



mobile
multimedia



V-Mark
Mobile Content Distribution

Internet Web 2.0 revolution

Users communicate through content- Huge success

The logo for Friendster, featuring a smiley face icon followed by the word "friendster" in a lowercase, sans-serif font.

Aims to make the world a smaller place by bringing the power of social networking to every aspect of life, one friend at a time- **30 million members**

The YouTube logo, with "You" in black and "Tube" in white on a red rounded rectangle background.

Is a place for people to engage themselves in new ways with video by sharing, commenting on, and viewing videos - **more than 70 million videos on the site daily**

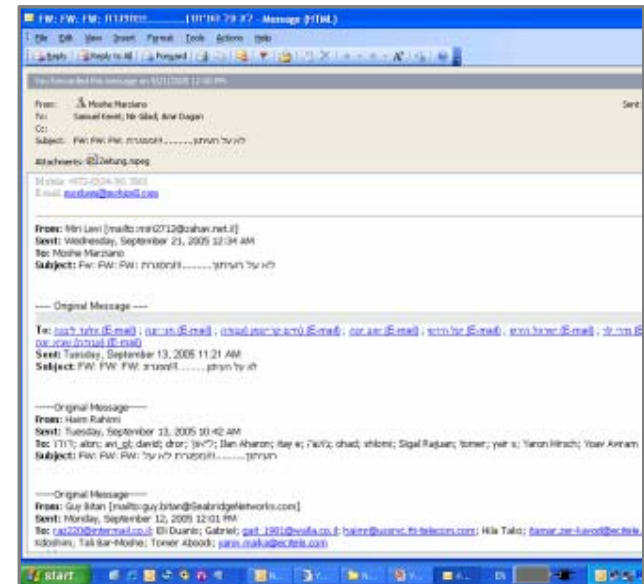
Business model: Advertisement and sponsorship

The logo for Tribe, with the word "tribe" in a bold, lowercase, orange sans-serif font.The logo for Myspace.com, featuring a blue square with white icons of three people and the text "myspace.com" and "a place for friends" below it.The logo for Metacafe, with the tagline "discover the world's best videos" above the word "Metacafe" in a blue sans-serif font.The logo for Flickr, with the word "flickr" in a blue sans-serif font and "GAMMA" in small letters above the "r".The logo for Digg, with the word "digg" in a white sans-serif font on a blue square background.The logo for Pandora, with the word "PANDORA" in a blue, all-caps, serif font.The logo for BakeSpace, with the word "BakeSpace" in a pink, cursive font and a cupcake icon between the words, and the tagline "a place for cooks and bakers" below it.The logo for eBuddy, with a blue square containing a white robot head icon and the word "ebuddy" in a blue sans-serif font.

Multimedia ⇌ Innovation ⇌ Delivered

Viral distribution happens today - in your own email Inbox

- How many **cool, fun contents** do you receive to your E-Mail on a daily basis?
- From a recent study by Sharpe Partners*
 - **89%** of the internet users share content with others via email
 - **75%** of the respondents in the survey are forwarding content to up to six other recipients at a time
- Users **share** great pieces of content with their friends and family, on a daily basis...



* Interactive Marketing Agency, U.S

The mobile opportunity

Web sharing



+

Email sharing



=

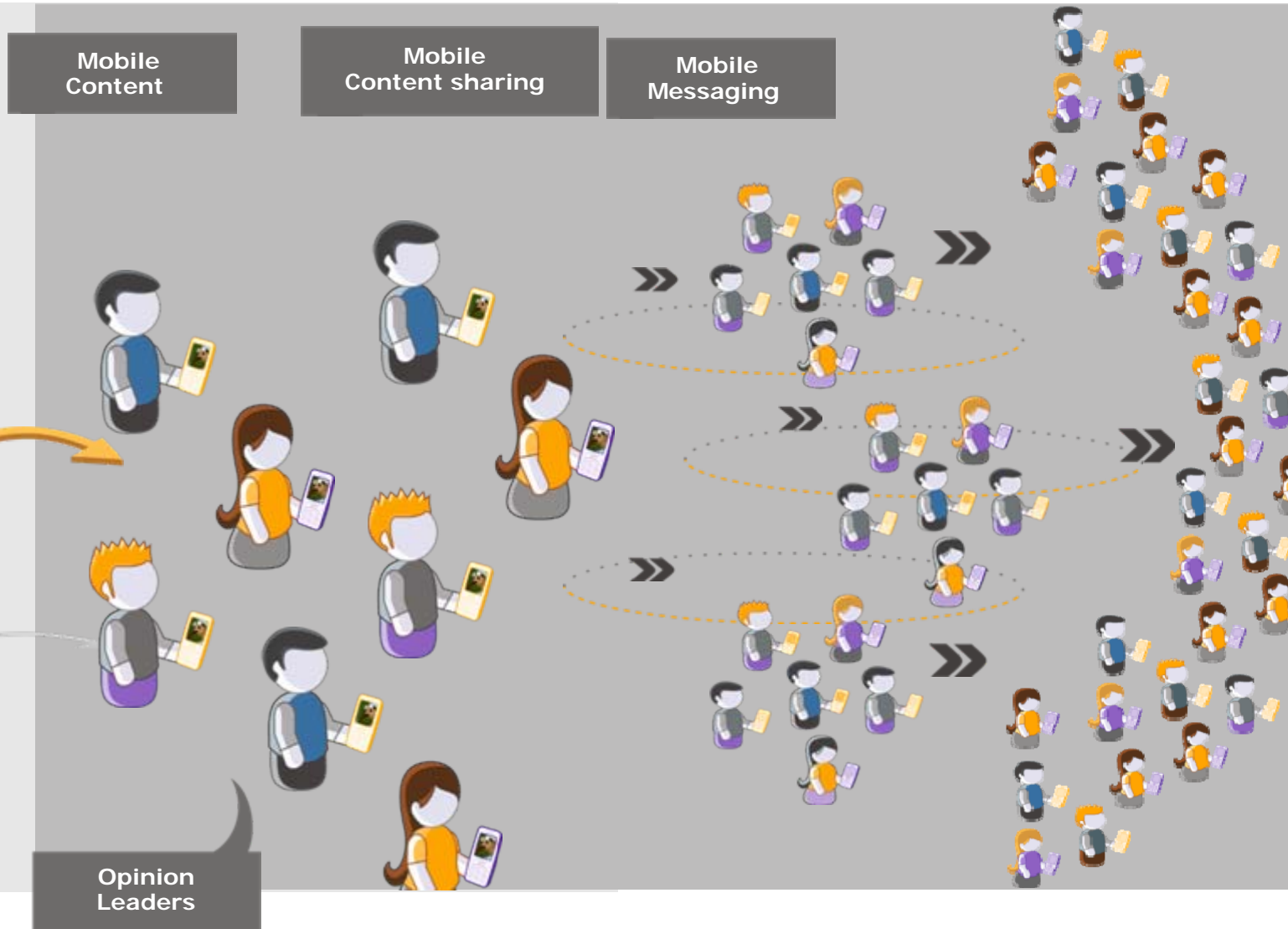


- The mobile potential is **huge**
- Combine the power of community and messaging
- Leverage millions of active mobile users
- Create new services and revenue streams

