



The platform powering multi-channel Mobile Advertising

Faced with declining voice revenues and having under-exploited the first SMS-based mobile marketing wave, Mobile Operators view mobile advertising as a key new revenue stream. However, the size of these revenues will depend on how much of the Mobile Advertising value chain the Operators manage to control and the extent to which they leverage their customer base through effective use of their CRM data.

Implementing an end-to-end Mobile Advertising platform with multi-channel delivery capabilities on their own network will enable the Mobile Operators to build a strong position in the Mobile Advertising ecosystem and to monetise their strategic assets.

The Mobile Advertising Alliance, a collaboration of software vendors, each of whom has repeatedly delivered proven, leading-edge technology to mobile operators worldwide, has therefore developed the enablement platform that Mobile Operators need to implement in order to monetise the Mobile Advertising ecosystem. This end-to-end Mobile Advertising platform, based on pre-integrated market proven products, offers:

Effective advertising

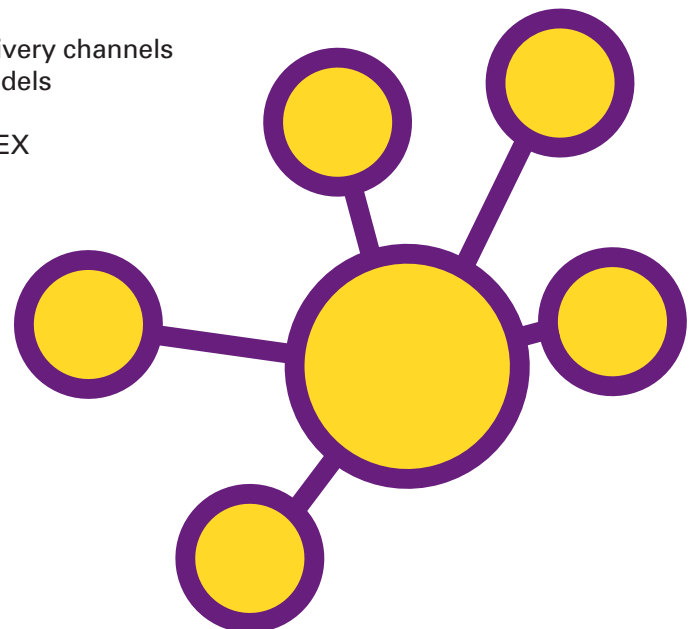
- Deliver relevant non-intrusive advertising based on implicit profiling
- Use the most appropriate delivery channel for each subscriber
- Associate immediate Call to Actions for improved conversion rates
- Refine campaigns with extensive real time feedback reporting

Future proof architecture

- Category leading products with individual product roadmaps.
- Pick and mix options to match operator requirements
- Highly reliable and scalable 'out-of-the-box' solution
- Flexible Service Oriented Architecture
- Standard open interfaces for simple integration

Rapid return on investment

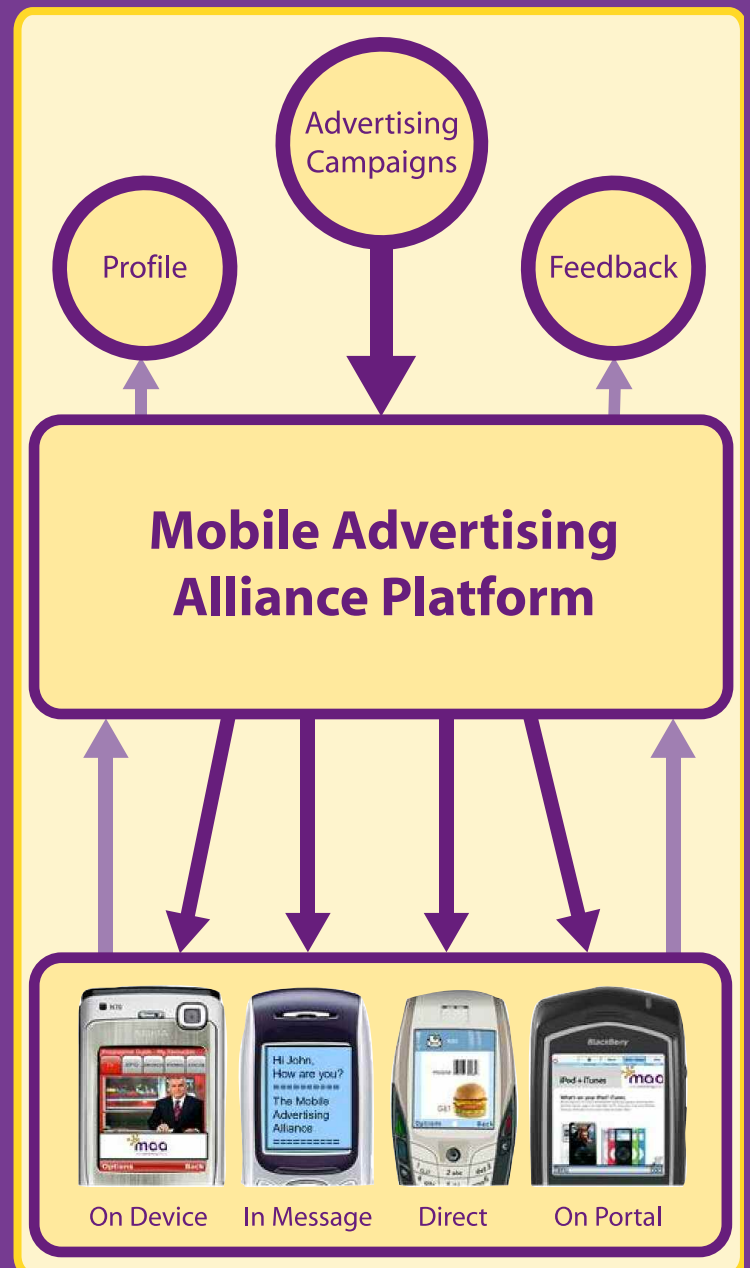
- Grow new advertising revenues across multiple delivery channels
- Centralised support for new ad funded business models
- Pre-integrated product for reduced CAPEX
- Automated advertiser management for reduced OPEX



