# *Ramping Up Content Revenues*

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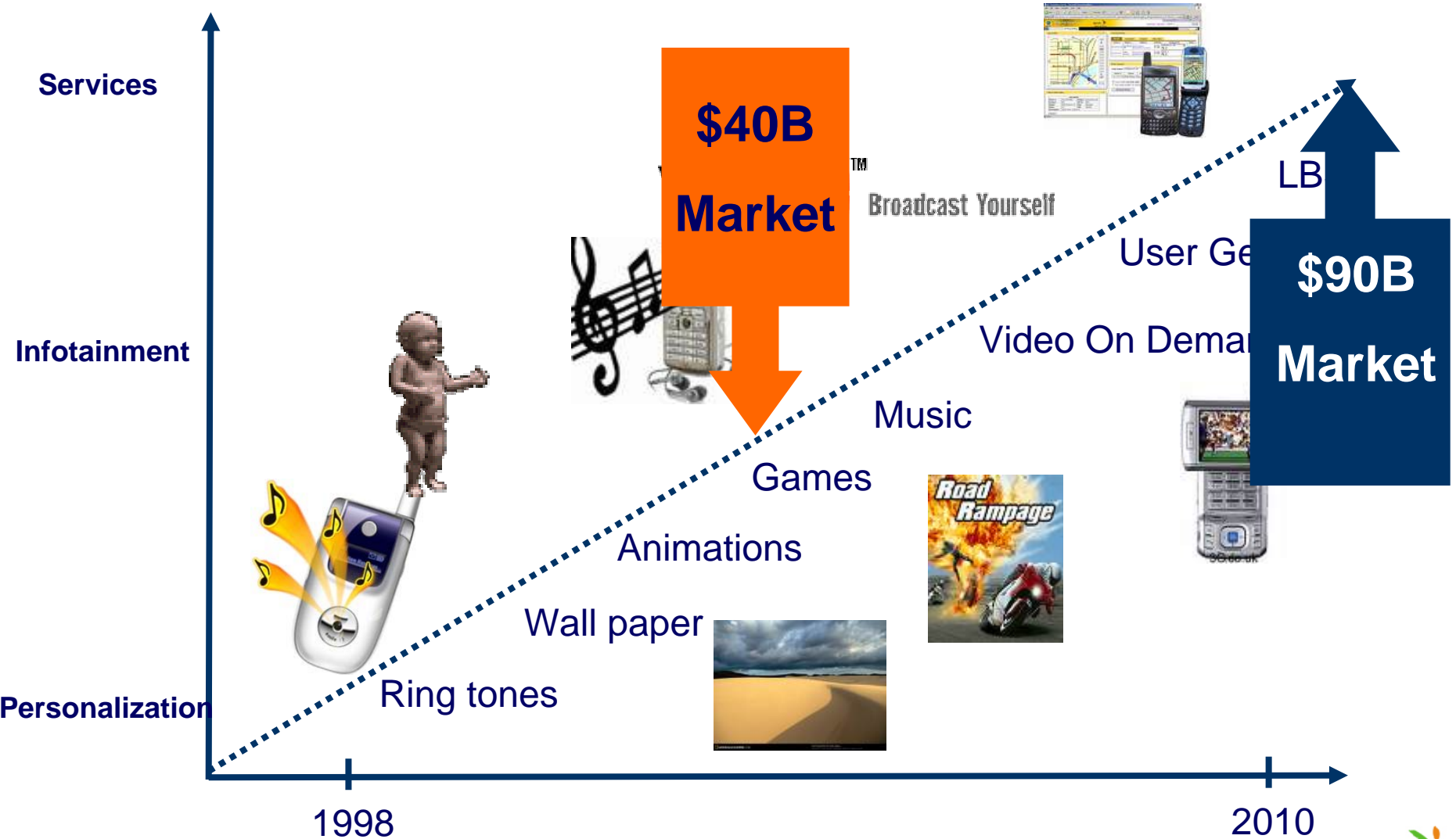Total Communication comes to life

# Comverse

- **The world's leading provider of software and systems that enable network-based multimedia enhanced communication, content and billing services**

- **Over $1B revenue, 5000 employees, offices in 41 countries**

**COMVERSE**

# About Comverse



**Content is in the Core of the Comverse Offering**

# Content is Big Money and Growing!

**Services**

**$40B Market**

**Infotainment**

Broadcast Yourself ™

User Ge...

Video On Deman...

