



BUSINESS BRIEFING

MOBILE CONTENT DISTRIBUTION

Mobile content is proliferating. As mobile devices have become smarter and more Internet-enabled, there has been an explosion in the amount of mobile data being carried by mobile networks.

Much of this data is user generated: photos, videos, audio recordings, SMS messages.

However, increasingly, there is an emerging market demand for premium content. Until recently most 'consumed' premium content was ring-tones. However, as phone features improve they act and behave more like personal entertainment centres.

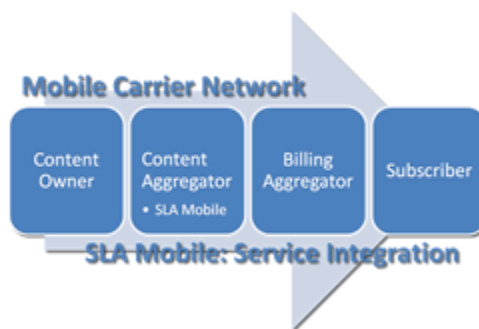
Therefore, there is growing demand for premium multimedia content: games, on-demand video clips, music and live streamed content.

Content owners, increasingly, are re-purposing content for mobile devices. However, it's often difficult for content owners to get their content to mobile devices and make money out of the process.

That's where SLA Mobile can help.

YOU PROVIDE THE CONTENT AND MARKETING, WE'LL RUN THE TECHNOLOGY AS A SERVICE

SLA Mobile has developed a series of content delivery frameworks that allow mobile content to get where it needs to go – and for all of the key parties to share revenue from the process.



We tend to perform the roles of content aggregator and service integrator. We ensure that the business processes are policed, that the content gets to the subscriber via the

operators' networks and that the various parties receive their agreed shares of content-related revenue generation.

In short, the role we perform, typically, is ensuring that all of the integration components are in place.

WHAT MAKES US EFFECTIVE FOR CONTENT DISTRIBUTION INTEGRATION?

Ensuring seamless integration between key parties in a content distribution network requires experience. We've done it and know how to do it.

Often the integration challenge is much greater than many integrators claim. In an ideal world all parties could be integrated via standard open integration protocols such as Parlay X. However, in the real world, there is often a greater integration challenge – involving proprietary APIs.

We have developed a content management system, with a set of rendering and partner integration components, that ensures that all parties – regardless of the protocols they adopt – are fully integrated.

We understand the content ecosystem from end to end.

WHY CHOOSE SLA MOBILE FOR CONTENT DISTRIBUTION MANAGEMENT?

Well, we've done it. Recently a major US based content owner approached us because it knew there was a significant market opportunity in the SE Asian market. Given our market presence and understanding of the Asian mobile market we were keen to respond.

The content owner wanted a solution up and running within 3 months – rather than the 12 months being quoted by other integrators. The company appreciated that we had established relationships with the operators and had a developed working relationship with a billing integrator. It also appreciated that we could deliver to a wide range of devices across multiple operators and could meet industry best practice service levels.

We delivered the solution on time. And the solution delivered.

DO YOU HAVE A CONTENT DELIVERY CHALLENGE?

If you are a content owner or operator and would like to discuss SLA Mobile approach to content delivery management please contact us.

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