



# *Ramping Up Content Revenues*

*VAS Forum 11.2006*



**COMVERSE**

Total Communication comes to life

Comverse: Company Confidential



Comverse

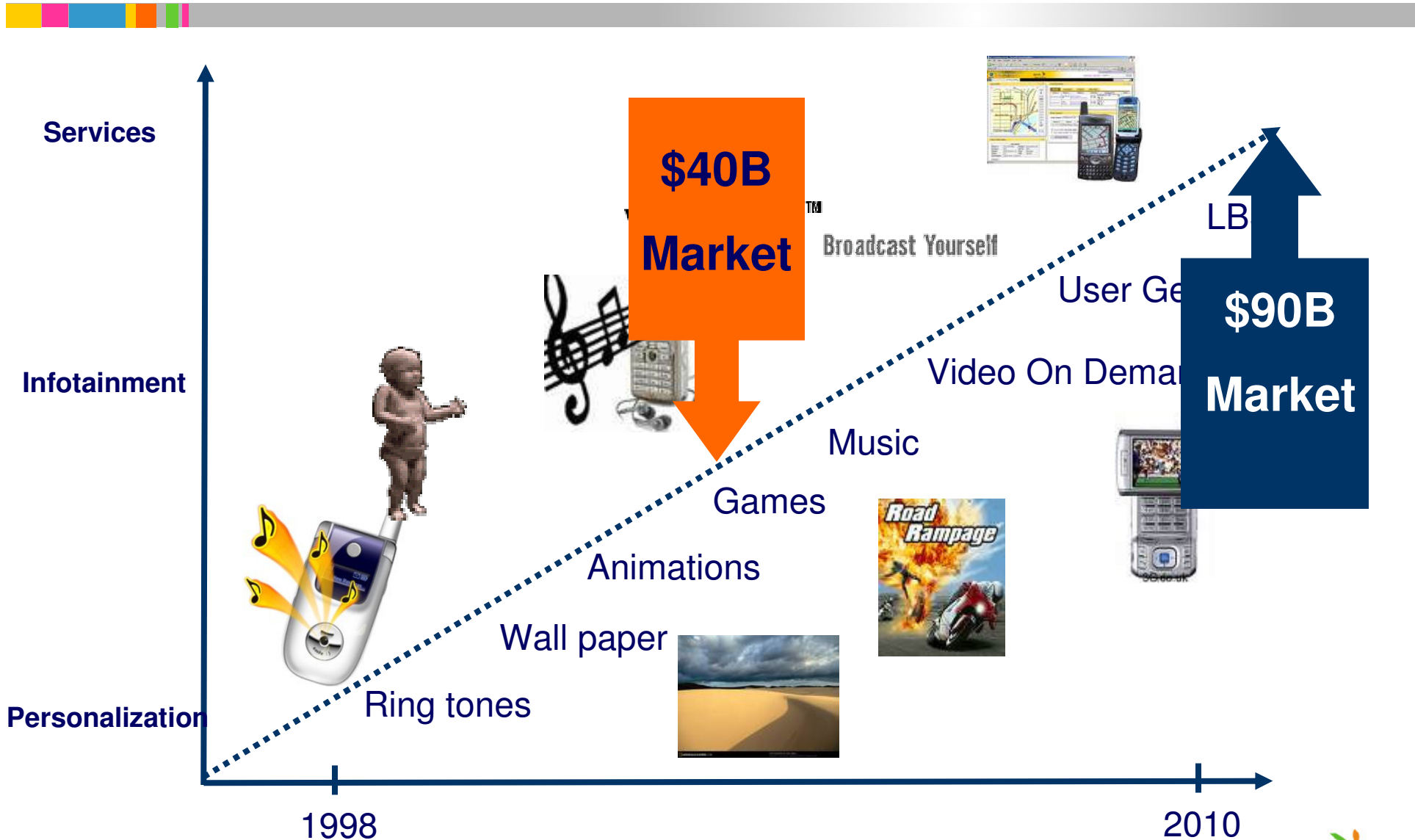
- **The world's leading provider of software and systems that enable network-based multimedia enhanced communication, content and billing services**
- **Over \$1B revenue, 5000 employees, offices in 41 countries**