**$90B Market**

LB

Music

Games

Animations

**Personalization**

Wall paper

Ring tones

1998

2010

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# Mobile Content Trends

- **Mobile TV - EPG**

- **Advertising / Promotion**

- **Self-Generated Content**

- **Cross-Sell and Up-Sell**

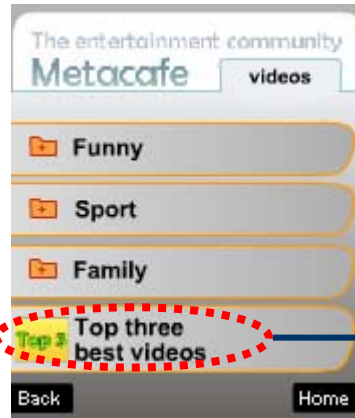- **GPS Inside – LBS Services**

- **Search**
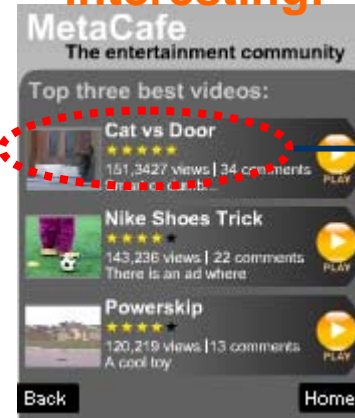
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# User Generated Content Service Flow

**Lets see what kind of content is available? They have Metacafe!**

**Oh, categories. Top three?**

**Cat Vs. Dog seems interesting!**

**And I can send to a friend and add comments also…**



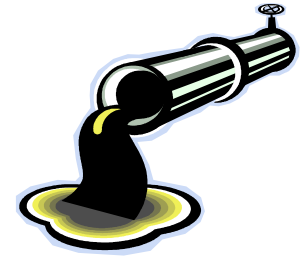**S** Karin wants to break her routine – user generated content looks like a good choice

**E** Now I can get back to work…

# Mobile Content Trends

- **Subscription Services**

- **Data Flat Rate – Bit Pipe**

- **Standardize Devices**

- **Micro Payments**

- **WWW.BMW.MOBI**

- **D2C – Big internet/media brands mobilizing their offering**
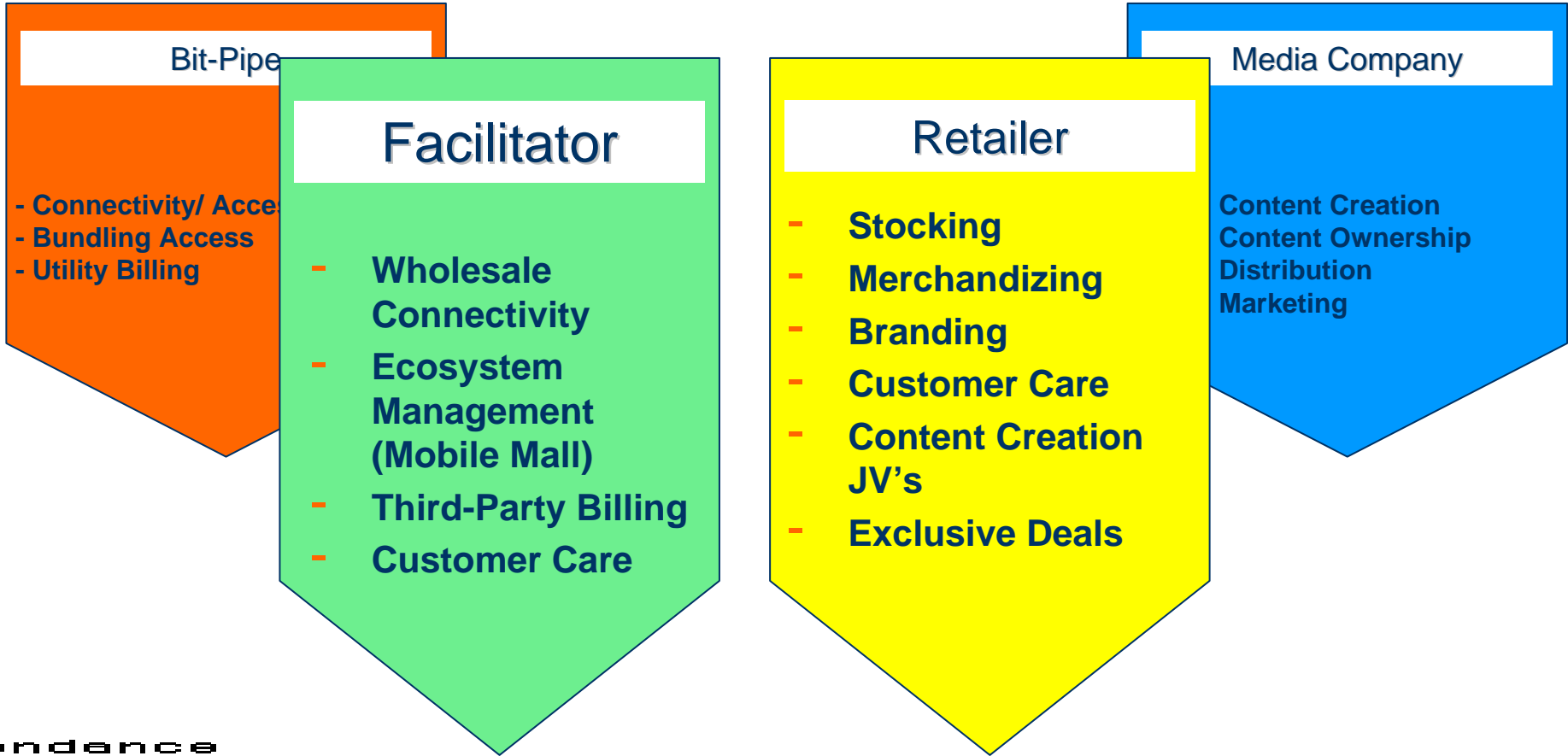
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# Operators Challenges