It CAN be done on mobile

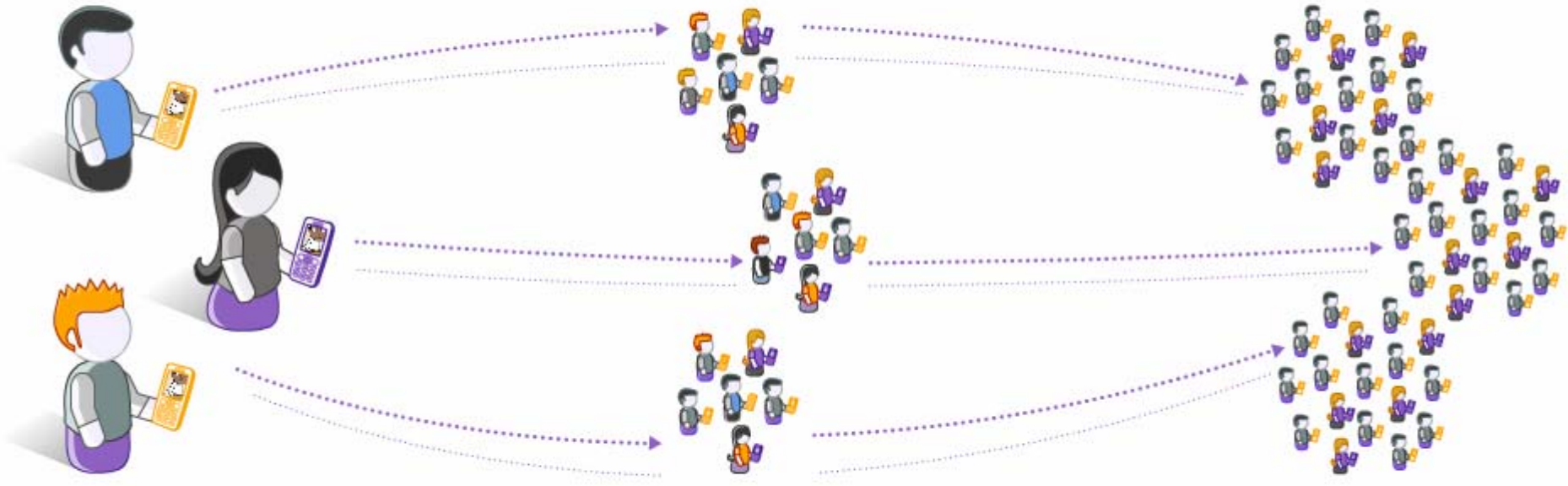
Multimedia ⇌ Innovation ⇌ Delivered

The Viral Concept



Multimedia ⇌ Innovation ⇌ Delivered

Fun2Share – Service Model Flow - WAP



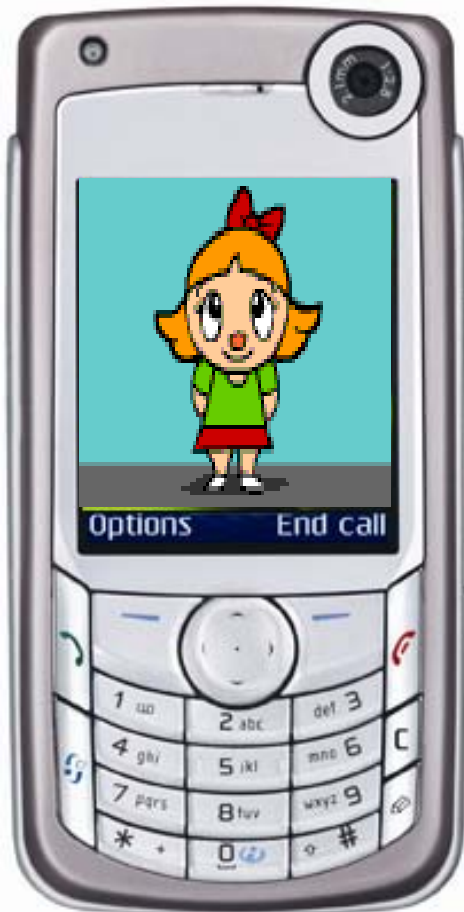
START DEMO AGAIN

Multimedia ⇄ Innovation ⇄ Delivered

User experience

» Slide 1:
Teaser for sharing

» Slide 2:
Promoting the service



Multimedia ⇄ Innovation ⇄ Delivered

Business values of V-Mark - Highlights

A complete solution for definition, distribution, tracking and analysis of viral content programs allows you to:

- **Create** a sharing community based on areas of interest and more
- **Encourage** users to share and drive multimedia growth
- **Use** the viral effect to promote new services and products
- **Involve** advertisers and sponsors
- **Enhance** your CRM information & service personalization based on users' actual preferences of content type and format

- Increase MMS usage and revenues
- Grow alternate revenue sources from sponsors and advertisers

Multimedia ⇌ Innovation ⇌ Delivered



Appealing Viral Content is essential

POWERFUL CONTENT

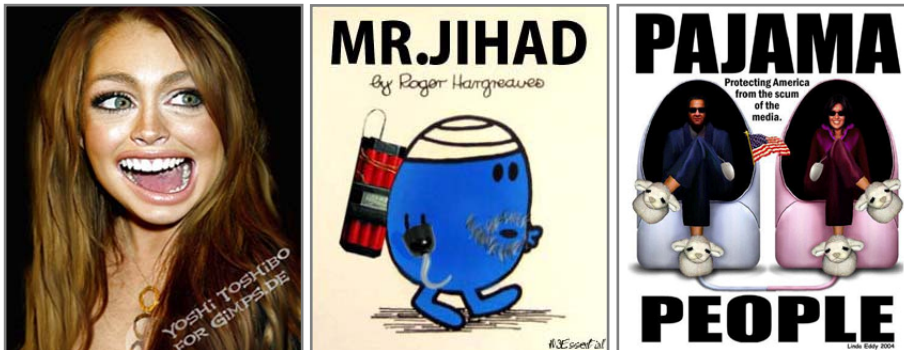
is the key for viral success



EMOTIVE and CULTURALLY RELEVANT content is crucial



UGC – User Generated Content



MOBILE ADVERTISEMENT
Could be also viral...



