The Unique Power of Mobile Ad Media

Meir Litmanovich, Product Account Manager, Comverse

Comverse Today

4500+ Employees
40+ Countries

Employees

500+ Service Providers
Wireless, Fixed, Cable, Content

Customers

1 Billion Subscribers
130 Countries

End Users

2

Comverse Product Portfolio

Content Infrastructure
- Mobile Internet Gateway
- Optimization & Adaptation
- Filtering & Screening

Personalized Solutions
- Ringback Tones (Fun Dial)

Client Solutions
- Application Clients
- Operators Clients

Environments
- BREW
- Symbian
- Java
- Windows Mobile
- Embedded

Real-Time Customer Management
- Converged Billing
- Real-Time Billing Solution
- Kenan FX - Postpaid
- Customer Self Care

Billing Solutions
- Revenue Settlements
- Data Mediation
- Service Broker

Segmented Applications
- MyCall VoIP & Video
- MyCall FMC
- Converged IPCentrex
- Secured IP Trunking
- Multimedia IVR

IMS & VoIP Solutions
- IMS Infrastructure
- IPTV & Quad Play

Content

Handset Software

InSight

Billing

Converged IP Communications

Messaging

Total Communication Environment

Messaging
- Converged Messaging
- NG Video & Voicemail
- SMS & MMS
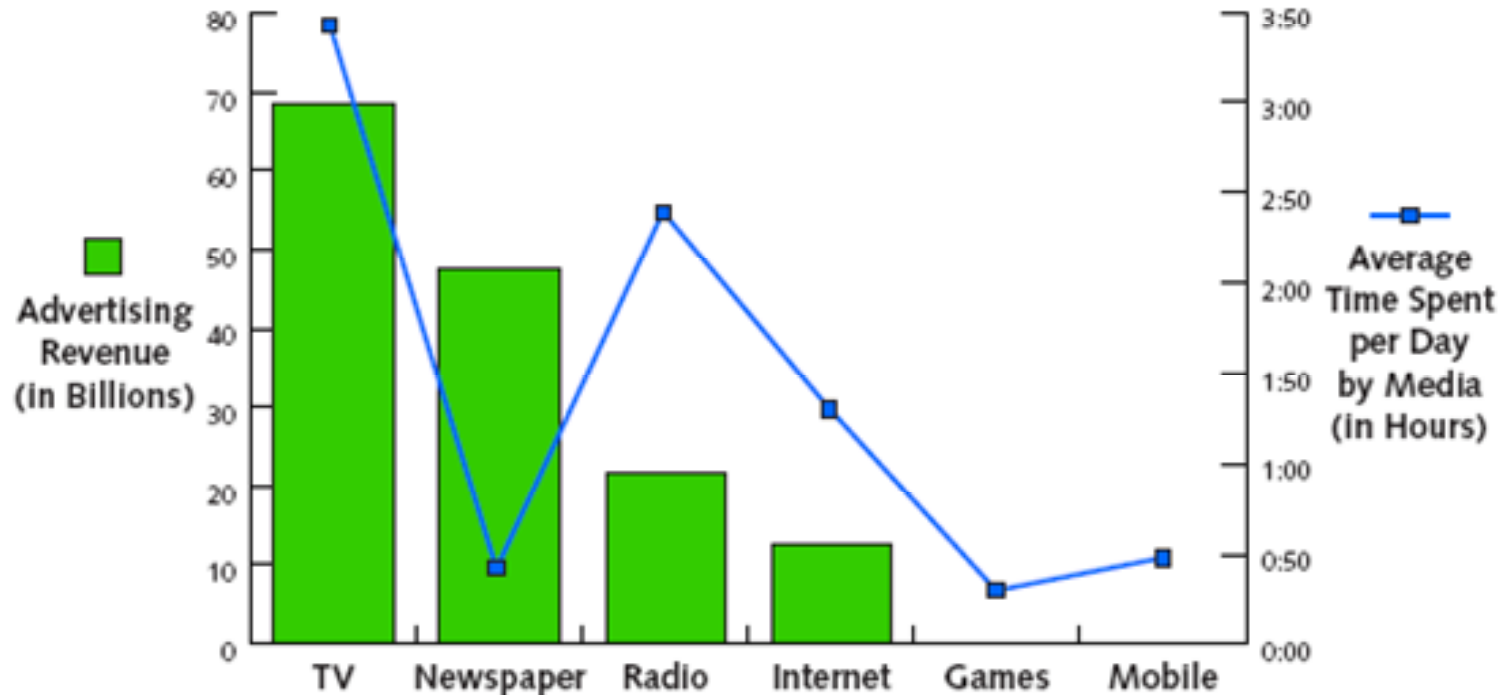- Mobile IM
- Email & PIM