# About Comverse



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

# Content is Big Money and Growing!



4 Source: Strategy Analytics - 4.2006, the market composed from premium content and traffic of this content

Converse Proprietary



# Mobile Content Trends

- **Mobile TV - EPG**
- **Advertising / Promotion**
- **Self-Generated Content**
- **Cross-Sell and Up-Sell**
- **GPS Inside – LBS Services**
- **Search**

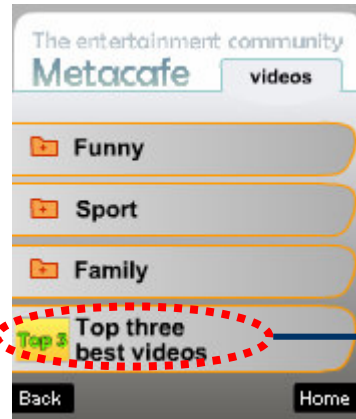


# User Generated Content Service Flow

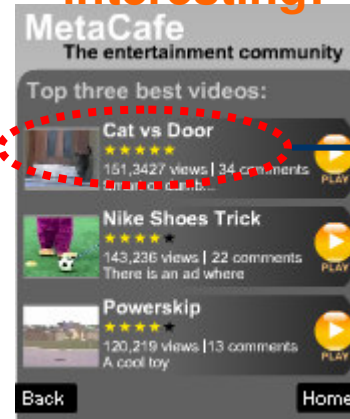
Lets see what kind of content is available?  
They have Metacafe!



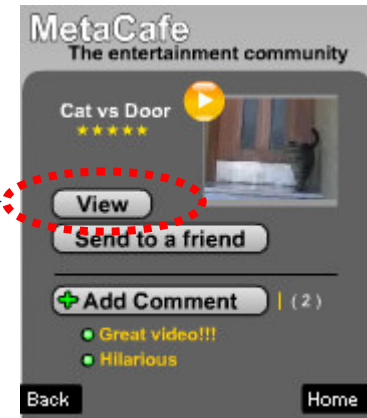
Oh, categories.  
Top three?