Multimedia ⇌ Innovation ⇌ Delivered

I like it - video

MMS 1. COVER (IMG)



2. CTNT DESCRIPTION

Discover the real truth about the disappearance of the dinosaurs...

3. CONTENT



 (video attached)

4. CALL TO ACTION

Do you like it ?

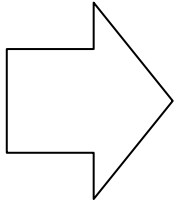
Forwarding this MMS to 3 friends of yours, you can download a video and get a chance to win an ipod

5. INSTRUCTION

How to forward ?

Press Menu >
Forward > OK

AFTER 3 FORWARDS



SMS

Congratulations! You have won an Ipod !!!

Call this number XXX to receive your prize!

At 3rd forward the user receives an SMS with instant win results

Multimedia ⇌ Innovation ⇌ Delivered

La ragazze di TIM - Images

MMS 1. COVER (IMG)

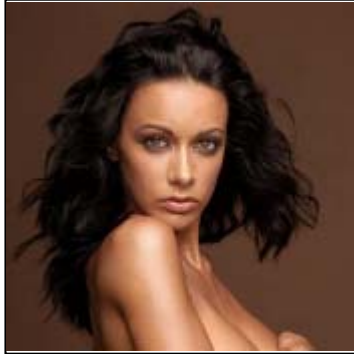


2. CTNT DESCRIPTION

NAME:
Melita Toniolo

Height > 1.68 m
Weight > 47 kg
Measure > 92/61/89
Size > 38
Hair > dark
Eyes > blu

3. CONTENT



4. CALL TO ACTION

Do you like Melita ?
Help her to win TIM
Girls Beauty Contest!

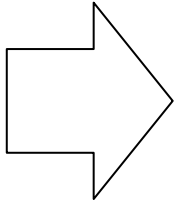
How ? Forwarding this
MMS to 3 friends ! If
you help her you also
get 3 more exclusive
photos.

5. INSTRUCTION

How to forward ?

Press Menu >
Forward > OK

AFTER 3 FWARD



MMS

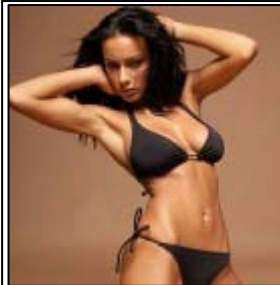


1. TXT

You are helping
Melita to win the
contest.

So..Only for you,
here are 3
exclusive photos
by Melita

2. CONTENT (x3)



3. CALL to ACTION

Go to TIM Wap Site
and find the full list
of TIM Girls...

[http://....](http://...)

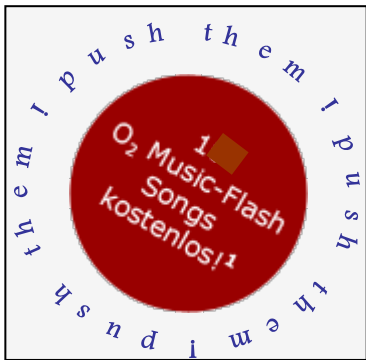
At any batch exceeded, the user receives the new photo by MMS

Multimedia ⇌ Innovation ⇌ Delivery

Viral music by O2

VIRAL MUSIC

MMS: 1. COVER (IMG)



2. CTNT DESCRIPTION

Free for you the preview of the next single of **MS Dynamite**

TITLE:
"Judgement Day"
Album Judgement Days

3. CONTENT



4. CALL TO ACTION

Forwarding this MMS to friends, you'll get the new truetone at a special price from here <link O2 Music Shop>

5. INSTRUCTION

How to forward?

Press Menu > forward > OK

 (preview attached)

SMS

VIRAL MUSIC:

By Clicking on the following link, you get for free the full track of **MS Dynamite** last album

WAPPUSH

Http://.....

AFTER 3 FWARDS




At 3rd forward the user receives a wap push to download the fulltrack


Multimedia ⇌ Innovation ⇌ Delivered

White label WAP portal

PUSH THEM !


Germany 2006 special

 FORWARD IT TO 3 FRIENDS AND DISCOVER IF YOU HAVE WIN OFFICIAL GERMANY FOOTBALL >> **OK**

VIRAL MUSIC

 **Negramaro – Estate**
 Forward to 3 friends to win a ticket for the show >>
 forward: 567


Find out all "music" contents >>

faces4mobile

 .. The more you forward me the more I get hot.. The more I get hot the more I get undressed... >>
 forward: 876

Find out all "faces4mobile" contents >>

I LIKE IT

 Pirlo – Grosso – Grosso Grosso – Grossooooo >>
 forward: 1.528


Find out all "I like it" contents >>


PUSHERS HALL

INBOX


Real music to be downloaded for ... provided you share them with your friends !

VIRAL MUSIC

 **NEGRAMARO - ESTATE**
 Fward to 3 friends to win a ticket for the show >>






 **TOMMY VEE SUMMER06**
 Download it for , promised you share them with your friends .. >>

 **MASH UP # 5**
 From DJ Molella consolle, "Sorry – Love last forever" >>

 **SIAMO UNA SQUADRA FURBISSIMI**
 Trash anthem from Checco Zalone >>

Even on mobile they remain sexy...


faces4mobile


-  **Monica**
 forward: 876
 Next strip: 1.000
-  **Susanna**
 forward: 365
 Next strip: 500
-  **Lola**
 forward: 320
 Next strip: 500
-  **Veronica**
 forward: 210
 prossima scatto: 250
-  **Aria Giovanni**
 forward: 90
 prossima scatto: 100