Call Completion
- Multimedia Call Completion
- Who Called
- Notify Me

3

Mobile Advertising Exposure Potential

Advertising and Time Spent by Medium
Source: Television Advertising Bureau, Cabletelevision Advertising Bureau, National Newspaper Association, Internet Advertising Bureau, Electronic Software Association and Yankee Group, 2006
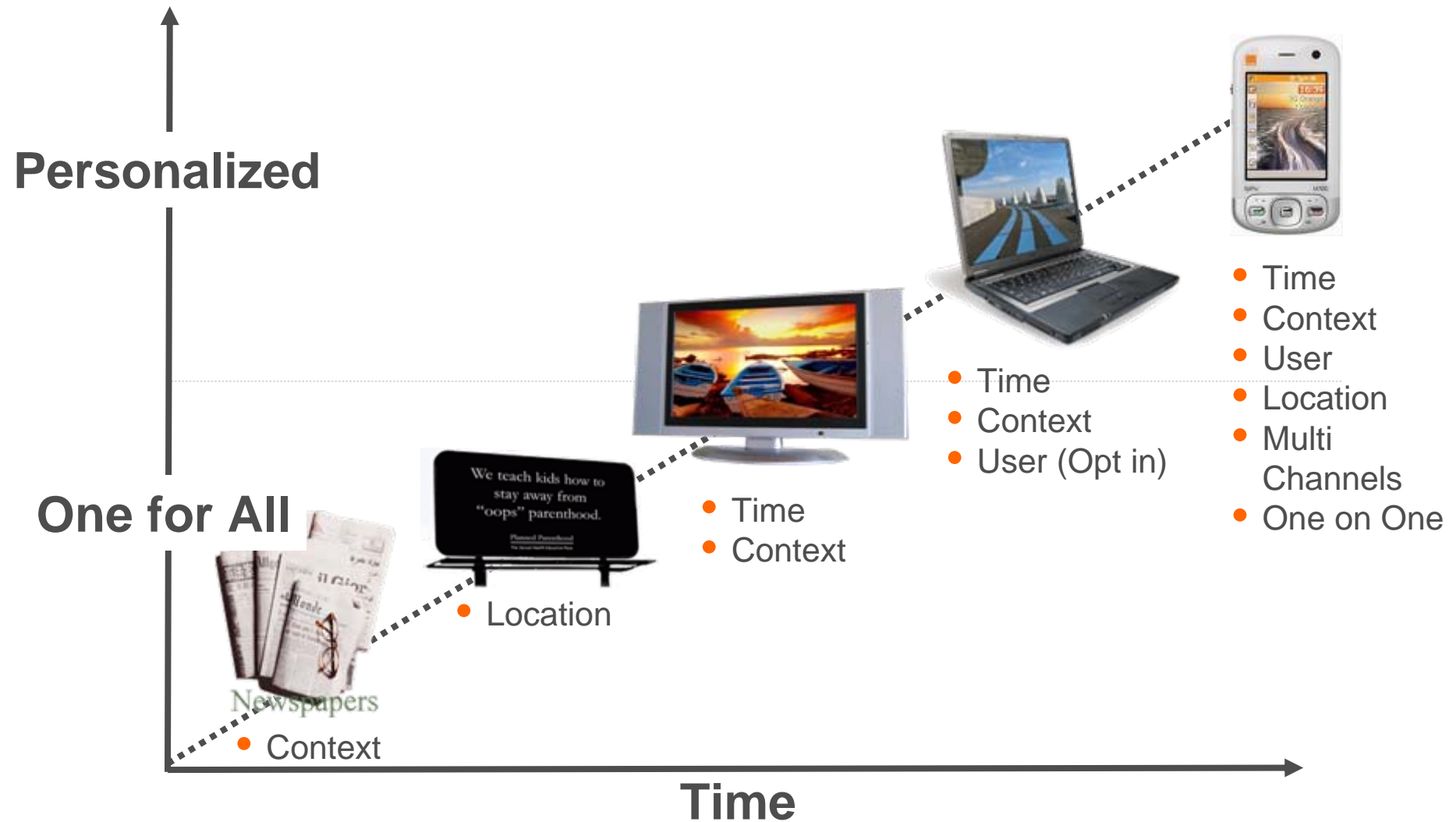

