

Content Consumption Presentation

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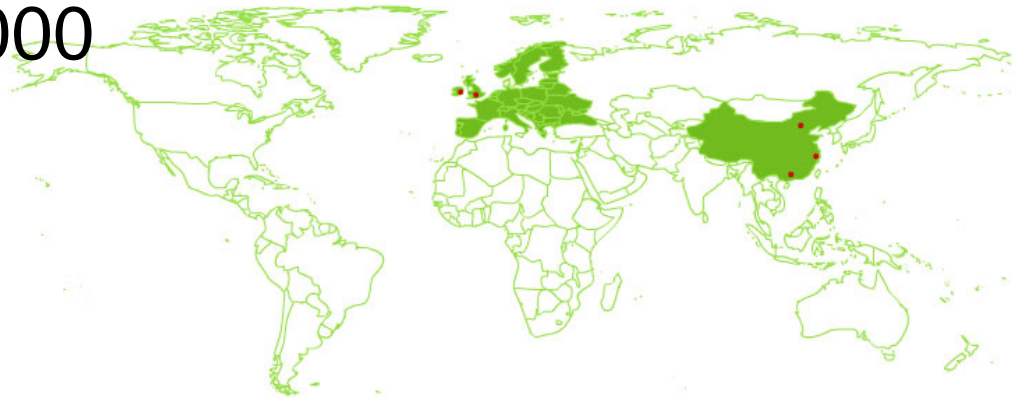
Chairman: MMF



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About Púca

- Mobile Marketing Technology & Services
- Headquartered in Ireland with offices in UK and China (Beijing, Shanghai, Guangzhou)
- Consistent Revenue and Profit Growth since foundation in 2000



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About the MMF (Mobile Messaging Forum)



- 23 members including all 4 mobile operators
- Objective is to grow and develop the mobile data and messaging market in Ireland
- Through promotion of standards, best practice and co-ordination between the key players: content providers, technology enablers and mobile operators

