

Content Management for MNO

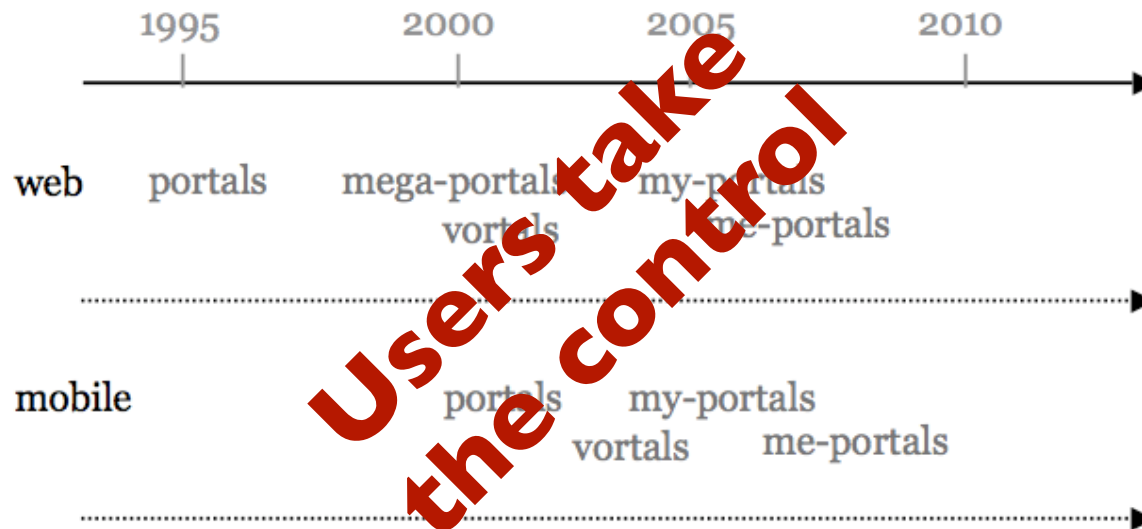
Service Delivery Platform





Scenario

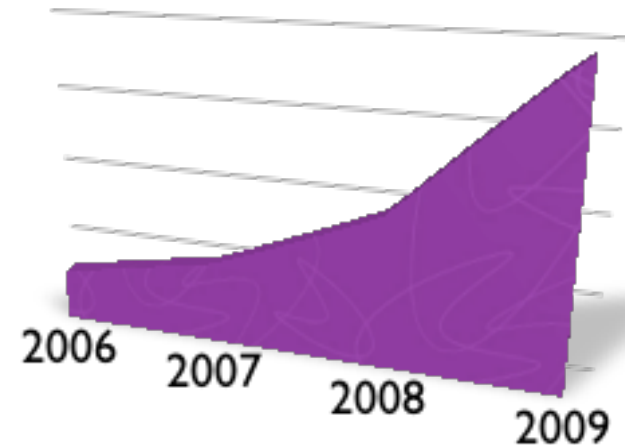
- From all-in-one mega portals (AOL, Yahoo) > to vertical portals (Yahoo Music) > to user-centered portals (FaceBook)



- The sales value of content is decreasing (M:Metrics, 4Q07)
 - Ringtones sales has been falling constantly over last 12 months in Europe (IT, GB, DE, ES, FR)
 - Steve Jobs in 2007 introduced DRM-free music
- New ways to mix and combine existing resources are fueling the Content communication,
 - Sharing is King and sites like Facebook, MySpace, flickr and Hi5 are booming



- In 2007 the long tail of 1,000s to 1,000,000s of 3rd party developers are reaching out to the Phone thanks to technology like AJAX, RSS and Widgets platforms
 - Internet for All: Browsing proxies are on the rise (in Italy Wind, Vodafone and TIM are deploying Browsing Proxies)
- Mobile Internet access overall is increasing at tremendous speed in Africa due to the lack of fixed-line structures
 - increases between 40% to 50% from 2006 to 2009 (Frost & Sullivan, IQ08)