- **Avoid becoming a bit pipe!!!**
- **Handle the growing complexity of managing content services**
- **Shorten time-to-market for new content services**
- **Prevent revenue leakage (8-30%!)**
- **Leverage customer ownership**
- **Ensure content quality**
- **Customer care**

**Rapid content growth raises serious challenges**

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# Optional Operator Strategies

## Bit-Pipe

- Connectivity/ Access
- Bundling Access
- Utility Billing

## Facilitator

- Wholesale Connectivity
- Ecosystem Management (Mobile Mall)
- Third-Party Billing
- Customer Care

## Retailer

- Stocking
- Merchandizing
- Branding
- Customer Care
- Content Creation JV's
- Exclusive Deals

## Media Company

Content Creation
Content Ownership
Distribution
Marketing

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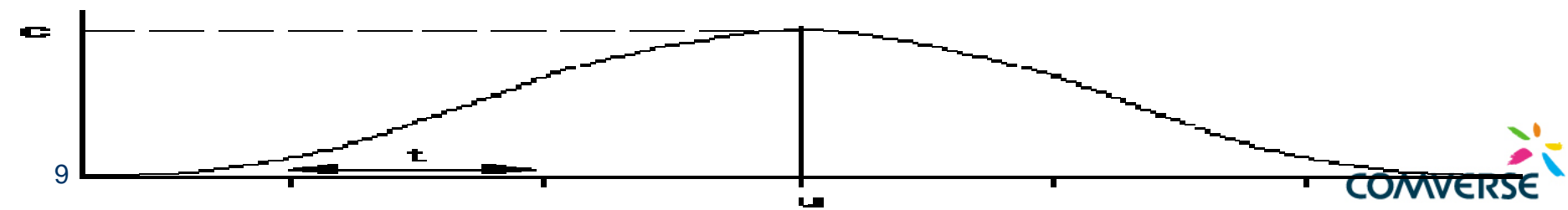
# The Need

