

Muzicall and IMImobile Form Strategic Partnership

Mobile technology and Ringback Tone specialists partner to accelerate growth of Ringback Tone services in Europe

London, UK—8 July 2010—Muzicall, Europe's leading provider of Ringback Tone (RBT) services, has announced a new strategic partnership with IMImobile, the global technology partner for operators, media providers and enterprises. Muzicall and IMImobile will join forces to foster new Ringback Tone business opportunities and accelerate the growth of RBT consumer services throughout Europe. The partnership will draw upon the two companies' expertise to provide a fully managed service to mobile operators through a mix of innovative technology and marketing. The aim will be to maximise consumer adoption as well as facilitate improved discovery through new channels such as enabling off-deck sales of Ringback Tones.

IMImobile will draw from its extensive experience in delivering RBT technology in Asia-Pacific and Africa where Ringback Tones are highly popular. Muzicall will use its best practice framework developed through its Centre of Excellence for Ringback Tone marketing which has a proven track record of significantly increasing RBT consumer adoption rates for leading mobile operators in Europe.

"In many ways Muzicall and IMImobile offer complementary RBT services so it makes sense for the two companies to work together to grow the European Ringback Tone market," said Patrick Allainguillaume, CEO of Muzicall. "IMImobile has excellent experience in developing successful Ringback Tone technology. There is a huge opportunity in Europe, with only two percent of mobile phone users owning Ringback Tones whereas in regions such as India that number is above 25 per cent."

"We look forward to partnering with Muzicall to repeat the success in Europe that RBT services have had across the rest of the world. With the right focus, IMImobile believes RBT services can be a valuable revenue generator for European operators as a standalone service or as part of a complete music lifestyle solution encompassing full-track music, social networking and personalisation content," said Vishwanth Alluri, CEO and Chairman of IMImobile. "IMImobile's flexible technology and experience, gained from over 21 RBT deployments, alongside Muzicall's fully managed RBT service expertise and marketing knowledge, will prove a compelling proposition for operators keen to explore new revenue sources."

In the past 12 months Muzicall has grown the number of Ringback Tone subscribers across its managed services by more than 300 per cent. This success is in part due to the expertise Muzicall has gained from managing Ringback Tone services with numerous operators across Europe.

IMImobile and Muzicall: Top Tips for Ring Back Tones

What are Ring Back Tones?

A Ring Back Tone is the music or theme tune you hear when you call someone, instead of listening to a boring ring-ring dial tone.

Top Facts about Ring Back Tones...

1)The opportunity of Ring Back Tones for European operators in untapped media inventory will have grown from €40m in 2007 to €229m in 2013. (2008 Juniper Research European Mobile Media Forecast).

2)Ring Back Tones are hugely popular outside of Europe, with 55% of subscribers using Ring Back Tones in Korea, 50% in China and just over 25% in India, making Europe a huge potential market for Ring Back Tones.

3)Ring Back Tone is device independent and hence can be provided to the entire subscriber base of the operator, unlike data services which are dependent on the device of the subscriber.

4)Operators are able to own the Ring Back Tone market because Ring Back Tones can only be run through their networks making them a powerful smart pipe enabler and rich new revenue source.

5)The Ring Back Tone can consist of any type of musical media files which is an opportunity for operators to run advertisement campaigns, adding another revenue channel.

Top Tips to successfully market Ring Back Tones...

1) Awareness

Ring Back Tones are also called Calling Tunes, Welcome Tones and Ring Rings. Muzicall is trying to unify the product name under "Ringtagz" as this will greatly simplify the marketing communications across Europe. The name has been adopted by Orange UK and Vodafone Netherlands. In Switzerland both Orange and Swisscom are planning to launch their off-deck services under this brand. Our aim is to make Ringtagz universally understood and recognized by subscribers throughout Europe.

2) Discovery

Enable customers to easily download and activate Ring Back Tones everywhere, over all consumer touch points including SMS, IVR, WAP, USSD and Web and make them available on smart phones as well as redundant handsets to ensure all subscribers can access them. Ringtagz is launching a series of iPhone, Android and Blackberry Apps which will greatly enhance the ability to browse new ring back tones and manage a collection.

3) Packaging

Make Ring Back Tones an acquisition and retention tool and package them into a bundle of other services. This can help increase sales by up to 30%*. Providing the service for free for one month upon acquisition will give subscribers a taste for Ring Back Tones making them more likely to keep subscribing. Bundling content has also proven to be a great way to increase ARPU through offering consumers value for money subscriptions and ever changing playlists.

4) Promotion

The service needs to be seen and heard for consumers to understand how ring back tones are different to normal ringtones. Create viral marketing campaigns that drive the message and make sure it is easy for subscribers to promote Ring Back Tones to their friends through recommendations, offers, and gifts to friends, family and user generated content through social networking. You can reach one million people in one week with just 100K people playing a Ring Back Tone to 10 people each. This also makes Ring Back Tones an excellent medium for Ad delivery.

5) Place

Create an off-deck and affiliate partnership. Around 65% of mobile content is sold outside of the operator's channels. Ringback tones can be sold direct to the consumer (D2C) by content retailers through above the line and digital sales channels. By integrating with D2C storefronts, operators can benefit from significant incremental revenues driven by large-scale off-portal marketing campaigns.

6) Content

Ring Back Tones are not just about chart music. In addition to offering popular music tracks include theme tunes and tie in new content to current events to give subscribers a wide choice of Ring Back Tones. For example the 2010 football World Cup has driven national anthem downloads and football chants Ring Back Tone purchases. Segment your subscribers and offer content that fits their demographic and personal interests to make Ring Back Tones relevant to individual groups.

7) Technology

Invest in a trusted technology and marketing partner to provide the enabling platform and shop front and let them manage and promote your rich portfolio of content across all consumer touch points, freeing you up to focus on innovation and customer retention.