- Delivery of 3rd party Services and Products to the subscriber is a new source of revenue
 - the operator can sell the **last mile** in an open application environment (TIM in Italy is going revenue share with Nokia's OVI)
- Mobile Advertising is a new revenue earning business area for the operators
 - mobile advertising is a new business idea for any mobile operator. The network operator can play the role to act like a medium for advertisement





Background

- interact operates as a communication technology provider to support NetOp in the creation, management and delivery of rich media contents. Our field of action integrates the creation of **innovative products and services** with **on going research** activities on converging media
- well-known for its **open-minded business approach** involving international technology, partners, suppliers and most importantly MNO with GSM operations in Italy, Greece, Egypt, Algeria, Tunisia and Pakistan
- with more than 60 employees interact is serving a number of the most prominent clients in the **international telecommunication and broadcasting industry** around the World



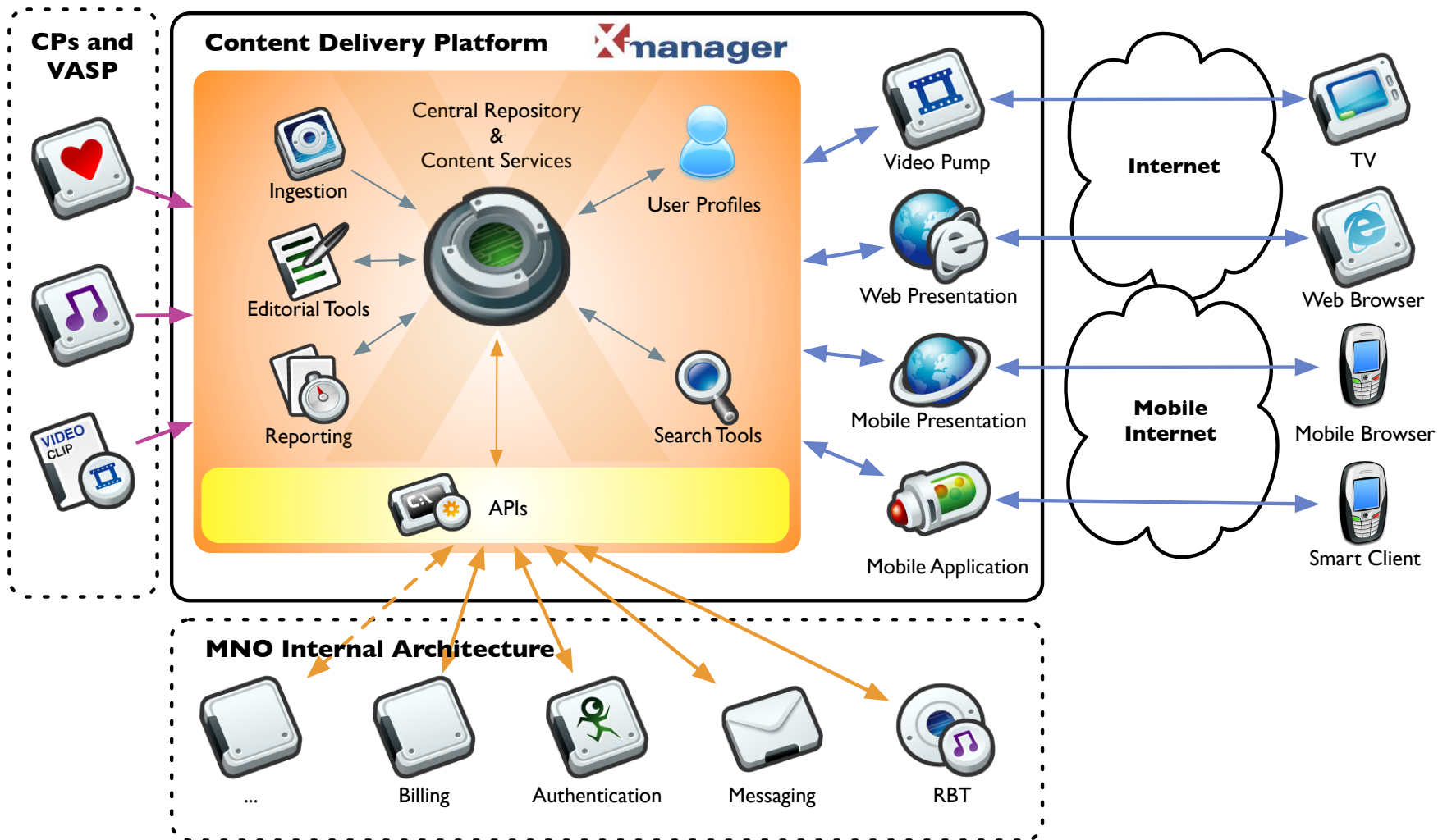
- **innovation** is our key to succeed
- all the proposed technologies are **developed and engineered in-house** providing:
 - better customization,
 - premium support
 - 360-degree view on the technology and the business behind it
- we have **10 years** of experience on **Content Management** for Web, Mobile and IPTV and we understood that...
- **organizations** prevails over technology