How the Platform works

The pre-integrated platform enables Operators to easily manage the end-to-end delivery of Mobile Advertising. A typical sequence is described below:

1. An advertiser signs up to use the platform's capabilities through the easy-to-use Advertiser Management web interface;
2. According to the defined business process workflow, the advertiser is granted access to the requested capabilities and provisioned onto the network;
3. The advertiser can then choose to define the advertising campaign using the web based Campaign Manager interface, or using existing or custom developed software that relies on the platform's secure profile and delivery channel exposure;
4. The consolidated subscriber profile including demographic, contextual and behavioural information is used to target specific subscribers;
5. The platform enables the campaign to be delivered across one or more delivery channels:
 - On Device - Rich media ads are silently pushed to the handset and displayed at various positions in the On Device Portal;
 - In Message – Textual ads are inserted into Person-to-Person messaging to deliver ad-funded SMS;
 - On Portal – Contextual banner ads are displayed on the mobile portal;
 - Direct – direct marketing including WAP Push, MMS, bar codes and SMS response campaigns are delivered direct to targeted subscribers.
6. Various 'call to actions' can be associated with each advert and the conversion rates tracked for improved profiling;
7. The centralised charging and rating engine recognises ad-funded content and decides whether to apply charging, as well as managing loyalty and reward schemes;
8. All feedback information is consolidated across the platform and can be viewed through real-time reports to verify the platform's targeted advertising.



The Platform Explained

The Mobile Advertising Alliance platform is an integrated end-to-end solution consisting of the following components:

Advertiser Interface

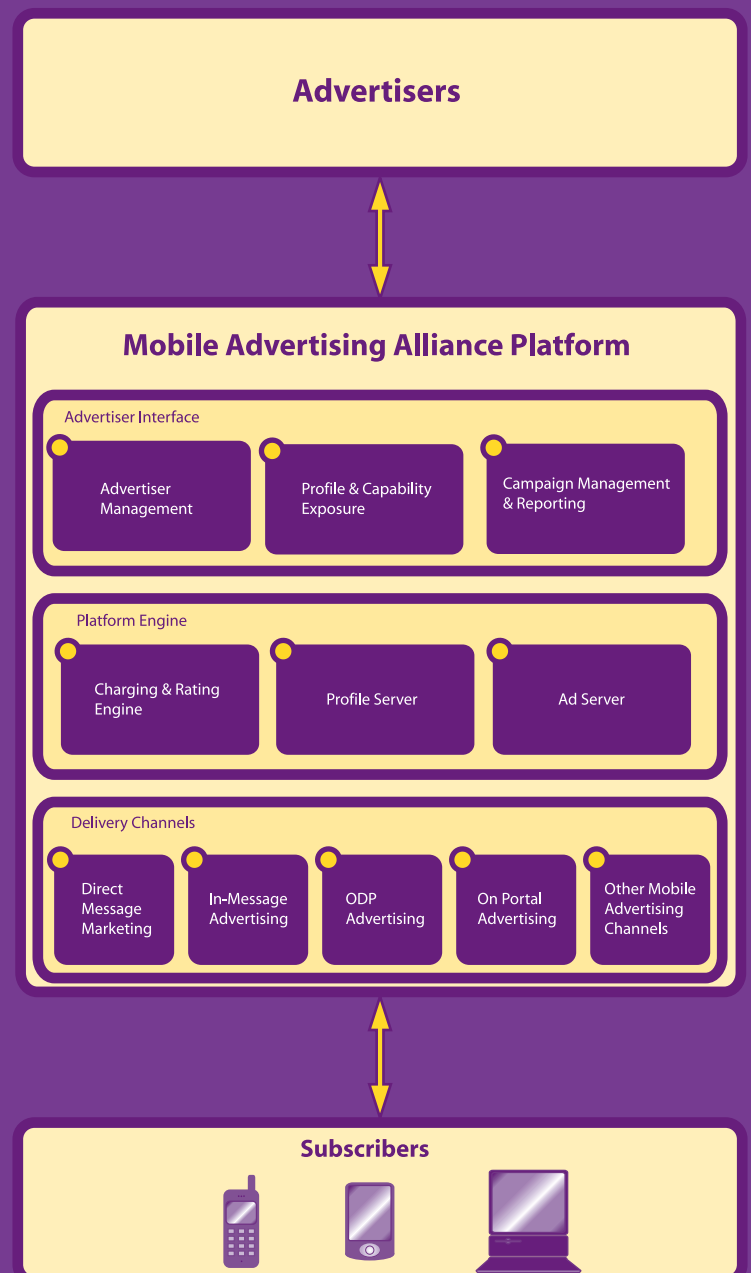
- **Advertiser Management** - Self-service web interfaces and business process workflow to automate and manage the rapid signup of advertisers;
- **Profile & Capability Exposure** - The secure exposure of advertising delivery channels including SMS, MMS and WAP Push and the privacy controlled exposure of operator-owned subscriber data;
- **Campaign Management & Reporting** - A simple but flexible web interface through which Advertisers can plan, define and monitor their advertising campaigns and view real-time feedback reports.

