



THE NOW-COOK CATALOGUE

ENRICH YOUR MOBILE PRESENCE WITH OUR FREE-TO-USE LIBRARY OF QUALITY MOBILE RECIPE CONTENT

About Now-Cook

m.now-cook.com

Now-Cook is a mobile site promoting everyday eating, a collection of recipes for simple food that is easy to prepare and quick to cook. It is aimed at anyone who enjoys good food eaten informally, and should particularly appeal to those who lack the time to cook it.

Now-Cook enjoys the distribution strength of BuzzCity's portfolio of mobile services and in turn offers our partners diversified distribution and growth.

The Now-Cook Catalogue

The Now-Cook Catalogue allows you to set up your own FREE mobile recipes site – instantly! The resulting site promotes your brand or service alongside enticing recipes from the m.now-cook.com mobile internet site.

Features and Tools

You are able to:

- Customise and brand your mobisite (specifying URLs, logos, titles and colours).
- Select the individual recipes / categories of recipes that you would like to offer, from the full range currently listed on m.now-cook.com.
- Specify the countries and regions in which your new site will be displayed.
- Upload content easily using our content management system.
- Access real-time comprehensive reports that allow you to understand your customers better.

How it Works

- We host and maintain all content at no cost, with free ongoing support and assistance.
- We provide you with instant reach into our rapidly growing global audience of mobile internet users.
- Your brand is displayed alongside quality recipes sourced from top publishers and content partners worldwide.
- Depending on the level of customisation required, your site can be customised and uploaded in as little as 30 minutes.
- Now-Cook supports 100% of mobile internet-enabled handsets globally.

FAQs on the Now-Cook Catalogue

1. Why is BuzzCity offering the Now-Cook catalogue?

By publishing your own catalogue, you give your target audience a range of free and delicious recipes, accessible in the kitchen, in the supermarket, and on the go – thereby promoting your brand or service. You gain access to a large global audience that is otherwise expensive to reach – all at no cost. You also earn revenue from the advertising displayed on your new site.



For us, Now-Cook is an important site in the BuzzCity advertising network. By establishing your own catalogue, you generate additional traffic and ad revenue for our ad network, which allows us to offer this service to you for free.

2. Who do we work with?

We work with operators / mobile networks, handset manufacturers, content providers, food and FMCG brands, and independent or commercial media portals looking to enrich their content offering.

3. How do partners benefit?

Apart from promoting your brand or service alongside enticing free content, you will earn a percentage of the revenues generated from the ads that appear on your site. Standard publisher rates apply – 65% to partners, 35% to Now-Cook. Please view our standard publisher agreement for full details.

4. Can I choose the content that I publish?

Yes, you can choose the specific recipes (or categories of recipes) to go live in your catalogue.

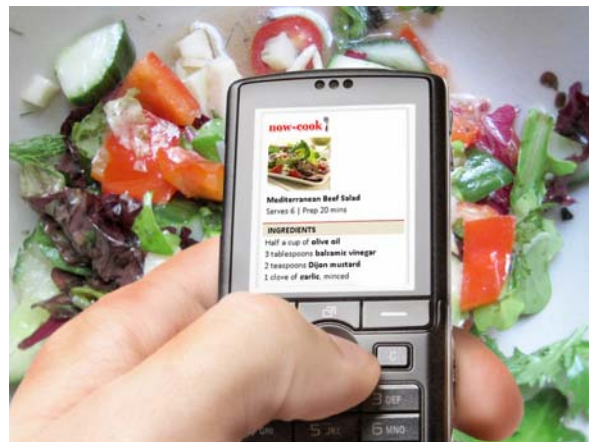
5. How do I get started?

- a. Register on www.buzzcity.com and select the 'Now-Cook Catalogue' tab (here's the navigation path: Login > WAPmaster > Now-Cook Catalogue).
- b. Customise your site (logos, URL, colours content, etc), and then publish.
- c. Log on to <partnername>.now-cook.com with your login credentials to view reports and choose existing recipes, or upload new ones.

OUR CONTENT PARTNERS

This is a sample of international partners who have contributed to our library of quality mobile gig and event listings.

- Foodista
- For the Love of Cooking
- Guardian News & Media Ltd
- India Today
- Nestlé
- Nibbledish
- RecipeSource
- Weigh Less



NEED MORE INFORMATION?

Please contact **Michael de Souza** at +65 6395 3749 or michaeld@buzzcity.com.

Further information is also available via your local Buzzcity account manager, and our website, www.buzzcity.com.