Note: Average time spent on mobile includes mobile voice and data.

Mobile Advertising - Market Trends

- Giant players are entering the market: MSN, Google, Yahoo, AOL, Nokia

- 3G greatly enhances mobile Internet user experience

- Mobile Internet becomes more Web-like

- Cellular brings new advertising assets: personalization, location, call for action, etc.

- Advertisers can increase effectiveness

- Operators can take advantage of their assets for new revenue streams

The Evolution of the Advertising Medias

Personalized

One for All

- Time
- Context
- User
- Location
- Multi Channels
- One on One

- Time
- Context
- User (Opt in)

- Time
- Context

- Location

- Context

Time

The Mobile uniqueness –multi-channel & targeted media

Mobile Advertising – Analyst Views

STRATEGY ANALYTICS
WIRELESS MEDIA STRATEGIES

"$14.4 billion in 2011 to serve ads into various forms of mobile media, up from $4.6 in 2008"

juniper research

$1 billion during 2008 . . . rising to nearly $7.6 billion by 2013"

Gartner

*$2.7 billion in 2008, up from $1.7 billion in 2007 ...
By the end of 2011 $12.8 billion"*
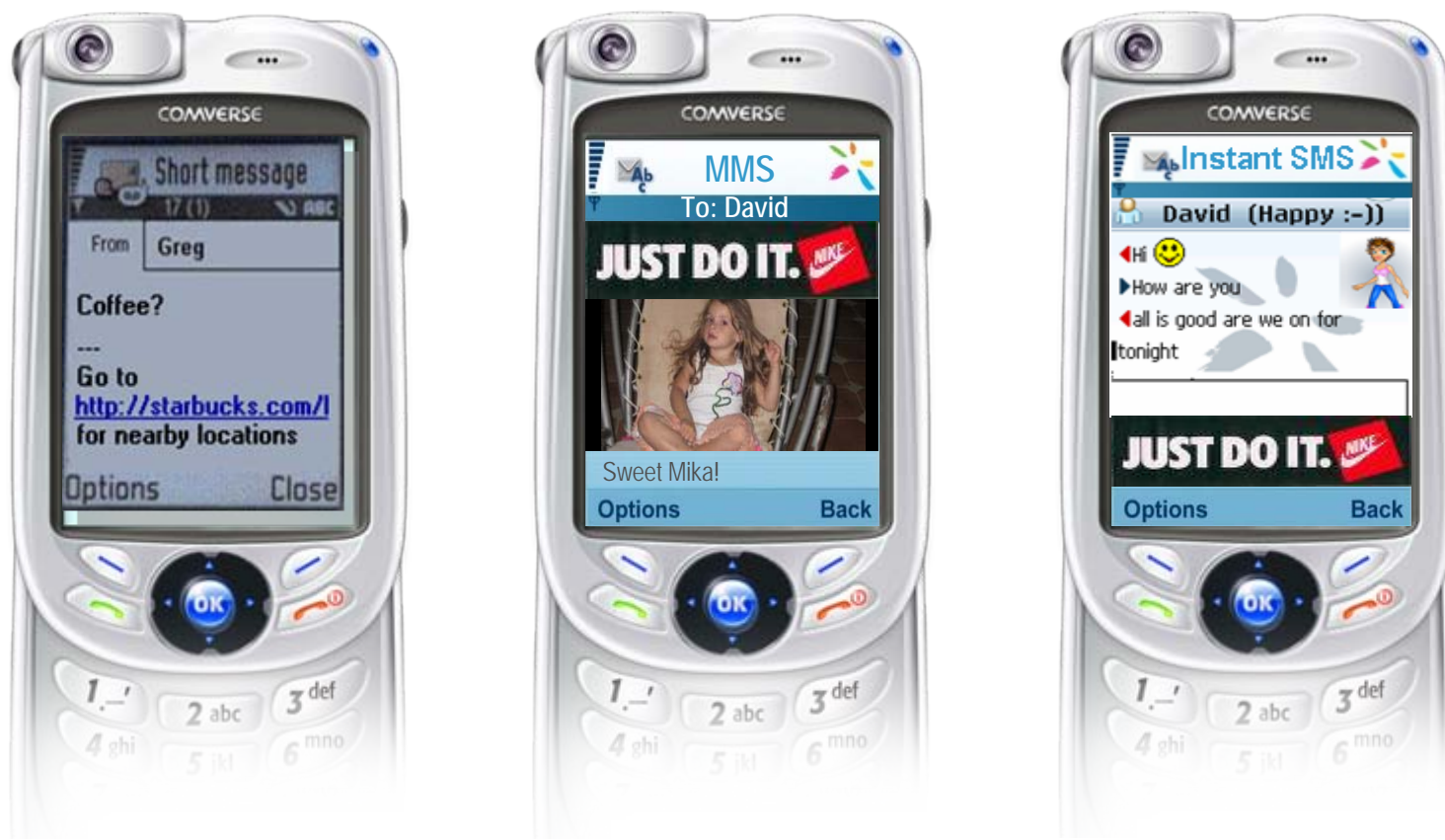
The Main Mobile Ad Operators Assets:

Multi Channel

One on One Targeting

Multi Channel **=** Multi Touch Points to Meet the User

SMS/Instant SMS/MMS

P2P - Ad Funded SMS/MMS/Instant SMS

A2P - Ad Insertion in Premium Content Campaign

RBT Outgoing Ad – Calling party earns credit

1 Patrick opt-in to the "ad for cash" program
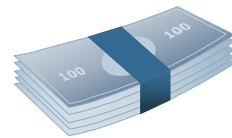
2 Patrick calls Ann

4 Patrick receives a reduced phone bill following the amount of advertisements he was exposed to.

3 While waiting for Ann to answer he is exposed to a targeted advertisement

Multi Channel **=** Multi Touch Points to Meet the User

Banners · Mobile TV · Search

Voice Mail · SMS · MMS

RBT

Operators Can Capitalize on their Mobile Media Inventory

Targeting

Not Intrusive = Relevancy

Relevancy = Improved CTR

Improved CTR = Advertising Budget Effectiveness
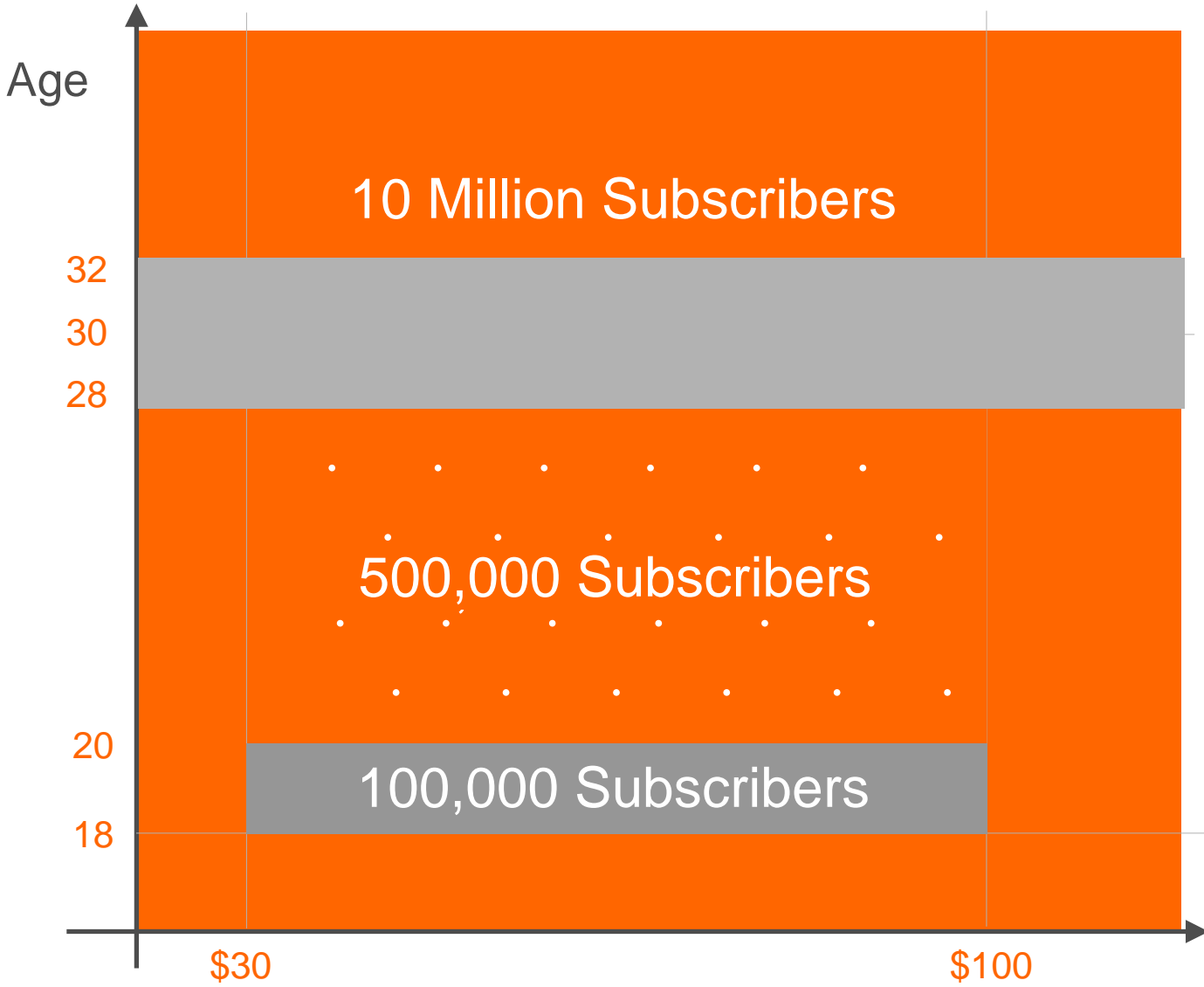
Targeting Example

The ad <u>should</u> be sent to 200,000 subscribers.

The ad <u>can</u> be sent only to the following subscribers:

- Age, between 18 to 30
- Monthly cellular expenses of $30 to $100

The ad <u>must</u> be sent to all of the following subscribers:
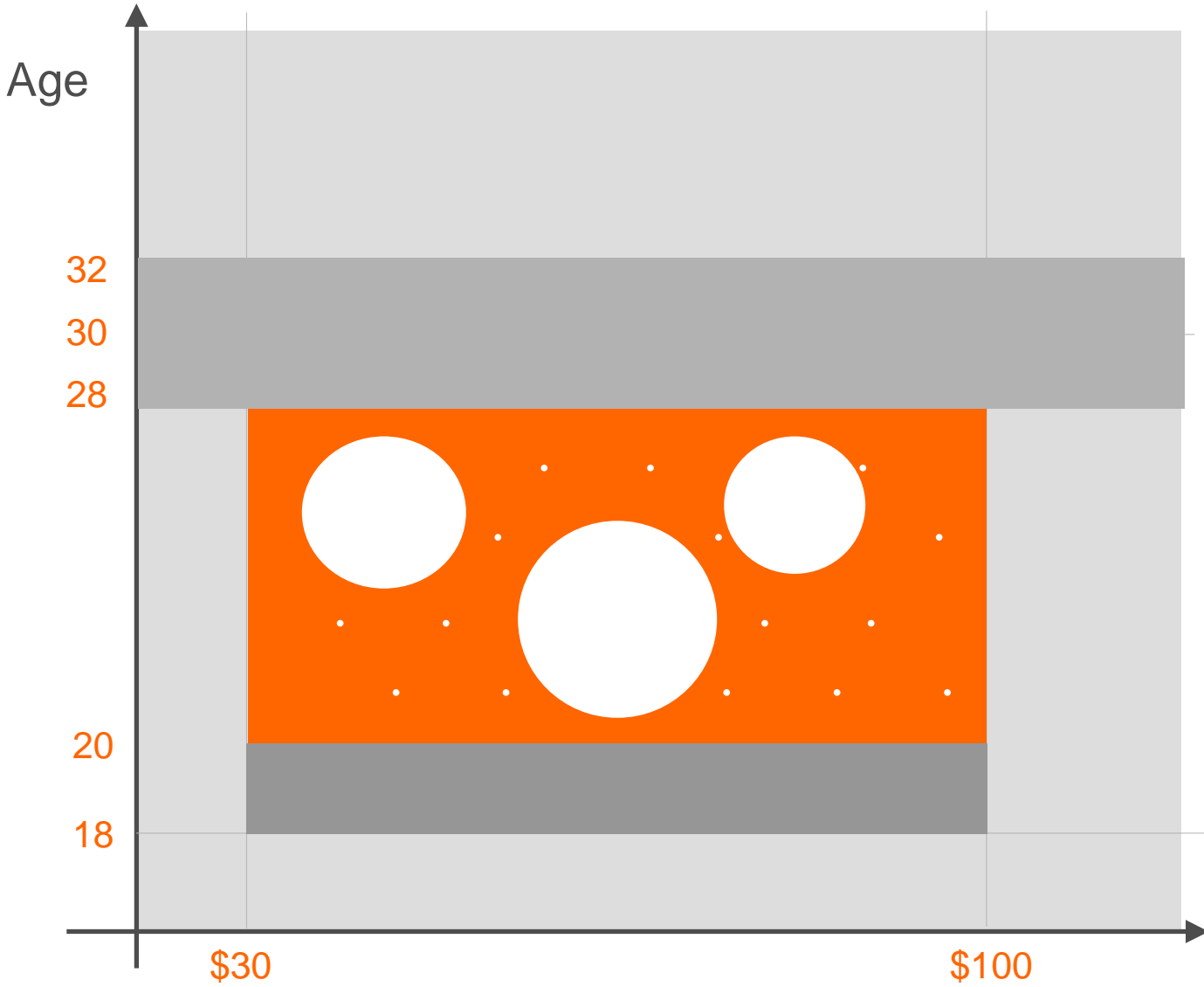
- Age, between 18 to 20
- Monthly cellular expenses of $30 to $100

Age

10 Million Subscribers

32
30
28

500,000 Subscribers

20

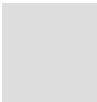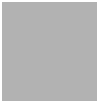100,000 Subscribers

