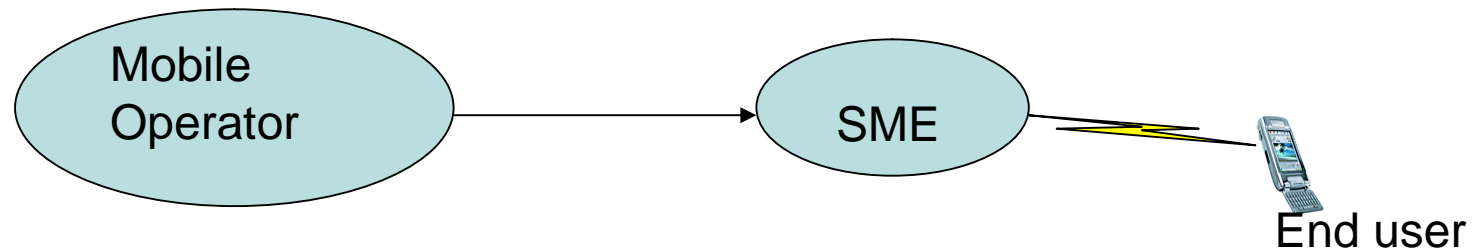




How the Provision of Information and Content for end user Devices can Increase the Profit of SMEs and Incumbent Operators



G. Agapiou, D. Kabilafkas, P. Roris

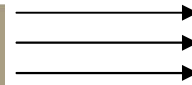
Wireless – Voice Labs

Hellenic Telecommunications Organization O.T.E.



Contents

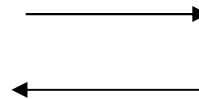
- Service (m-Mag) outline



- Objective



- Benefits



Business-revenues

- System architecture

- Trials

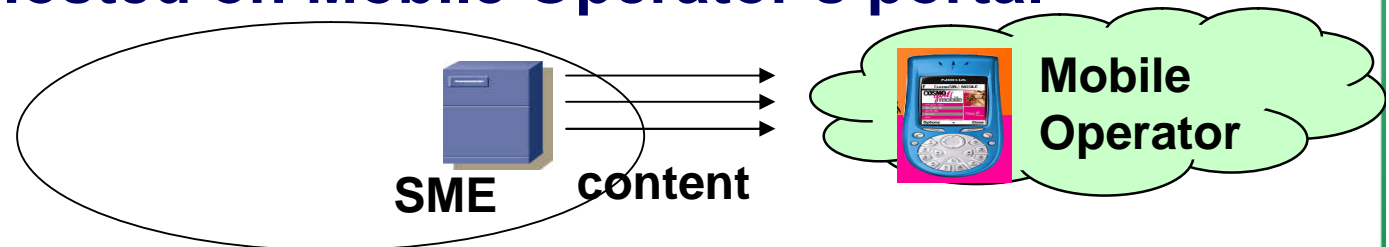
- Conclusions



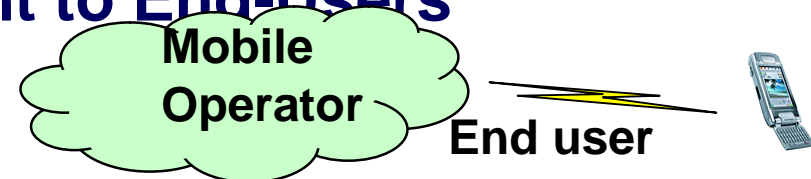
Mobile magazine (m-Mag) outline

m-Mag is a One-Stop-Shop System that offers mobile operators, service, content providers, and end users a simple and convenient platform for generating, operating and managing mobile services, delivering content via web portals and deploying a broad range of communication services.

