

# Cyber cafes transform into new advertising media

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Cyber cafes are access points for 36% of India's internet users. And on an average a user logs in and uses the public machine for 45 minutes. An internet media start-up believes that the cyber café terminals can be

and head sales, Maninder Gill, co-founder and head technology: They have got Sequoia Capital to back the idea with first round of funding of \$5 million and are rapidly rolling the business across the country and expanding the advertising media opportunities. Alok Kejriwal is mentoring this outfit. Over 75

out to a currently untapped audience in cyber café users, explains Desai. On one hand ideacts is promising eyeballs and response to advertisers while on the other the cyber cafes are being assured of additional revenue stream to make

their business more viable. There are over two lakh cyber cafes in the country. Desai says this kind of a business have never been done before and has generated excitement amongst cyber cafes as they get a share of this advertising revenues.

Currently they are targeting about 4,000 non-branded cafes in the top eight cities, which account for 50% of the internet users base in the country. This will be done with Clinck, an active desktop application targeted at the shared internet access

space. The Clinck software is installed on the cybercafe desktops which splits the screen into two with the basic utilities and browser on the left of the screen. The remaining part of the screen is used as advertising

space to run three campaigns. Clinck hides the operating system desktop and becomes the only interface to world wide web for a cyber café user and organises the cluttered desktop. A technology backbone that allows an advertiser to measure

the response to their communication - daily online live reports on ad related information. Desai says they have recorded higher click through ratios (CTRs) of 3.9% compared to industry average of 0.5% CRTs.

## NEW MEDIA

Cyber cafe to be an attractive alternative media for advertising

Ideacts Innovation Pvt Ltd has floated a company around this idea

Currently about 4,000 non-branded cafes in top eight cities will be targeted



monetised. The desktops that these net surfers use can become an attractive alternative media that advertisers can tap to reach out to their target audience. It is around this idea that Ideacts Innovation Pvt Ltd has floated a company and the young promoters are Rudrajeet Desai, co-founder and CEO, Saurabh Khullar, co-founder

brand campaigns have been run by advertisers such as Cadbury, Perfetti, Naukri, MakeMyTrip, Dell, Yahoo, Guruji, Radio Mirchi, Lenovo and eBay and they are checking out this new media platform. The desktop becomes a medium to display advertisements in an interactive format allowing advertisers and marketers to reach

### ideacts innovations launches 'Clinck'

Internet media company, ideacts innovations, on Wednesday announced the launch of 'Clinck', an internet media platform targeted at the shared internet access space. Clinck is targeted towards white labeled cyber-cafes which is the access point for 36% of India's internet users, ideacts innovations' Co-Founder and CEO, Rudrajeet Desai, told reporters. The company has received its first round of funding of \$5-million from Sequoia Capital. The company has Sequoia Capital India's Senior Advisor, R Ramaraj, and Sequoia Capital India's Operating Partner, Mohit Bhatnagar, on its Board of Members. Clinck is an active desktop application that provides utility for users, entertainment and information.