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

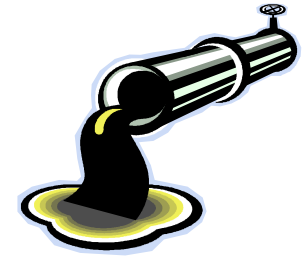


**E** Now I can get back to work...



# 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**



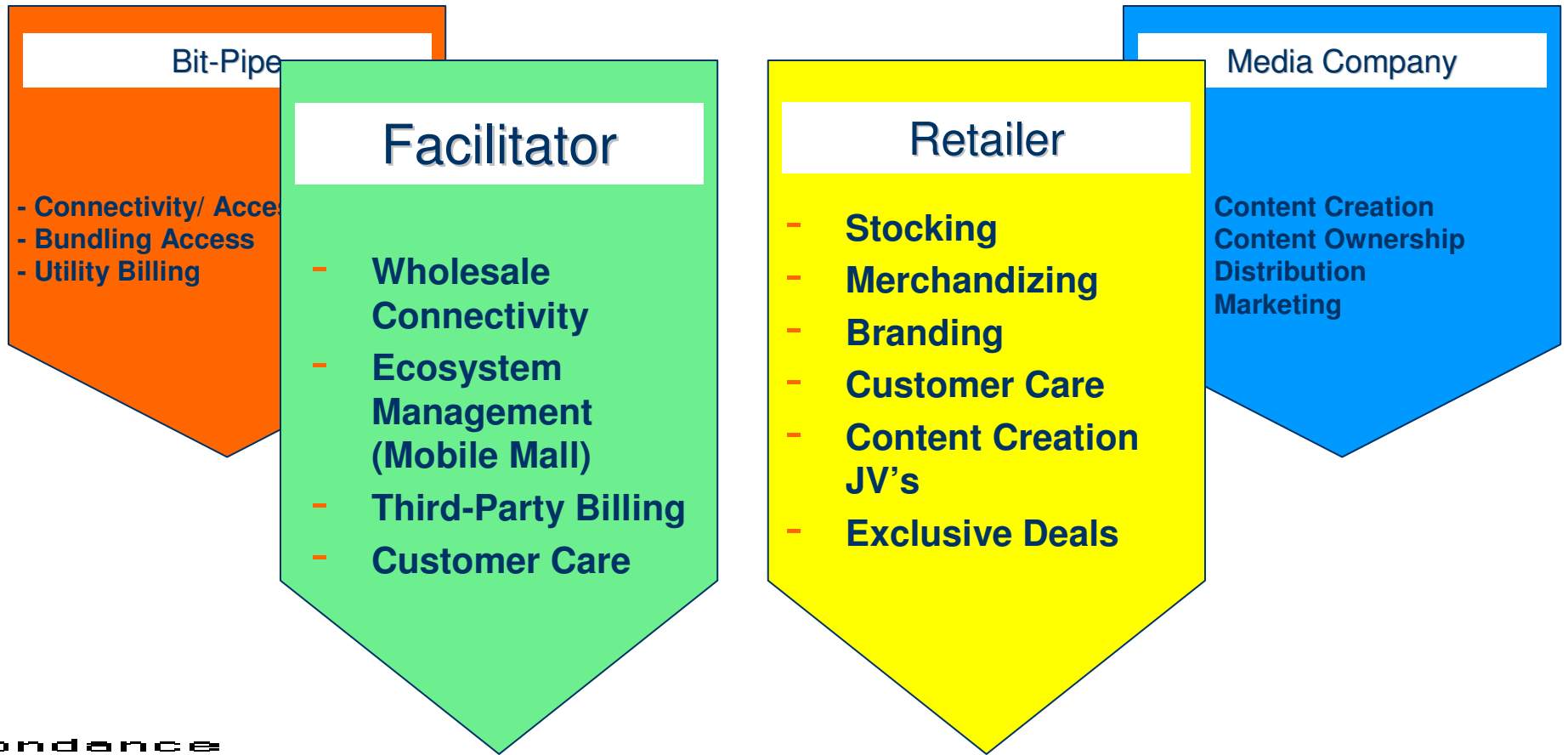
# Operators Challenges

- **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**

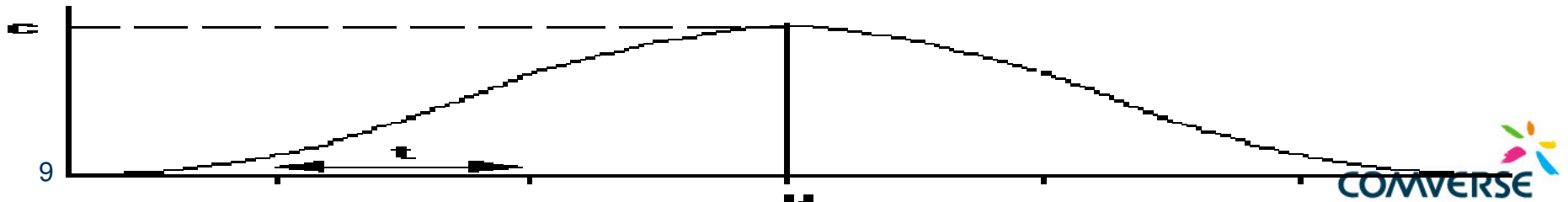
**Rapid content growth raises serious challenges**