## Content Delivery Solution

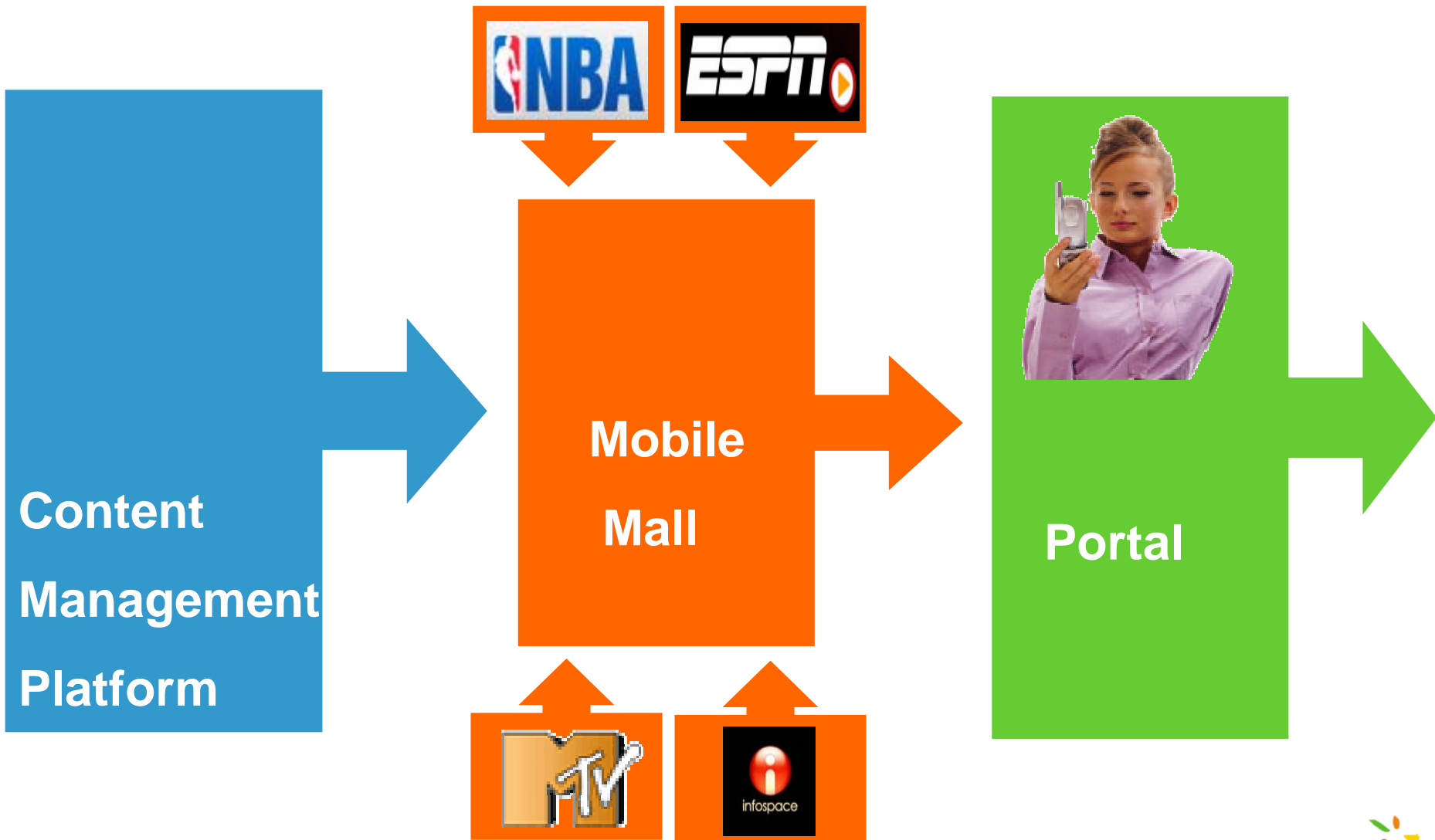Maximize content revenue growth by implementing an end-to-end solution for the introduction, promotion, delivery and management of multimedia content services to mobile subscribers.

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# The Solution



Content Management Platform

Mobile Mall

Portal

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# Mobile Mall Solution

## Reliable and flexible solution to mange the content services environment

- **Partner relationship manager**
  - Service Creation – Multiple CPs, shorten TTM
  - Rating & Charging
  - Policies
  - Settlement & Reporting
- **Content billing**
- **Campaign manager**
  - Campaign creation
  - On- and off-portal

**Maximize Revenues**

**Shorten Time-to-Market**

**Simplify the Complexity**

**Prevent Revenue Leakage**

**Ensure Quality of Service**

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# Content Management Platform

## Comprehensive platform to manage the operator's own content store

- **Manage Content**
  - Content Batching
  - Flexible Workflow
  - Load Sharing
- **Merchandise**
  - Packaging
  - Pricing Management
  - Promotion Tools
- **Deliver**
  - Individualized Content Discovery
  - Targeted Discovery
  - Reliable Delivery

**Maximize Revenues**

**Shorten Time-to-Market**

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# Portal Solution

## Effective and friendly tool to build and manage the portal

- **Operator admin**
  - Storefront Management
  - Portal Personalization
  - Publish New Content
- **Self-provisioning**
  - Personalization
  - Self-Care
  - Favorites
- **Search**
- **Subscription**
- **Reporting**

**Maximize Revenues**

**Shorten Time-to-Market**

**Increase Brand Equity**

**Personalized Offering**

**Usability**

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# Solution Benefits

**Low Cost**
*Low cost introduction of new services*

**Fast**
*Short time-to-market for new services*

**Increase ARPU**
*Use cross-service promotion tools – RM*

**Eliminate Revenue Leakage**
*Detect fraud and corporate usage immediately*

**Easy to Use**
*All service configuration from a single location*

**Transaction Tracking**
*Smooth settlement, Customer care tools*

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# Comverse Content Solutions

**Services**

| Fun Dial | Avatars | Mobile TV | VOD | UGC | i-mode |

**SI**

**Content Solution Frameworks**

| Mobile Mall | CMP | Portal |

**More than 400 Content Professionals**

**Content Aggregation**

Agreements with Leading Content Providers

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# Thank you!

**Alex Drozdov**
**Business Development Manager**

Comverse

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# Comverse Value Proposition

## Comprehensive Solution

- **Provides an end-to-end Content Delivery Solution**
- **Simplifies management of content services**
- **Maximizes synergies between content services**

## Mobile Content-Centric Expertise

- **Planning, execution, growth**

## Flexible Implementation

- **Modular, pre-integrated, end-to-end solution**

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