



# Mobile

## Content and Applications



**EBR**interactive



# Mobile Content & Applications

## Introduction

Consumers are using their mobile phones for everything from SMS news alerts to viewing video clips. Content and entertainment services are a substantial portion of mobile operator's data revenues and will continue to be a key driver in the coming years with the more commercial deployments of next generation networks. According to Strategy Analytics the global mobile content market is supposed to reach US \$55 billion by 2008.

## Complete Converged Solution

EBR Interactive (EBR-I) operate a state of the art platform for content distribution. EBR-I's Content Distribution Platform provides an ideal solution for Mobile Content Providers to reach all of the exponentially growing Mobile Content lines of business. EBR-I understands the importance of effective Mobile Content Management; which has led to the intuitive and highly developed Content Management and Distribution Platform.

### Highlights of Content Distribution

- ❖ Centralized content store
- ❖ All content types supported
- ❖ Content to device mapping
- ❖ Device management service
- ❖ Complete DRM protection provided
- ❖ Flexible billing and multi-currency functionality supported
- ❖ Comprehensive online administration system

### Benefits of Content Distribution

- ❖ Creates additional revenue streams by leveraging the mobile medium
- ❖ Focuses on core competencies while outsourcing mobile technicalities to trusted partners
- ❖ Enhanced by EBR-I's content factory - Assistance providing full mobilization of content
- ❖ Leverages EBR-I's global industry contacts for a faster time to market
- ❖ Rapid launch with ASP model
- ❖ Low upfront costs with a managed service offering
- ❖ Control of content billing and audit information
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### Content Aggregation

EBR-I's Distribution service aggregates and distributes content globally. All content has been developed and licensed internally and by various high quality content partners. EBR-I currently works with operators and service providers across the globe. We are strategically positioned in the content space to reach out to more than 1 billion mobile subscribers.

### Highlights of Content Aggregation

- ❖ Easy-to-use, reliable, 24x7 supported scalable network/platform for any mobile value-added service
- ❖ Road mapping, planning and marketing support
- ❖ Multiple content provider partnerships
- ❖ Full handling of licensing

- ❖ Comprehensive real-time online administration interfaces for license authorities, customers and content providers
- ❖ Multi-currency support
- ❖ Access to all content types

### Benefits of Content Aggregation

- ❖ Access to fresh, innovative, unique and exclusive content
- ❖ Weekly updates of new content
- ❖ Constant communication with industry experts for new developments and trends
- ❖ Global contacts with film and music property owners (a virtuous circle for operators, brand partners, application developers and content partners)
- ❖ Access to localized content for specific markets
- ❖ 24/7 support provided

### Content Localization

Localized content gives content providers a leading edge in their respective regions. Furthermore some countries only allow content to be in the local language. EBR-I's experience and knowledge of these areas allow us to work with international content providers seamlessly targeting Americas (English, Spanish, French), Middle East, China, Philippines, Pakistan, India and many other markets.

### Highlights of Content Localization

- ❖ Translation of content to local & regional languages
- ❖ Domain knowledge in working with local operators
- ❖ Expertise in management of local content
- ❖ Managing of local licensing and associated requirements
- ❖ Road mapping and marketing of localized content with providers

### Benefits of Content Localization

- ❖ Access to over 1 billion mobile subscribers globally
- ❖ Access to the largest mobile markets in the world
- ❖ Extensive real-time reporting capabilities
- ❖ One point of contact for a truly global footprint
- ❖ True global knowledge of many markets and cultures through our diverse employees and offices

### Managed Content Delivery

EBR-I's Content Delivery solution provides the means for our customers to rapidly deploy mobile download and content services. Our delivery solution is built to complement EBR-I's Content Distribution Platform. Alongside our content provisioning and aggregated team we are able to offer a complete and turnkey solution for our customers.





## Highlights of Content Delivery Solution

- ❖ Centralized content store
- ❖ Easy integration with external (distributed) content providers
- ❖ Web, WAP, premium SMS and premium IVR support
- ❖ Real-time front end rendering
- ❖ Multiple delivery channels supported (SMS, MMS, WAP-Push, OMA download and J2ME download)
- ❖ Content transcoding
- ❖ Comprehensive online administration tool
- ❖ Modules to interface with customer care and support centers  
Alternate billing modules can be provided (scratch cards, e-commerce etc)
- ❖ Flexible billing and multi currency functionality supported for different regions

## Benefits of Content Delivery Solution

- ❖ Turnkey content partner for all activities related to content acquisition, licensing, production, delivery, managing, maintenance and support
- ❖ Rapid launch with ASP model
- ❖ Low upfront costs as a managed service offering
- ❖ Reduce time to market
- ❖ Increased revenue by access to fresh, unique and exclusive content
- ❖ Assists our customers focus on marketing, brand and community building

## Hosted Digital Rights Management (DRM)

### Protection, Managed Delivery, Enforcement

Digital Rights Management (DRM) is a technology platform that protects content owner rights when selling and distributing content online. EBR-I's Hosted DRM Solution empowers all aspects of the digital rights management process. It has been designed with future proofing in mind and is highly customizable and scalable to cover all DRM requirements across multiple regions and infrastructures.

EBR-I's Hosted DRM Solution supports an ever increasing number of business models and is highly customizable to adapt many more. Current models available include subscription services, try before you buy, promotional previews, pay-per-view and pay-per event.

EBR-I's Hosted DRM Solution allows easy integration into many existing content delivery and content management infrastructures via a single platform. This has been achieved by basing our DRM solution on software industry standards such as J2EE and web services. All components have been repeatedly tested for performance and reliability and are easily upgradeable to suit changing market and infrastructure conditions.

Hosted DRM Solution at a glance:

- ❖ Easily integrated into multiple infrastructures
- ❖ Highly customizable and scalable
- ❖ Business Model agnostic – Supports multiple formats
- ❖ Highly flexible concerning definition of rights
- ❖ Designed to be easily upgradeable to ensure future proofing
- ❖ Designed using current industry standards
- ❖ A complete turnkey DRM Solution
- ❖ Accurate and rapid reporting tools for rights enforcement
- ❖ HTTP request initiation
- ❖ OMA 1.0 Compliant
- ❖ Carrier grade performance
- ❖ Stand alone service
- ❖ Multi WAP Content support

EBR-I Hosted DRM supports forward lock, combined delivery and separate delivery DRM types, Content are protected using content encryption keys; end users of the content are unable to use the content without unlocking access.

## Content Types

- ❖ Java Games
- ❖ Ringing Tones
- ❖ Monophonic/Polyphonic
- ❖ Real tones
- ❖ Themes
- ❖ Wall Papers
- ❖ Mobile Applications
- ❖ 3GPP and Video Streaming
- ❖ Mobile Brochure

## Customize Development

EBR System can support your company's current and future technical development needs. We will help your organization to increase its efficiency by reducing the cost and time spent on your media and telecommunication projects.

We have implemented turnkey projects for Business Enterprises. Our scope of work includes Solution design, Project Management, Supply (hardware & software), and Systems Integration, Commissioning & Technical Support (on site & remote).

- ❖ Requirement Definition
- ❖ Solution Development (programming)
- ❖ System Integration
- ❖ Testing
- ❖ Implementation
- ❖ Support
- ❖ Help Desk

For more detailed information regarding all professional services available at EBR Interactive please contact us at [sales@ebrinteractive.com](mailto:sales@ebrinteractive.com).