# Optional Operator Strategies



Population



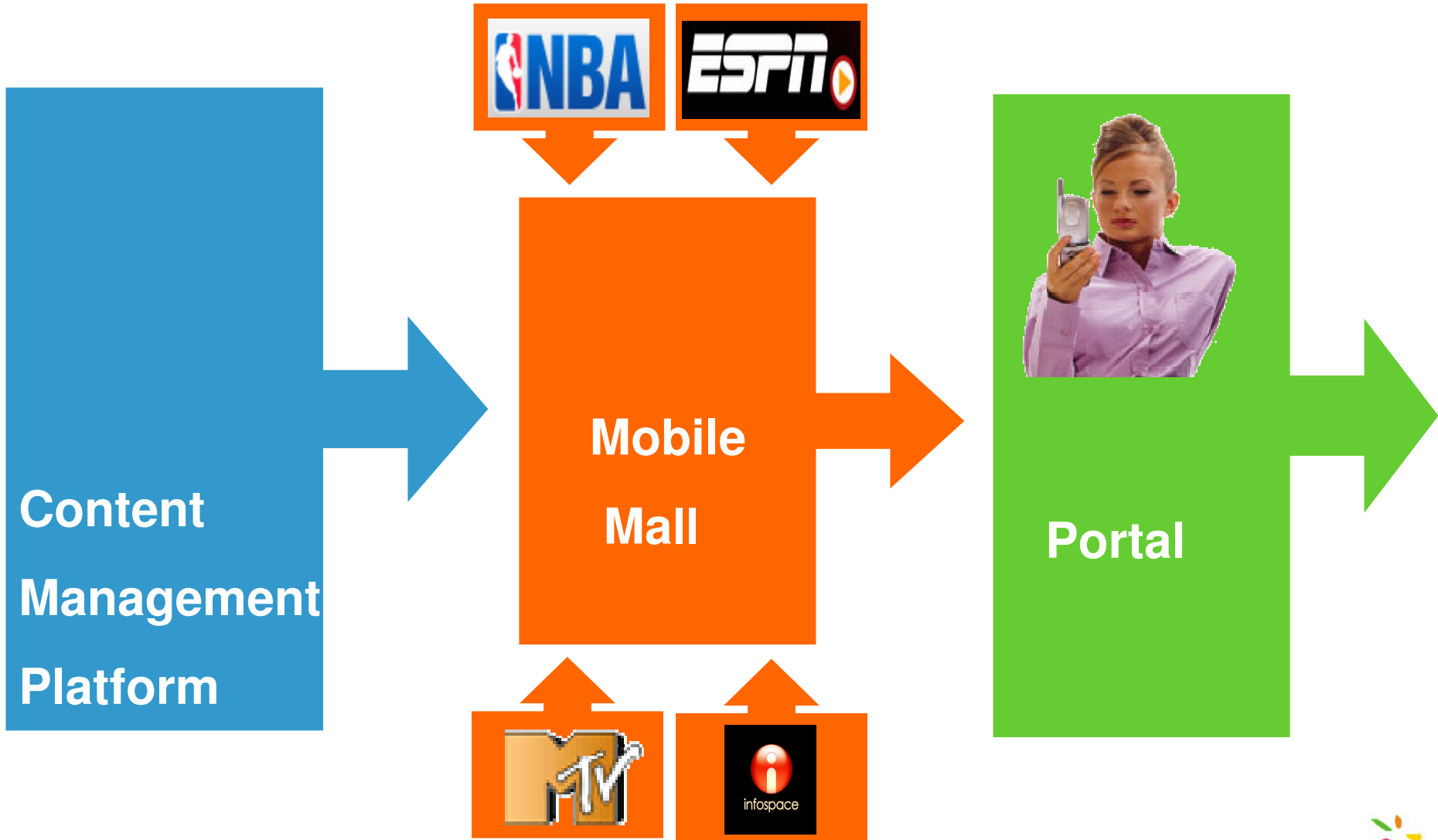
# The Need

## 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.



# Comverse Solution



# Mobile Mall Solution

## Reliable and flexible solution to manage 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**

# 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**

# 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**

# 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*

# Comverse Content Solutions







Comverse

**Thank you!**

**Alex Drozdov**

**Business Development Manager**