking for new ways to improve our services and the content we offer. This is the only way to stay in the top three of the most read newspapers in the country. The new mobile newspaper with the customized weather service brings the added value to our readers that they appreciate. We're planning to extend the scale of our mobile services in the future," comments Jussi Martikainen, managing editor of Maaseudun Tulevaisuus.

"The rapidly expanding supply of news and entertainment puts a pressure on media brands to really focus on the relationship that they have with their audiences. Extending their brands through mobile devices gives them an opportunity to be present in the daily lives of their target groups. The combination of familiar, high-quality content with exceptional mobile usability adds true value to people on the go," explains Tero Hämäläinen, CEO of Conmio.

[http://www.maaseuduntulevaisuus.fi/en\\_GB/](http://www.maaseuduntulevaisuus.fi/en_GB/)

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