

Bill more than 250M European mobile consumers with Netsize's WAP billing solution

Netsize Online Payment is now available in 8 European countries, enabling merchants to charge to over 250M mobile consumers seamlessly with just "one-click", either through WAP or direct P-SMS MT.

Netsize, the leading mobile business and entertainment solutions provider, today announced that the Netsize Online Payment solution, which enables merchants to charge consumers directly from WAP sites, had surpassed the 250M consumer access mark

Netsize Online Payment relies primarily on what is commonly termed "WAP billing" and is now available in Germany, United Kingdom (Pay for It), France (Gallery), Spain, Portugal (Dimo), Belgium (PlazZza), Norway and Sweden. This coverage allows merchants to market to a potential of more than 250M European consumers, offerings them a seamless and integrated experience with price points ranging from 0€ up to 10€.

"We have witnessed an impressive growth in mobile internet traffic and usage over the last two years. UK & French traffic are increasing at a rate of 60% per annum compared to P-SMS billing, which has slowed in Western Europe with only a 15% increase in France or Spain and dropped by almost 15% in the UK, undoubtedly precipitated by stronger regulation," commented Renaud Ménérat, Marketing Director for Netsize Entertainment Solutions.

"Hence the renewed interest for mobile retailers to have a solution that charges consumers seamlessly from WAP portal. Netsize Online Payment has been built to address this need not only on a global level, but also to eradicate the complexities of managing multiple mobile operators and payment service providers' billing methods." he added.

Merchants using Netsize Online Payment effectively, always call the same methods to handle the payment, once the consumer has selected the product(s) to buy.

Where WAP billing is available, Netsize have proposed a customized payment page with merchants branding (Direct mode) or an operators' payment page when the operators require it (Online mode).

Where "pure" WAP billing is not available, Netsize provides merchants with a combination of WAP authentication (allowing secure retrieval of the customer MSISDN) and P-SMS billing, allowing the merchant to send direct SMS MTs. This is especially useful for subscription services, where in a certain number of countries, the mobile operator platforms are not yet ready to handle such services.

"The experience is not dissimilar to e-commerce, and could be perceived as better due to the automated authentication of consumers, which makes the "one-click" promise a reality." added Renaud Ménérat.

When operators have combined the WAP billing with a cross operator portal, Netsize allow merchants to manage the referencing on those portals themselves, in order to further boost traffic. This is the case in France, Portugal and Belgium with Gallery, Dimo and PlazZza portals.

"When operators really invest in these portals, the impact on sales is not minor, especially when there is direct link from the operators own portal home page, like with Orange France," commented Renaud Ménérat.

Beyond being referenced in these portals with traditional keywords and banner offers, merchants can also use specific "free of charge" features such as direct access to shop through a common SMS short code.

"Netsize Online payment is part of our global initiative to become the N°1 mobile commerce solutions provider. Packaged with our mSuites content management platform and our global messaging network, we provide merchants and brands with a uniquely integrated international solution providing a global presence, ranging from traffic creation through to payment methods and CRM tools," concluded Renaud Ménérat.

Netsize mobile commerce offer is divided into four product lines:

- Access: Simple access to a mobile shop with inbound and outbound SMS in +160 countries, based on shared or dedicated local Short Codes and/or International Long Number
- Shop: Multiple portal management (WAP, ODP, WEB,...) and service delivery platform with mSuites
- Bill: Seamless, global mobile billing solution with operator based billing in 23 countries through Netsize Online Payment
- Engage: Acquisition and CRM campaign management through direct marketing and mobile search/advertising solutions.

Netsize Online Payment and global mobile commerce solutions will be presented at the MEM 07, on the 5-6 June 2007 in Monte Carlo. Come and visit us at the booth n°120.

With 136M€ revenues in 2006 and +800 merchants, Netsize is amongst the leading mobile business & entertainment solution providers.

To download graphics on Netsize Online Payment:

<http://www.netsize.com/about-us/press/press-kit.aspx>

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