- **SME creates mobile content**
 - **Content is Hosted on Mobile Operator's portal**



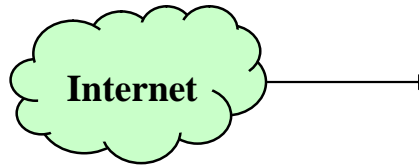
- **Mobile Operators deliver content to End-Users**
 - **Through mobile devices**





Objectives

➤ **Move Internet Services towards the mobile user**



➤ **Fill the gap between the consumer and the mobile operator**

➤ **Promote mobile communications to the wider market**

➤ **Promote Advertisement**

➤ **Bring communities together**



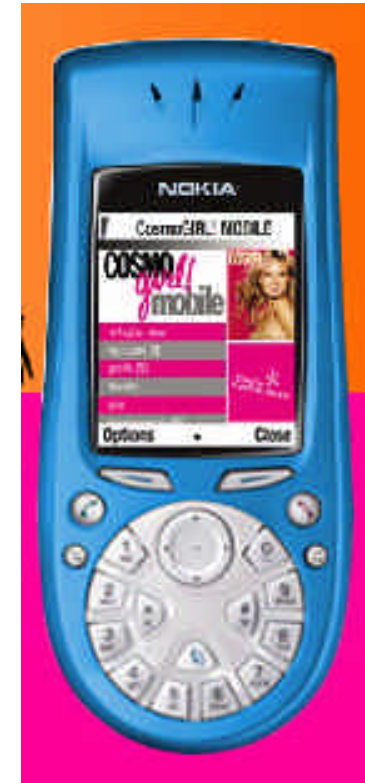
Benefits

- **mobile web publishing service**
- **portal links into mobile operator's portal**
- **SME's create and publish content for mobile devices type of services**
- **Operators deliver new services to End-Users**



What is a mobile magazine?

- **Mobile version of a traditional magazine**
 - e.g. New York Times, Cosmo
- **Mobile version of newspapers and TV stations**
 - or any multimedia publication
- **Mobile web technology integrated with Value Added Services**
 - messaging, video, and flash
- **Integrated into an operator's portal and billing system**





Mobile magazine Features

- **Next generation WAP portal**
- **Customized to terminal capabilities (e.g. screen size) based on Parlay Terminal Capabilities,**
- **Integrated Value Added Services such as**
 - **MMS for downloading slide shows, audio and video clips**
 - **SMS for alerts or voting**
 - **LBS for location based services**
 - **Macromedia Flash**
 - **Chat, bulletin boards, feedback services**
- **Downloadable services**
 - **Ringtones, Java applications/games and screen savers**



m-Mag Portal

- **m-Mag portal links into mobile operator's portal**
 - m-Mag service portal links to numerous operator networks
 - SME launches their magazine into the m-Mag portal
 - SME has one connection to the m-Mag portal – m-Mag manages connections to numerous operators

- **Provides hosting of mobile magazines**
 - Facilitates hosting of magazines as well as the necessary management tools needed for uploading and maintaining the magazine

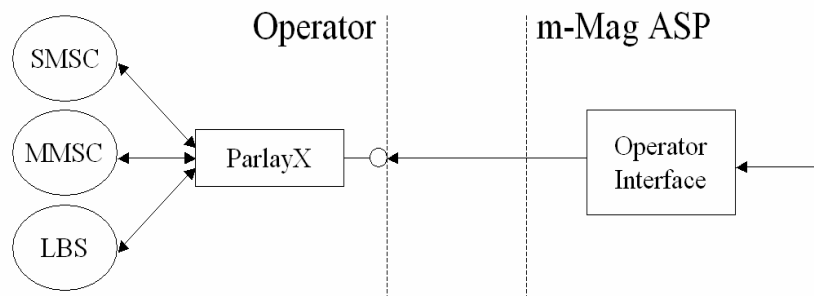
- **Value Added Services**
 - Integrates value added services into the mobile operators network via the m-Mag Operator Integration subsystem