- manage your content services portfolio and leverage the power of multiple content types and formats,
- deploy new services, maintain relationship with multiple content partners and your valued customers,
- track overall performances and optimise revenue generation,
- attract quality third party content providers by providing enhanced quality assurance and user profiling

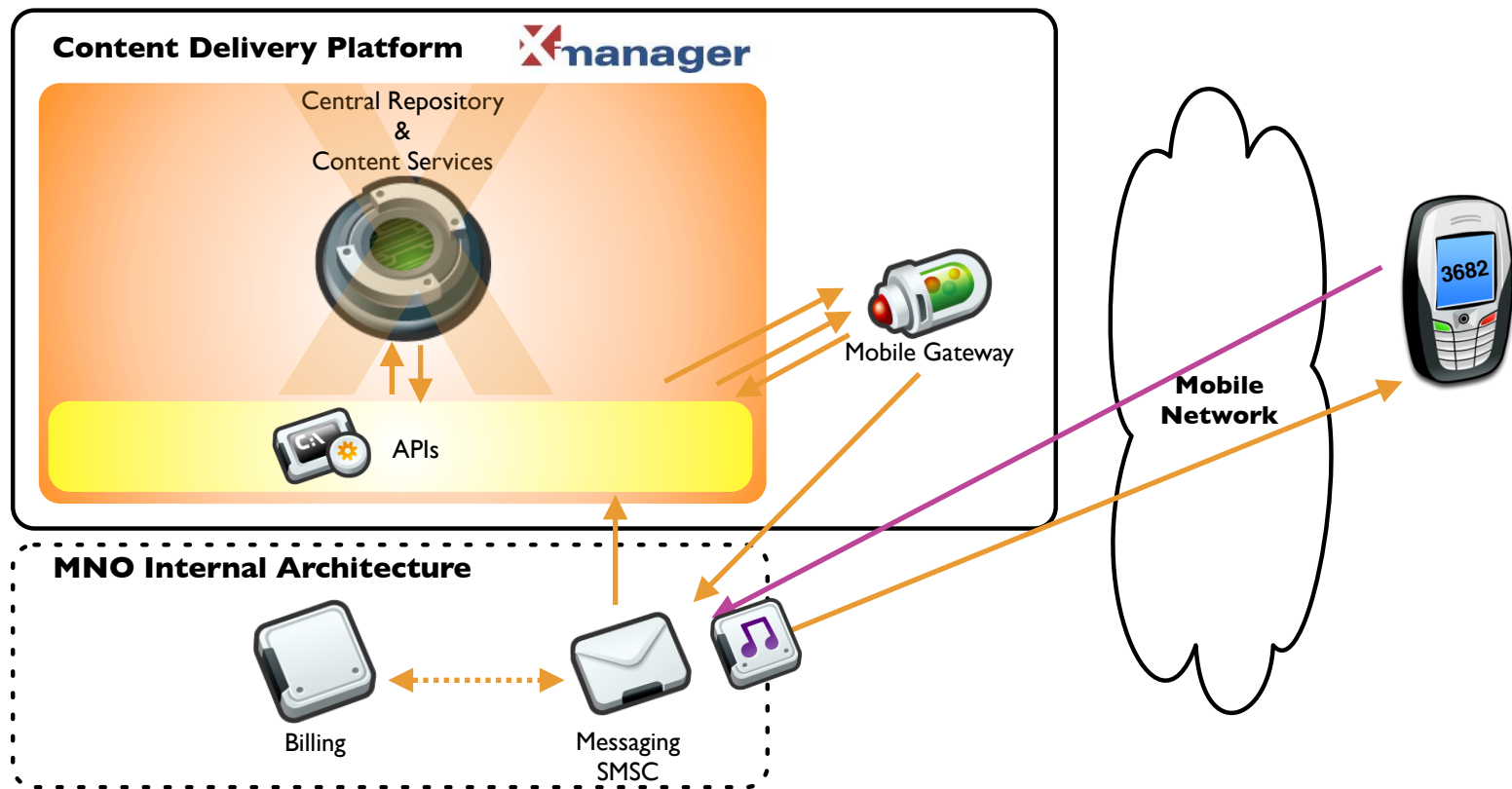


X-Manager



- One platform designed for:
 - multiple sites (web and mobile web)
 - **+7.000 devices handled**
 - multiple content and service providers
 - multiple editors and fined grained permissions
 - content sharing among sites to enable cross-selling
 - multiple channel delivery (integration with messaging platform, charging, RBT and IVR)
 - centralized user profiling for community services
 - **language, user preferences...**
 - centralized reporting tool for strategic planning (access and transactions)
 - centralized content advertising management
 - **multiple campaign and multiple sites**

X-Manager: Multiple Channel delivery - SMS