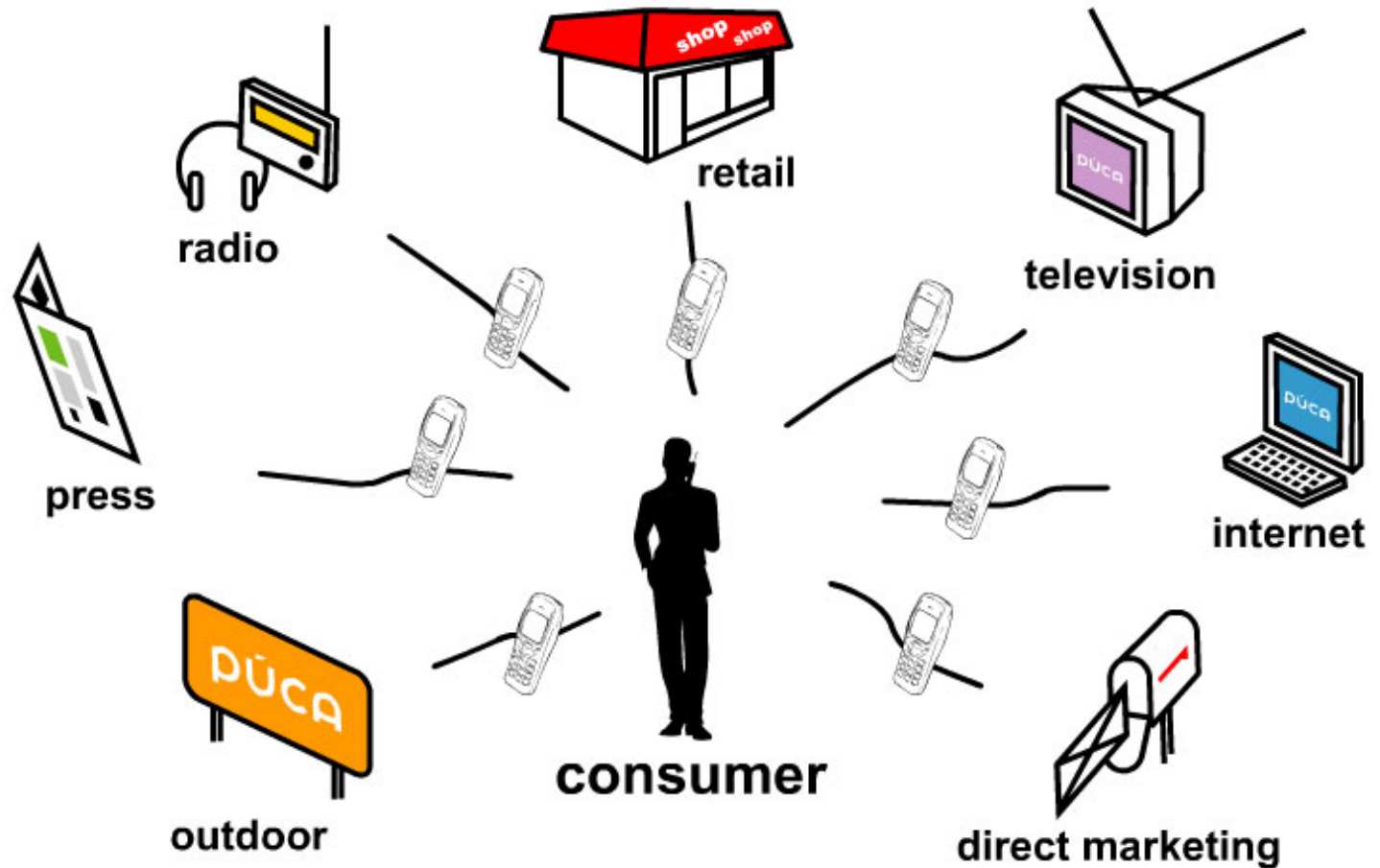
Background

- 2 ways to sell/distribute content over mobile:
 - Through an Operator (the 'walled garden')
 - Direct (using premium rate SMS and other cross-operator models)
- Vodafone UK: 70% of all content sold is 'off-portal'
- Premium SMS (short codes) now worth €60 million Euro in Ireland this year

Advantages of Mobile Channel

- Robust Billing Mechanism
- Connects people not places
- Real-time
- Consumer driven and accessible - Easy to sign up, instant connection (pre-pay)
- Interactivity (2-way, 'pull' as well as 'push')

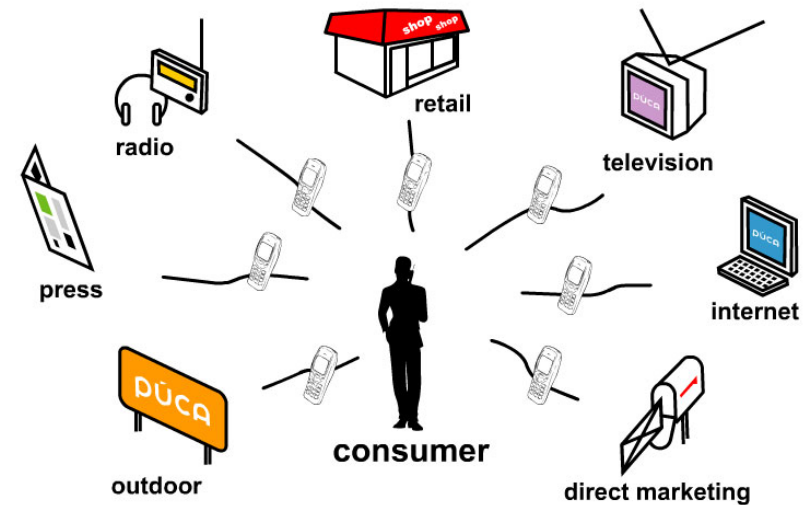
Mobile provides the interactive 'back channel' to other media:



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Opportunities with Direct Model

- Reaches the Mass Market
 - E.g. Handset Compatibility Issues (amortise across all operators)
 - Helps Drive Marketing Spend
 - Creates direct relationship with Consumer (feedback loop)
- Ultimately leads to more innovation and growth in mobile content services



Challenges to Growth

- Standards and co-ordination are vital
- Consumer Confusion over Subscription Services
- Premium Rate Scams/Spam
- Consumer Confusion over Data Fees

The MMF's role



- Brings all the key players together in a neutral forum
- Formal body for Regulators to engage with
- Access Controls and Content Standards
- Promotion & Education
- Co-ordination of introduction of other new services (premium MMS, premium WAP, Video etc.)

Wish List

- Different wireless groups should co-ordinate activities
- Government bodies can support and promote initiatives such as MMF
- Ireland has an opportunity to get back into the forefront of mobile content and services, but we must move quickly!

Thank you!

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Opportunities for Music Marketers

- 1:1 Direct relationship with consumer
- Facilitate Communities
- Affect Consumer Behaviour
- Timeliness of consumer offers
- Payment Mechanism
- Mobile Coupons and Tickets