Connection to Operator's network

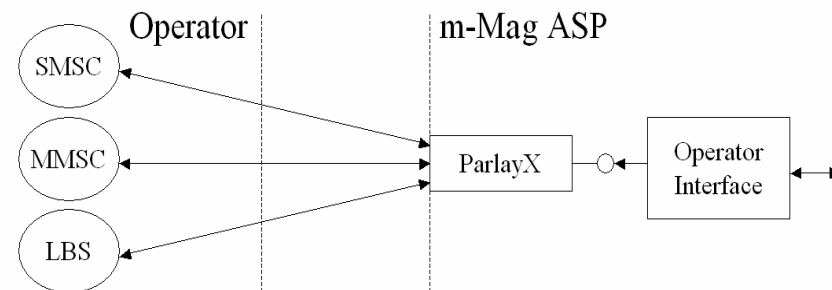
• Case 1

- ParlayX interface is located on the operator's network.
- ParlayX standard communication protocols



• Case 2

- ParlayX interface in m-Mag ASP
- Direct connectivity supported protocols:
 - SMPP v0x34
 - MM7 / EAIF
 - LBS



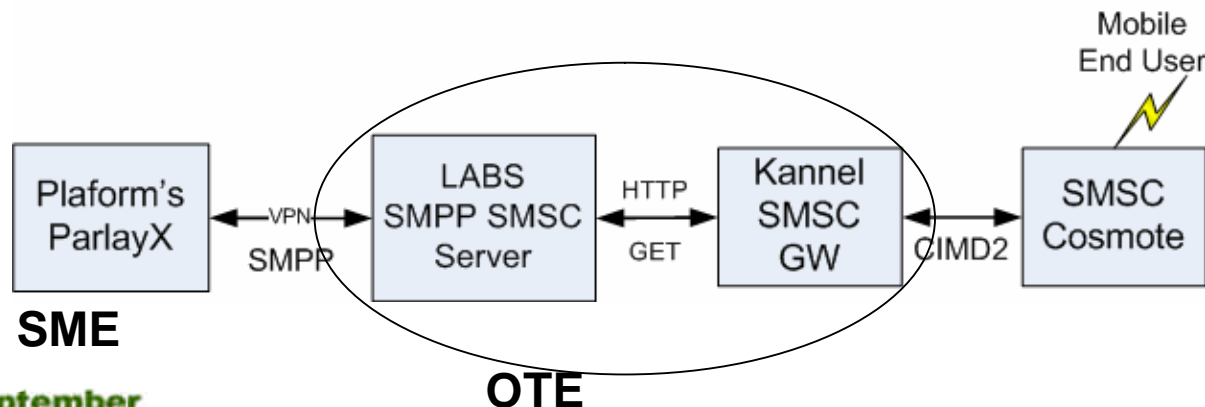


OTE Connection with m-Mag ASP

- OTE connects to ParlayX interface in m-Mag ASP through an IP VPN tunnel

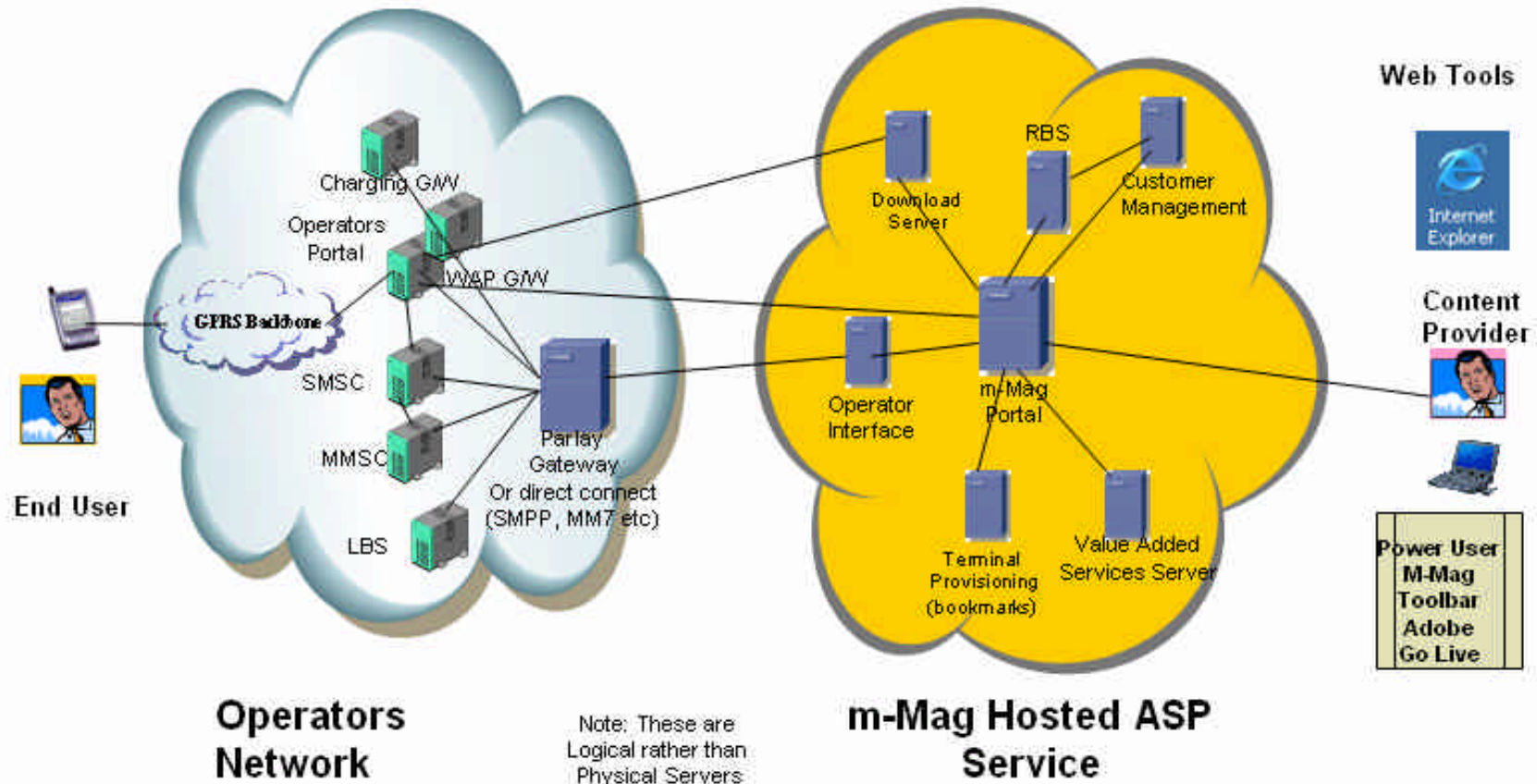


- In OTElabs SMPP is transformed to CIMD2 signaling to successfully communicate with COSMOTE SMSc