il resto della classifica >>>

Coolest viral contents

I LIKE IT

 **CARESSA**
 Pirlo – Grosso – Grosso Grosso – Grossooooo >>

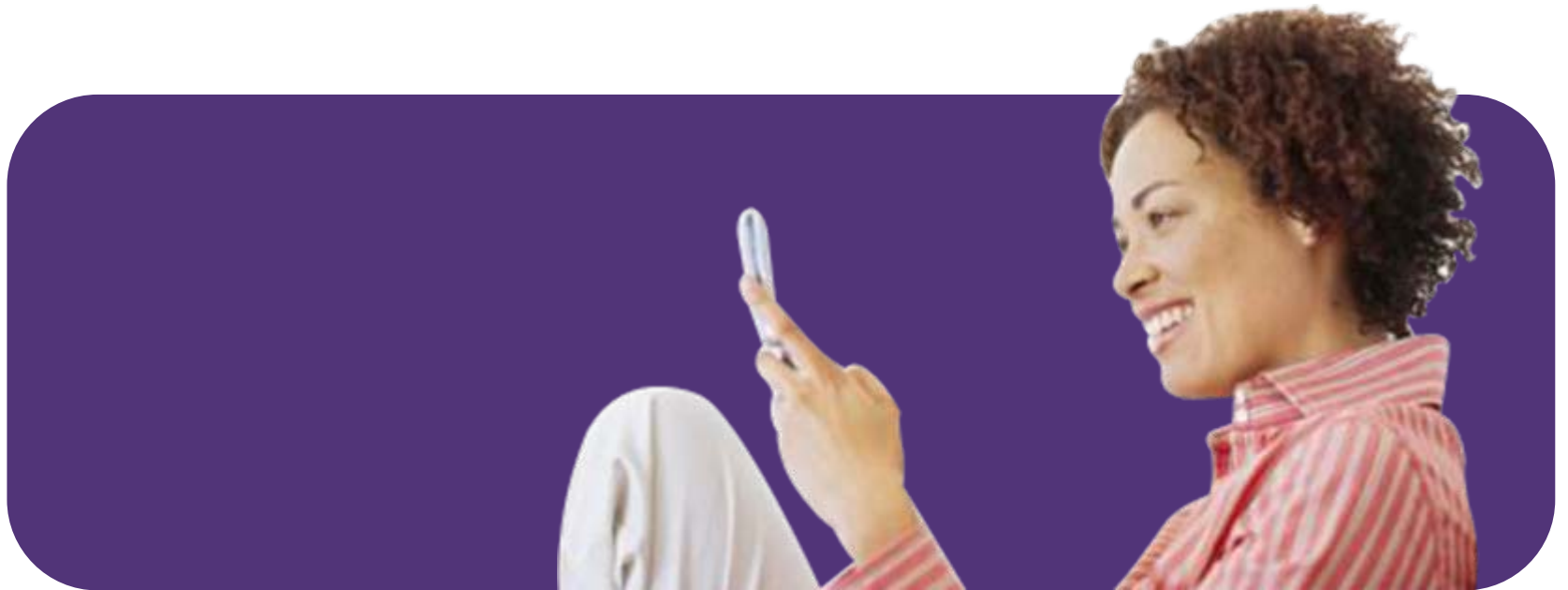
 **MOVIE TRAILER:**
 Fward it to 3 friends and you can win tickets for Spiderman3 preview >>

Leveraging on ADSEVER, rotation of most forwarded contents

More active users chart

Multimedia ⇌ Innovation ⇌ Delivered

Viral distribution services



Multimedia ⇌ Innovation ⇌ Delivered

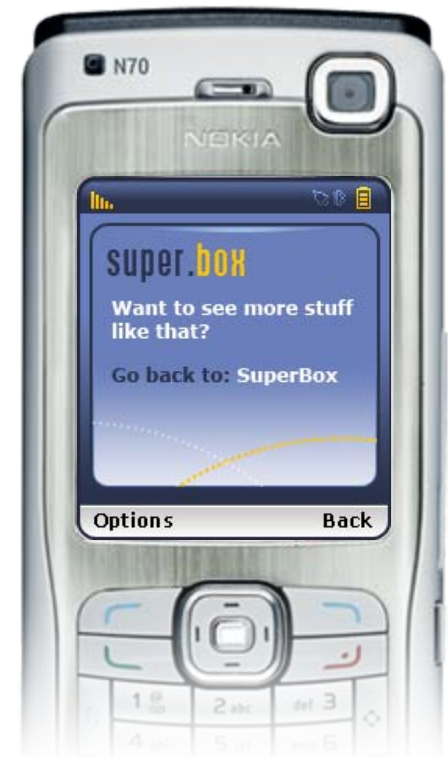
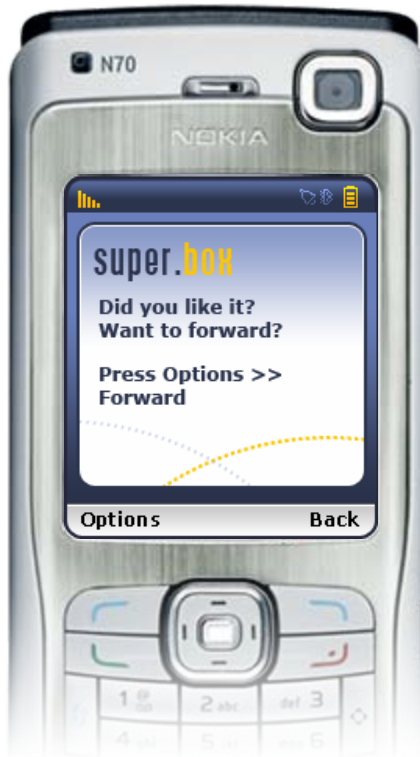
Viral user generated content (UGC)

Multimedia ⇌ Innovation ⇌ Delivered

UGC user experience

» Slide 1:
Teaser for sharing

» Slide 2:
Promoting the service



Forwarding instructions are personalized according to the receiver's mobile phone