Platform Engine

- **Charging & Rating Engine** - A real-time charging and rating engine for the platform. This acts as a centralised charging gateway for the platform, decoupling platform components from back-end billing systems, and providing a central rating engine to define new ad-funded pricing plans across the platform;
- **Profile Server** - A central Profile Server providing unified access to consolidated subscriber profile and feedback results. The Profile Server collates subscriber and service data from network elements, platform products, back end CRM and Business Intelligence databases, location servers, and device databases and presents it through easily accessible interfaces to the entire platform and external Business Intelligence platforms;
- **Ad Server** - The Ad Server is responsible for serving ads to the various delivery channels based on the active campaigns, campaign priority, subscriber profile and context.

Delivery Channels

- **Direct Message Marketing** - A secure message gateway that interfaces with messaging network elements to enable direct marketing by delivering SMS, MMS and WAP Push messages to subscribers, and enabling SMS response campaigns;
- **In-Message Advertising** - The capability to insert ads into Person-to-Person (P2P) messaging to enabling ad-funded SMS. The component probes the signalling network for messages destined for subscribers who have opted in to receive advertising and inserts appropriate text ads;
- **ODP Advertising** - The capability to deliver ads direct to On Device Portals. Banner ads, rich media video adverts, and multi-layer adverts combining images, video and games can be displayed at various locations on the ODP interface. Various call to actions including 'Browse to URL', 'Initiate Call' and 'Send Text Message' can be associated with each ad;
- **On Portal Advertising** - The capability to deliver contextualised banner ads and interstitials on the Operator's mobile portal;
- **Other Mobile Advertising Channels** - A set of simple open interfaces to enable ads to be served to other delivery channels such as Internet portals or Mobile TV interstitials.





The **Mobile Advertising Alliance** is made up of leading software vendors, each of whom has repeatedly delivered proven, leading-edge technology to mobile operators worldwide. Each Alliance member brings unique expertise and experience to different aspects of the mobile advertising ecosystem. Together, they provide the operator with a closely integrated solution that leverages best-of-breed technology at every point in the end-to-end solution.



Anam

As the first company to offer mobile advertising over SMS, Anam helped pioneer the use of new revenue generating SMS applications, including SMS Money Transfer.

Through new and sophisticated SMS applications, Anam allows operators to dramatically increase usage and revenues from text messaging and to maximise their SMS investment by designing infrastructure to meet their future SMS requirements.

www.anam.com



Cibenix

Leading provider of rich media applications and On-Device Portal (ODP) solutions for mobile operators. Cibenix delivers the most flexible and feature-rich ODP experience currently available, and also provides a more open and extensible end-to-end solution than any alternative offering – key factors in driving unrivalled increases in mobile internet usage for our operator customers worldwide.

www.cibenix.com



Mobile Cohesion

Leading provider of partner relationship management software for the telecommunications industry that helps operators build more effective content partnerships. HYDRA is a system that allows operators to support Partner & Advertiser Management business processes in offering advertisers controlled access to network capabilities, such as messaging and common functions. Mobile Cohesion's products enable the mobile advertising players to partner, profit and perform.

www.mobilecohesion.com



Openet

Leading worldwide provider of event processing and transaction management solutions. The Transactional Intelligence of the company's solutions extracts increased value from diverse service provider networks, enabling rapid introduction of new services and reliable, cost-effective management of existing services. FusionWorks' modular event-processing and transaction-management software platform is proven to deliver unmatched scale and performance, along with optimal configuration flexibility to support new services, pricing plans, and promotions.

www.openet.com



SLA Mobile

Provides mobile operators with System Integration and Application Development services for their content platforms on a worldwide basis. SLA Advertising Server provides the mobile operator with a core platform for targeted advertising. It is easy to manage, flexible for the advertiser and offers a great experience for the consumer. It includes full campaign management, reporting and user profiling.

www.sla-mobile.com

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