18

$30
$100

Monthly Cellular Expense

Will not receive the ad

Sold exclusively to a competing ad

Will receive the ad

Age

Monthly Cellular Expense

$30 $100

32
30
28
20
18

Will **not** receive the ad

Sold exclusively to a competing ad
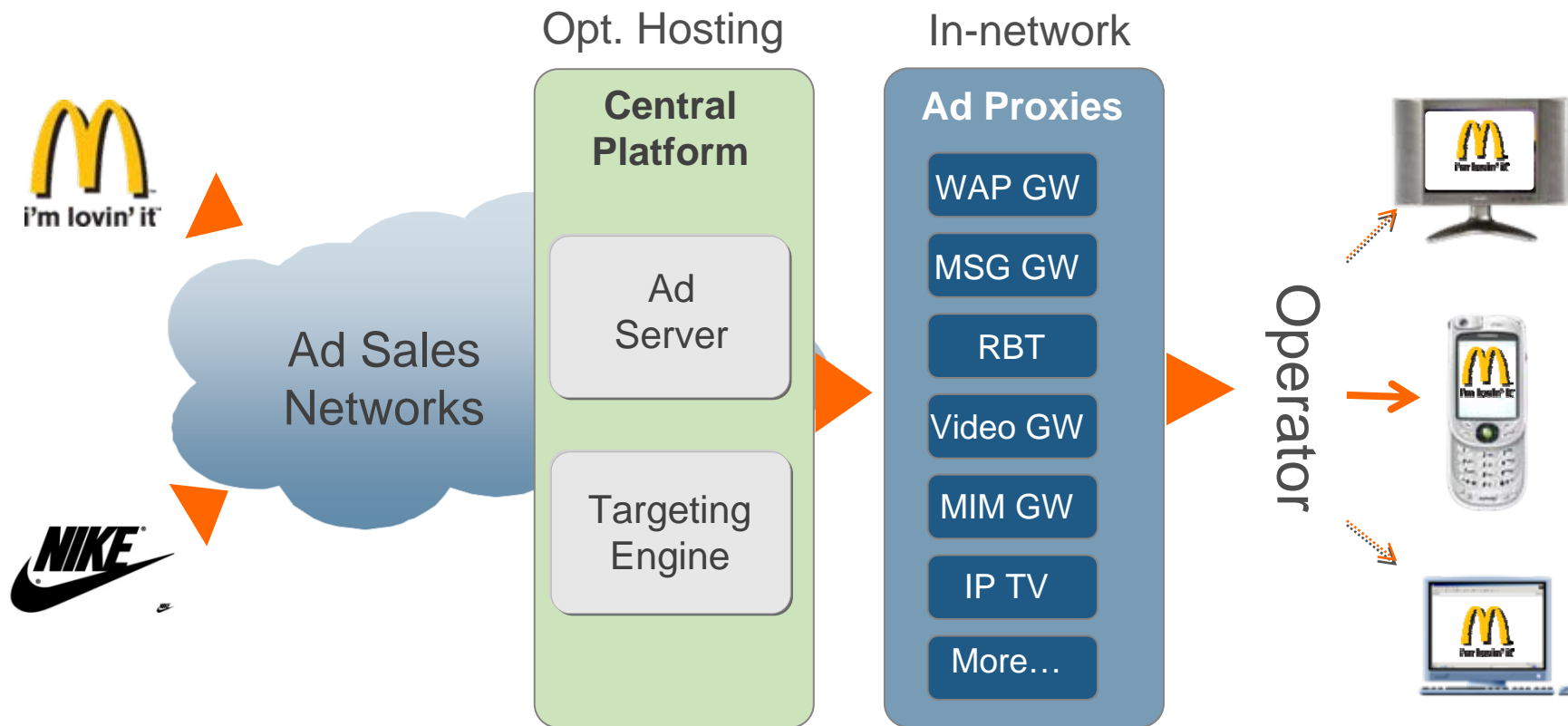
Will receive the ad

Best fit with in the segment

Targeting Engine Can Improve CTR by 300% (3-5% to 15%)

Mobile Ad Solution

Opt. Hosting

In-network

Central Platform

Ad Server

Targeting Engine

Ad Proxies

WAP GW

MSG GW

RBT

Video GW

MIM GW

IP TV

More…

Ad Sales Networks

Operator

Multi-channels and targeting engine will best leverage operators' existing network

Summary

Mobile Media uniqueness
- Multi Channel
- One on one targeting

Leverage your existing assets and network
- Use all inventory touch points
- Use the power of targeting

Comverse

Market Leader in Value Added Services:

- Voice Mails

- SMS

- MMS

- Ring Back Tone

- Mobile Internet Gateway

- Mobile IM

- Call completion

Thank You

www.comverse.com