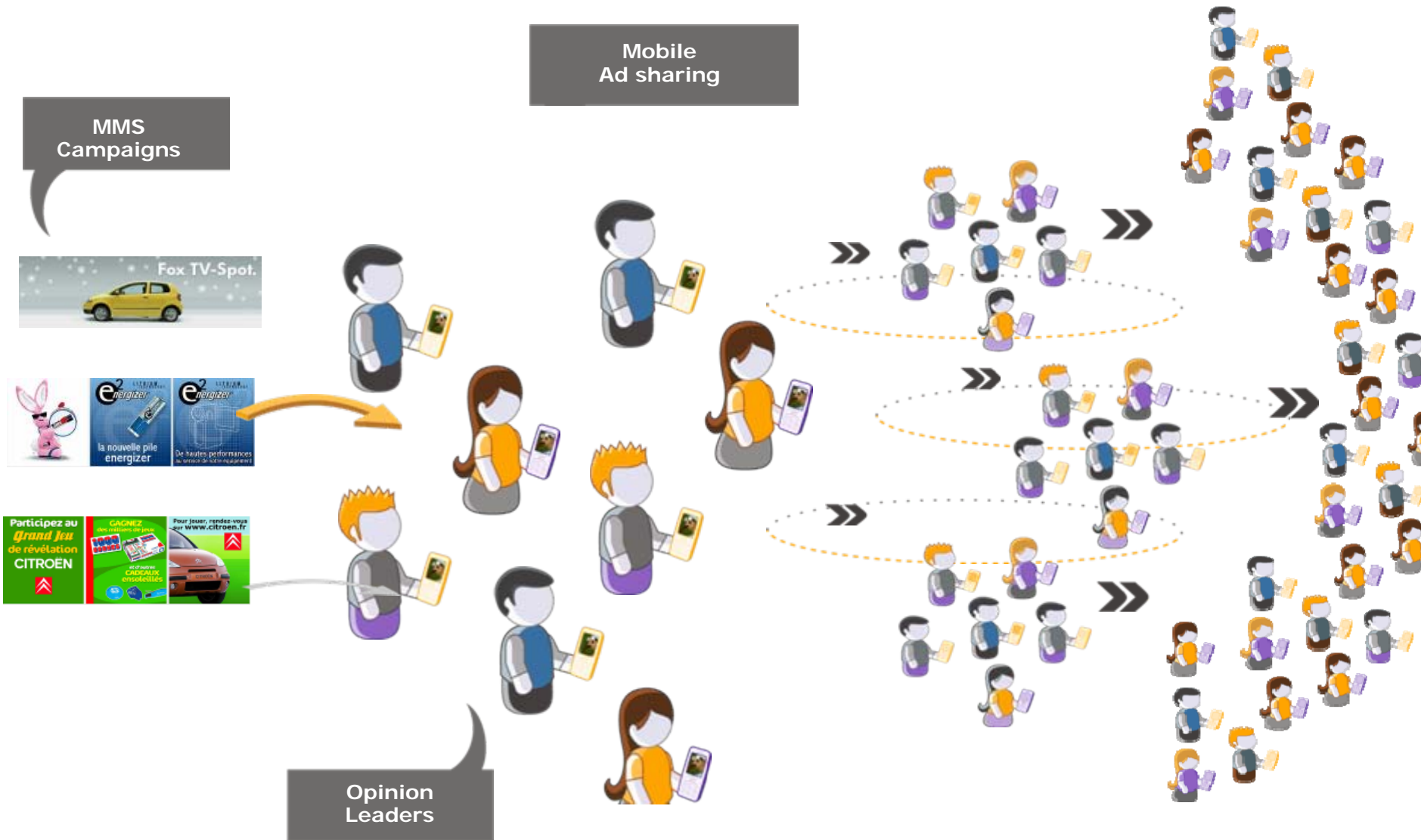
Multimedia ⇄ Innovation ⇄ Delivered

Viral Marketing Campaign



Multimedia ⇌ Innovation ⇌ Delivered

The viral effect in Mobile Marketing Campaigns

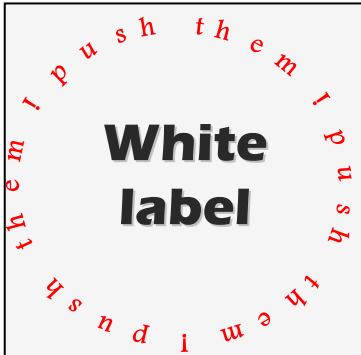


Multimedia ⇌ Innovation ⇌ Delivered

Mobile viral advertising

Viral ads - The ad is the viral multimedia item

MMS 1. COVER (IMG)



2. VIRAL SPOT



3. CALL TO ACTION

Do you like it ?
Forward this MMS to your friends! On <link> you can find more cool viral spots

4. INSTRUCTION

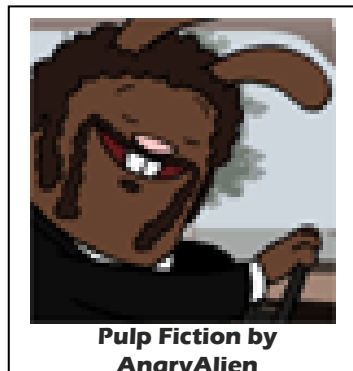
How to forward?
Press Menu >
Forward > OK

Sponsored Viral content – 3rd party is sponsoring viral content

MMS 1. COVER (IMG)



2. SPONSORED CONTENT



3. SPONSOR



4. CALL TO ACTION

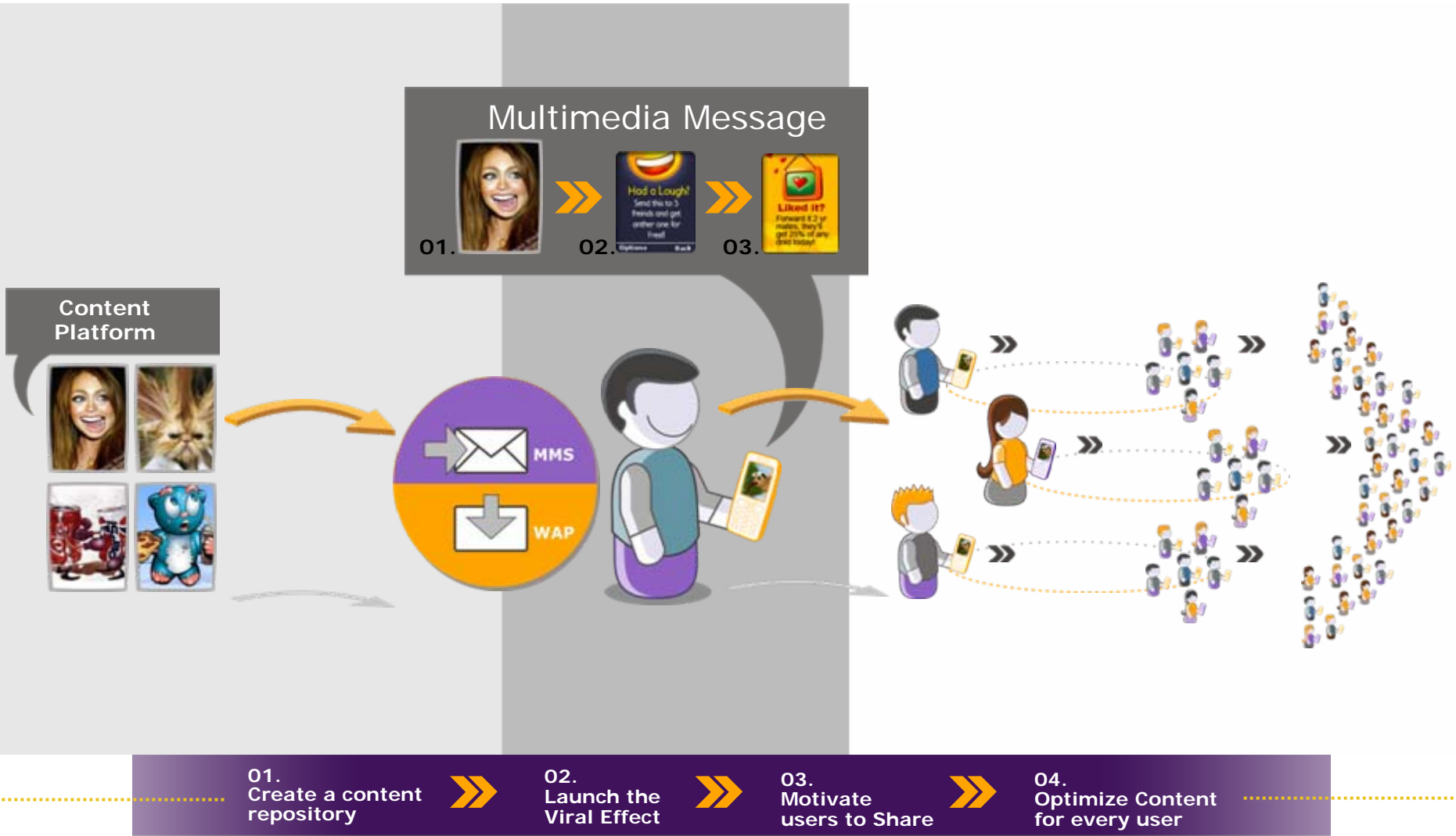
Do you like the video?
Send it to 3 friends and you will participate in the BMW X3 wining game.
At <link> you will find another suprise for you.