1. sub sends a message with a short-code to a dedicated number
2. SMSC notifies the delivery platform
3. Mobile Gateway intercepts the code and asks the CMS the proper content
4. SDP delivers the content via Operator SMSC

- Displays Ads from multiple sources on your Wap and Web sites

- **AdNetworks**



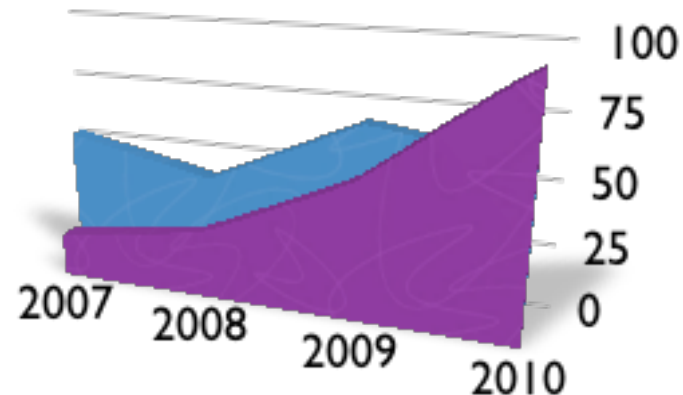
- **Ad exchange**



- **Ad formats**



- Keeps under control the performances of all your mobile advertising





Editorial Support

Real people to support you on day-by-day operations and strategic planning:

- Collaborate with you and the CPs to define, implement and manage smart workflows for the mobile content life cycle including archiving and removal
- Be constantly vigilant in assuring design/IA requirements remain valid for all content development projects
- Audit, analyze and report on content offering and Subscribers activities
- Develop and employ best practices to increase usability, navigation and revenues

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