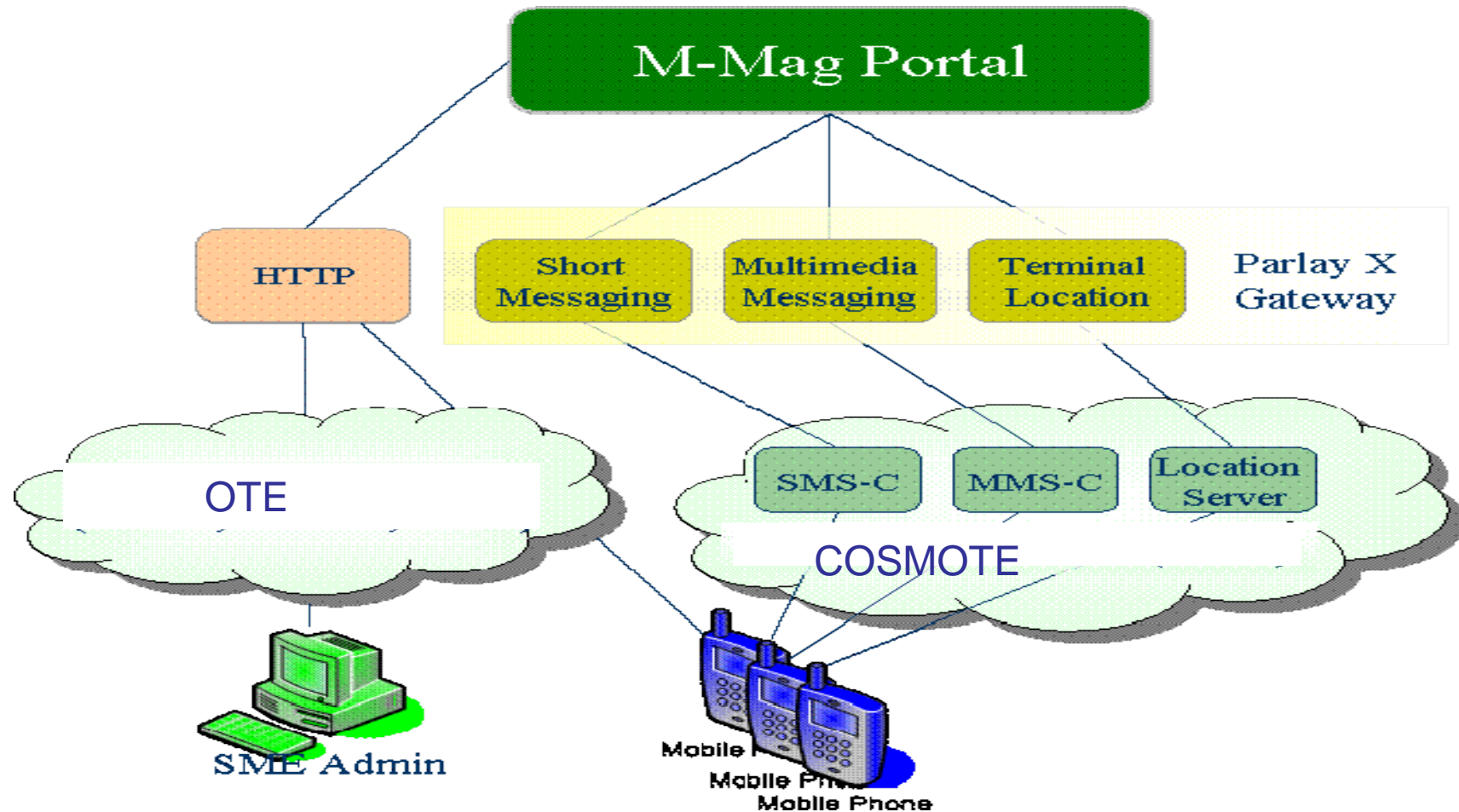


Architecture



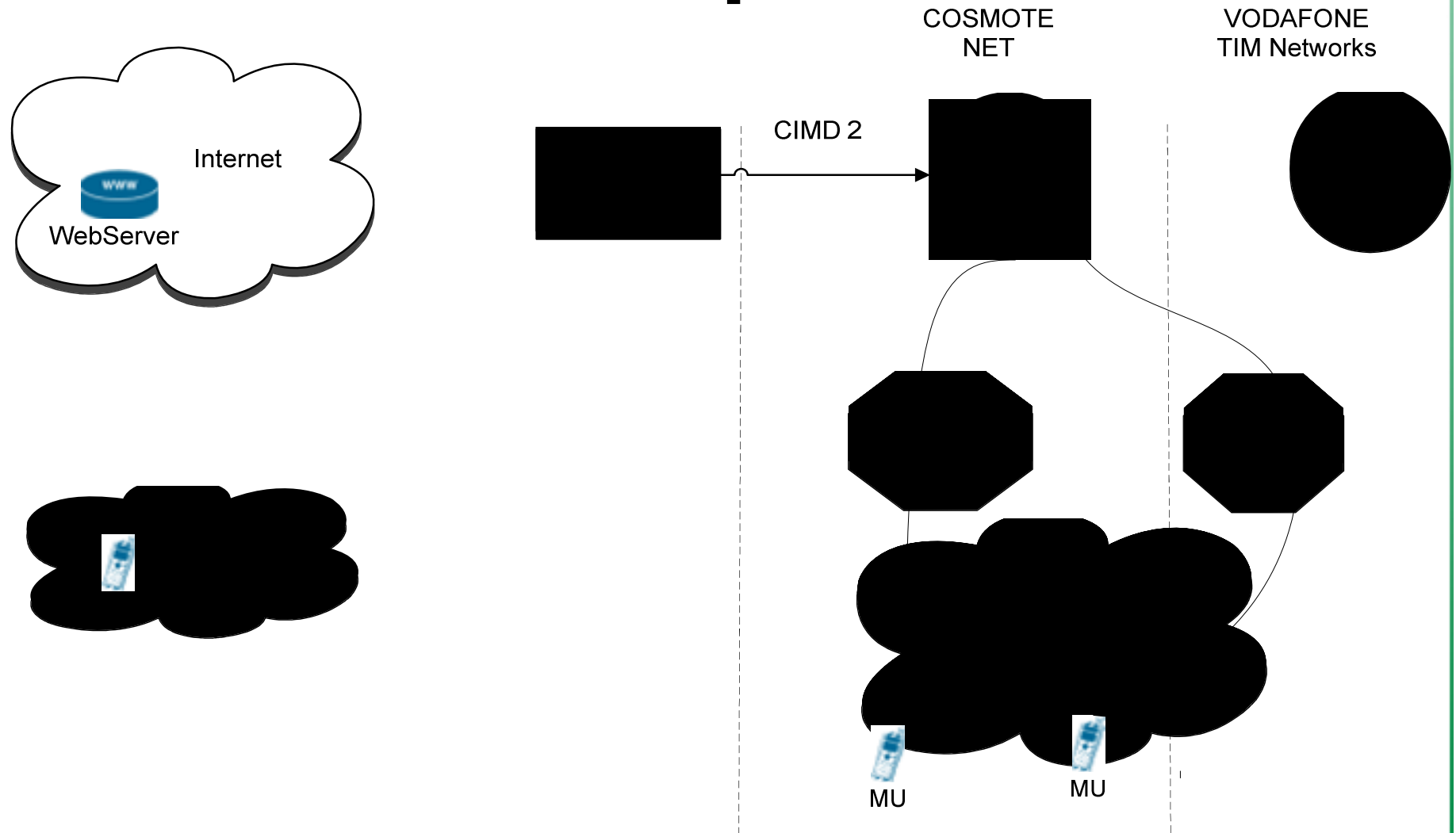


Architecture





Architecture implementation





Trials

➤ Dionisos Hotel

- communication through SMS for booking discounts, special events



➤ Ianos Bookstore

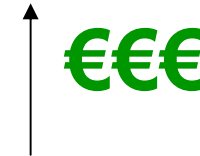
Communication among artists, writers
book discounts





Conclusions

SME Revenues



➤ **Value Added Service charges**

- Location information
- SMS alerts
- MMS presentations

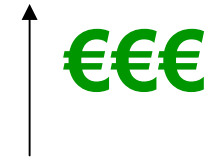
➤ **Magazine Subscription charges**

- Monthly subscription charge



Conclusions

Operator Revenues



- **Network traffic generated**
 - End-users access their preferred magazines
 - Downloads

- **Magazine subscription charges**
 - Through subscription charges

- **Revenue sharing**



Thank You