5. INSTRUCTION

How to forward?
Press Menu >
Forward > OK

Multimedia ⇌ Innovation ⇌ Delivered

The Viral Concept



Multimedia ⇄ Innovation ⇄ Delivered

V-Mark Solution



Multimedia ⇌ Innovation ⇌ Delivered

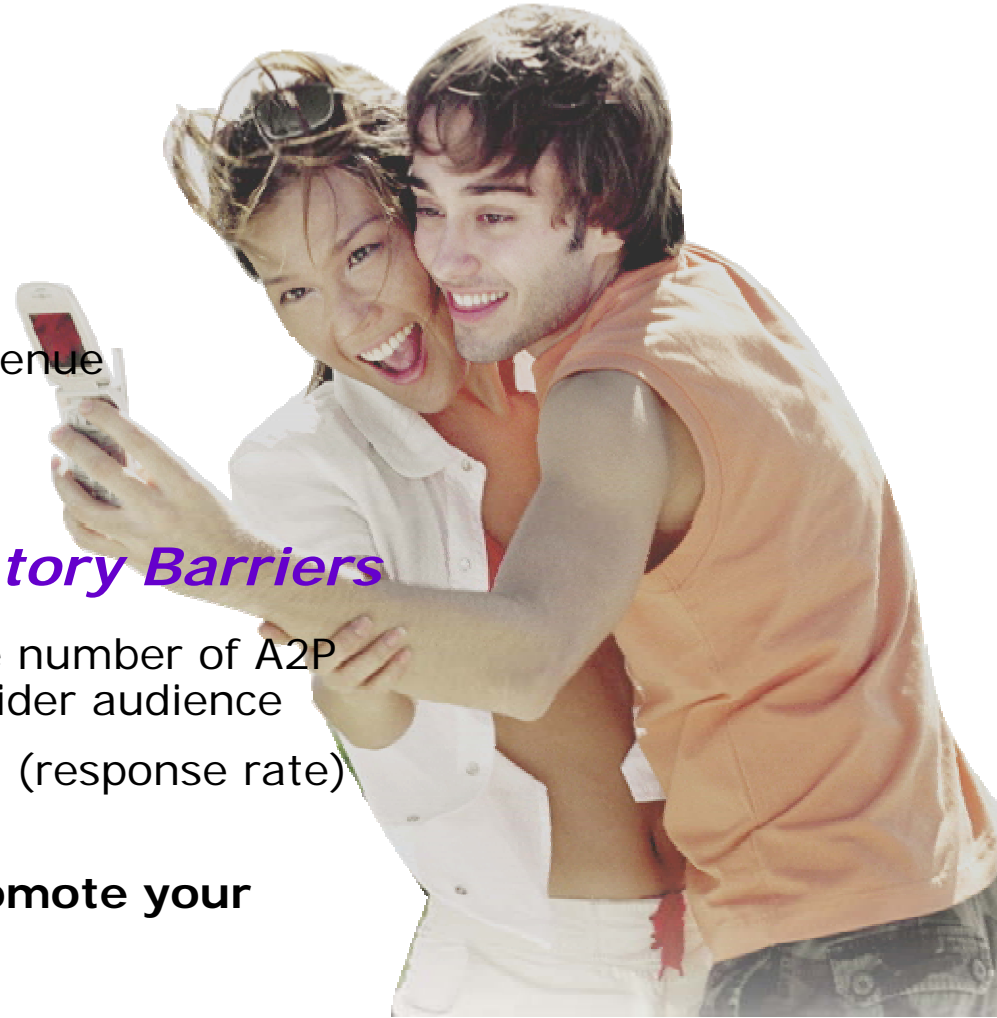
V-Mark Business Value - Highlights

■ *Revenue Boosting*

- Increase content revenue
- Generate more MMS Traffic
- Increase promotion-driven revenue

■ *Overcoming Local Regulatory Barriers*

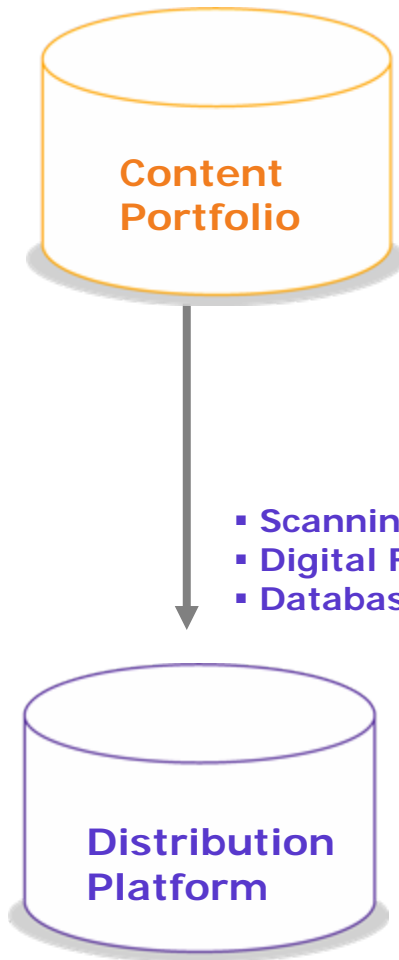
- **'Pyramid Effect'** - with the same number of A2P hits you reach an exponentially wider audience
- **P2P promotion** is more effective (response rate) than A2P
- **Enable your subscribers to promote your content**



Multimedia ⇌ Innovation ⇌ Delivered

V-Mark User and System Perspective

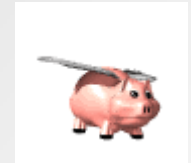
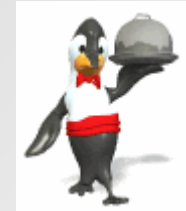
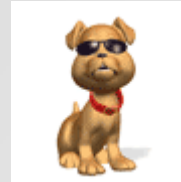
V-Mark flow



- Scanning
- Digital Fingerprinting
- Database Storing



Content provider uploads content items



Contenting Provisioning

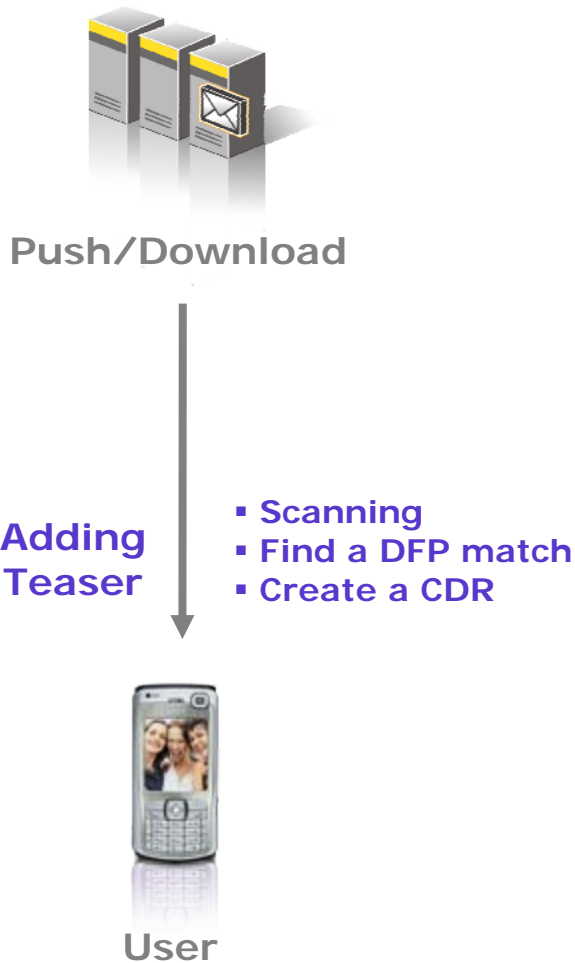
CMS API

Web Gui

Multimedia ⇌ Innovation ⇌ Delivered

V-Mark User and System Perspective

V-Mark flow



Sarah selects content from a WAP portal

V-Mark

Germany 2006 special
FORWARD IT TO 3 FRIENDS AND DISCOVER IF YOU HAVE WIN OFFICIAL GERMANY FOOTBALL >>

FREE VIRAL MUSIC

Negramaro Estate
Forward to 3 friends to win a ticket for the show >>
forward: 567

Find out all "free music" contents >>

FACES4MOBILE

.. The more you forward me the more I get hot.. The more I get hot the more I get undressed... >>
forward: 876

Find out all "faces4mobile"contents >>

I LIKE IT

Pirlo – Grosso – Grosso Grosso – Grossooooo >>
forward: 1.528

Find out all "I like it" contents >>

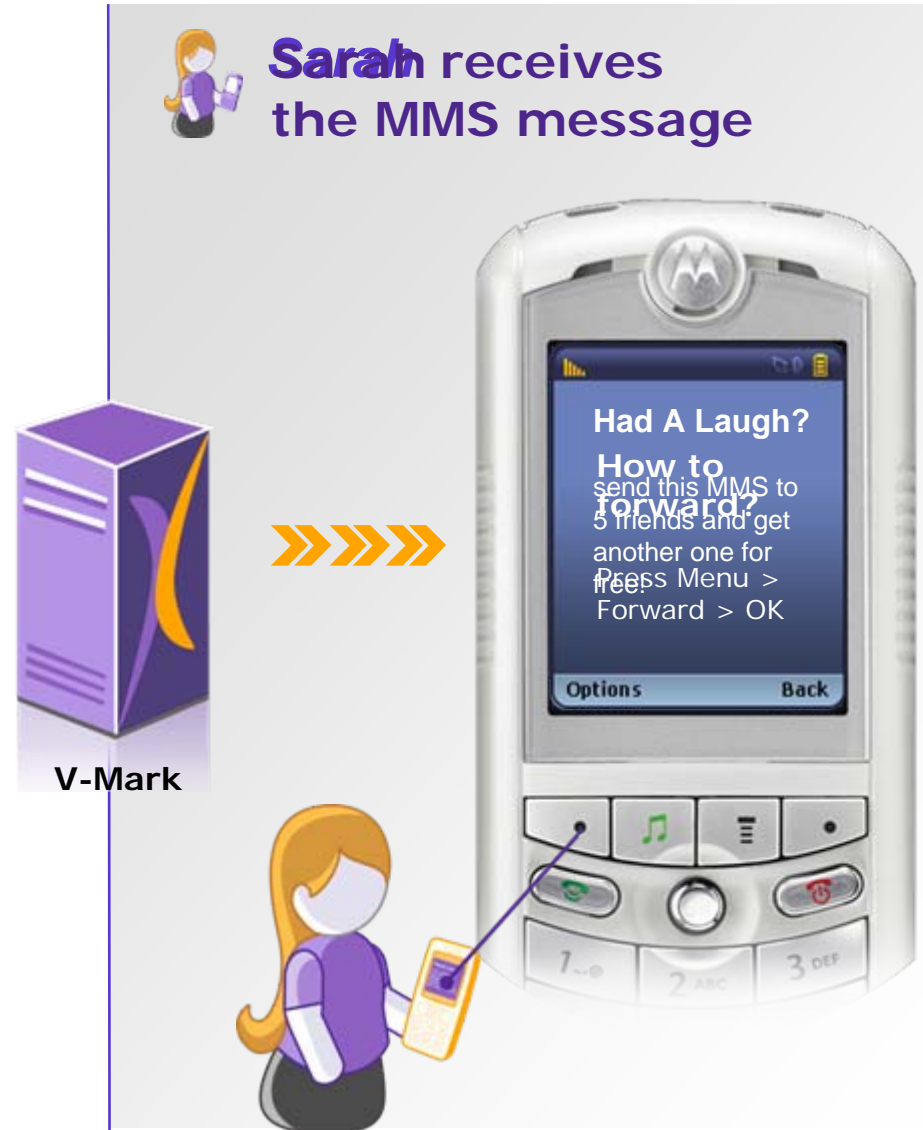
PUSHERS HALL

INBOX

The diagram shows a user named Sarah selecting content from a WAP portal. The portal displays various promotional offers, including a 'Germany 2006 special' with a 'NEW' badge and an 'OK' button, 'FREE VIRAL MUSIC' featuring 'Negramaro Estate', and 'FACES4MOBILE'. At the bottom, there is a 'PUSHERS HALL' section with an 'INBOX' icon. A central server rack labeled 'V-Mark' is connected to the user's mobile phone.

Multimedia ⇌ Innovation ⇌ Delivered

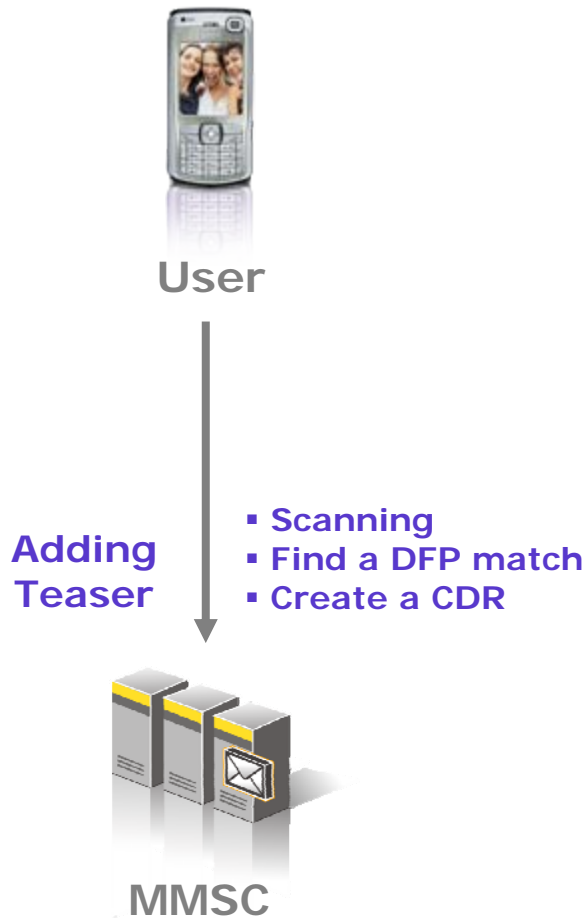
V-Mark User and System Perspective



Multimedia ⇌ Innovation ⇌ Delivered

V-Mark User and System Perspective

V-Mark flow



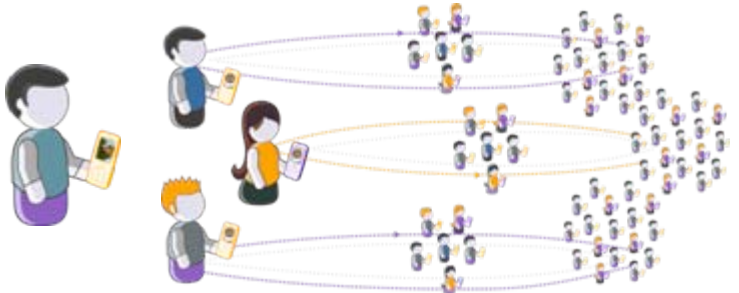
 **Sarah** shares the content with a friend



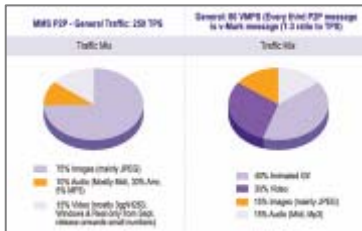
Multimedia ⇌ Innovation ⇌ Delivered

V-Mark User and System Perspective

V-Mark flow



Dan receives the MMS message



Most Popular Content: Last 30 Days

MSISDN	Number of Downloads	Total Messages Downloaded by Subscribers (Year 2007)	Preferred Source Method	Preferred Content Category
+44 77041881	27	1,392	Download from portal	Spill
+44 77041881	26	1,208	Download from portal	Entertainment
+44 782399261	25	1,209	ADP MMS	Comics/cartoon
+44 782399261	22	819	Download from portal	Entertainment
+44 782399261	22	1,214	Download from portal	Adults
+44 77041881	19	811	ADP MMS	Entertainment
+44 782399261	18	832	ADP MMS	Entertainment

CDR

Multimedia ⇌ Innovation ⇌ Delivered

Key success factors

Content management

- Content licensing
- Content production and aggregation
- Editorial work and distribution channels management

Community Management

- Activity analysis and report
- Promotions and reward management
- New services
- Advertisings management

Service Platform

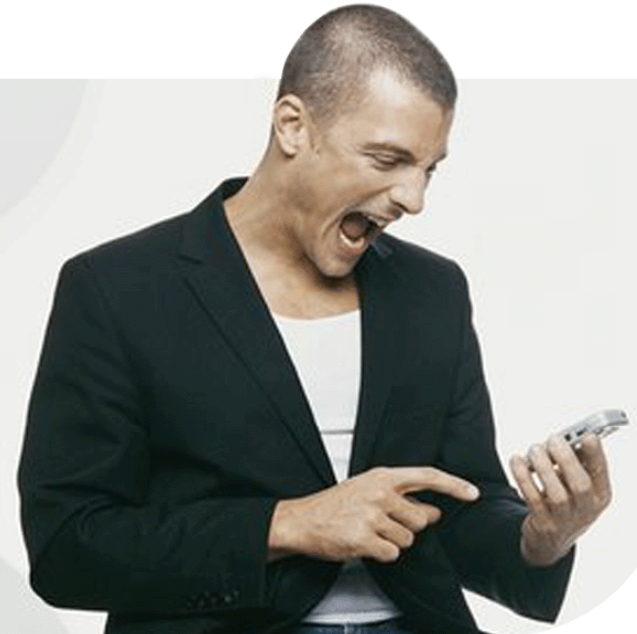
- Managing and monitoring system
- Campaign and reward schemes
- Advertisements schemes
- Content optimization



Multimedia ⇌ Innovation ⇌ Delivered



mobile
multimedia



Thank You

Alex Tseitlin

Regional Sales Director, Russia&CIS

T. +972 9 776 0608

M. +972 54 4843287

Russian .M +7 926 6251907

alex.tseitlin@mobixell.com