



“Tapping global market”
■ ■ Developing killer content and how to make it success ■ ■



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Arena Mobile: global vision

Arena started in 2001 and is one of the most reputed players in the mobile content industry worldwide.

Subsidiaries in 13 countries including China, India and opening next in Japan.

Partnerships with big Telecom and Media companies all over the world.



Globalizing the mobile business





Arena: managing global content projects

Arena Mobile works with more than 120 operators and 30 media groups in more than 70 countries.

Content partners for operators: We are experts in developing content projects and giving content solutions to operators. We bring the platform, the content, the billing and the management.

Distribution network for content owners: we analyze the opportunities of each partnership and we try to maximize the revenues of content by creating value through our distribution channels bringing valuable propositions to customers



Global player for global partnerships





Big players, big projects, best technology

Arena works basically in big projects.

Currently we are working with Huawei and Telefonica developing contents and services in 13 Latin American countries through Huawei's Service Delivery Platform.

We are working with a Korean handset manufacturer developing wap portal and content shops in several countries.

We have just developed a music Full Track Download platform for TMN in Portugal.

We use latest CRM Tools to improve user experience.



Best technology+Best content=Best User Experience



Content market is evolving

The market is constantly evolving

SMS
MMS
Wap sites
Operator portals
Expensive Traffic Rates
Java Games
Wap push
Content consumption
Carrier Chooses

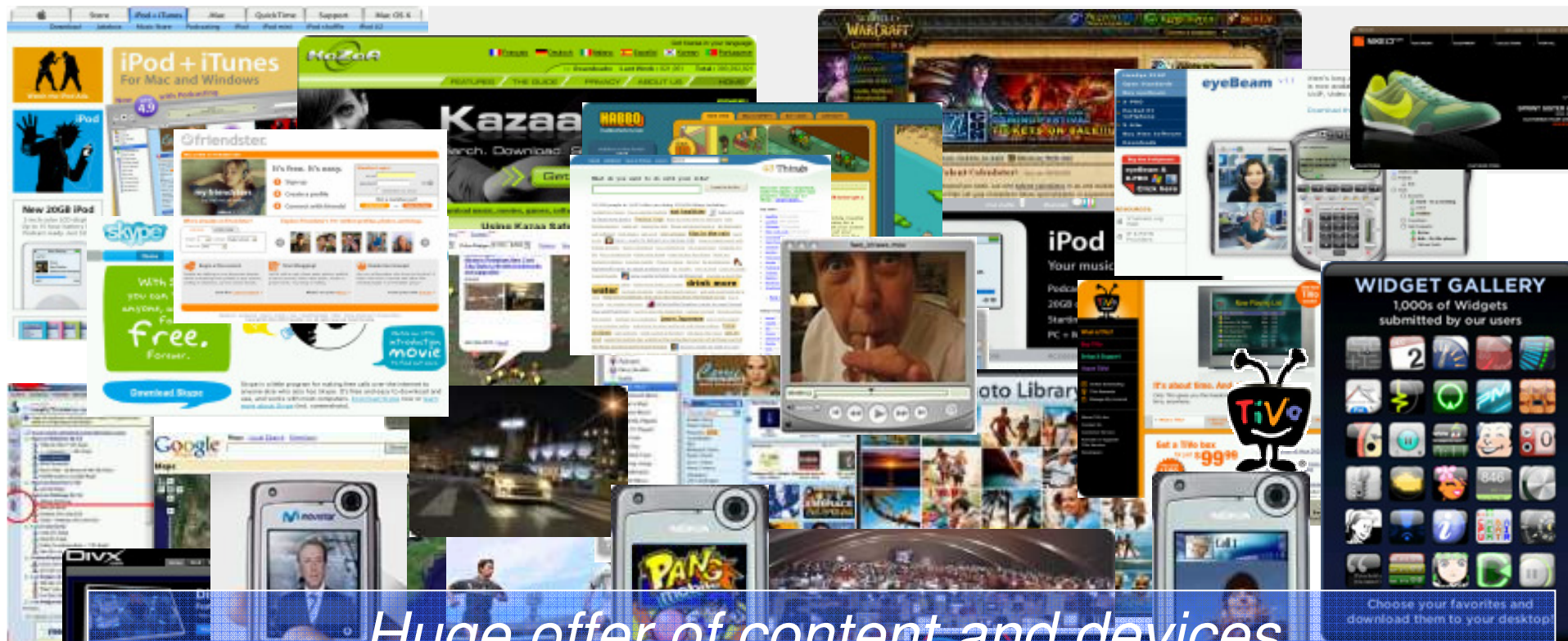


IM
Media Sharing
Mobile Web
Content Search
Flat Rates
Online applications
RSS
Content Creation
User Chooses



And Arena speeds up the evolution!!





Huge offer of content and devices





Killer content must support convergence ...



TV



Internet



Mobile

Arena Mobile





Current trend: internet, TV and Mobile

Arena Mobile was born as a spin-off of an interactive TV project where we pretended to create interaction between TV and audience using the mobile phone and internet.

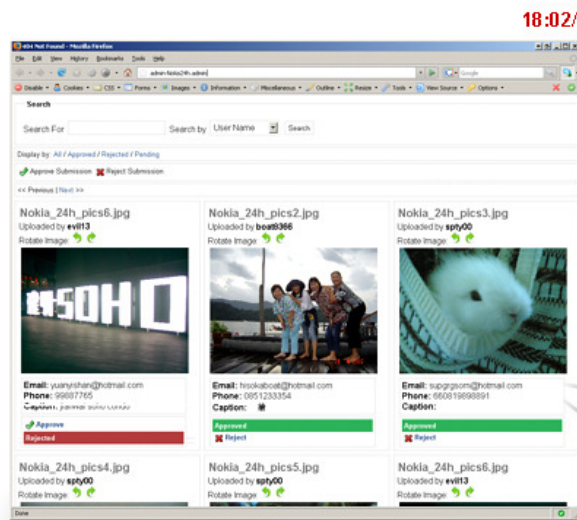
Since then we have been working in multiple interactive TV, Digital TV and triple play projects with big brands such as Real Madrid, or different TV stations around the world.



Experience in Internet+TV+Mobile: Setting trends



Convergence is key



Three screens, one concept



DTT channel integration to mobile portals



Let the mobile become part of the DTT experience





Covering customer needs

Consumer Requests:

Great Services
Great Support
Great User Experience
Great Security
Free!!



Consumer wants:

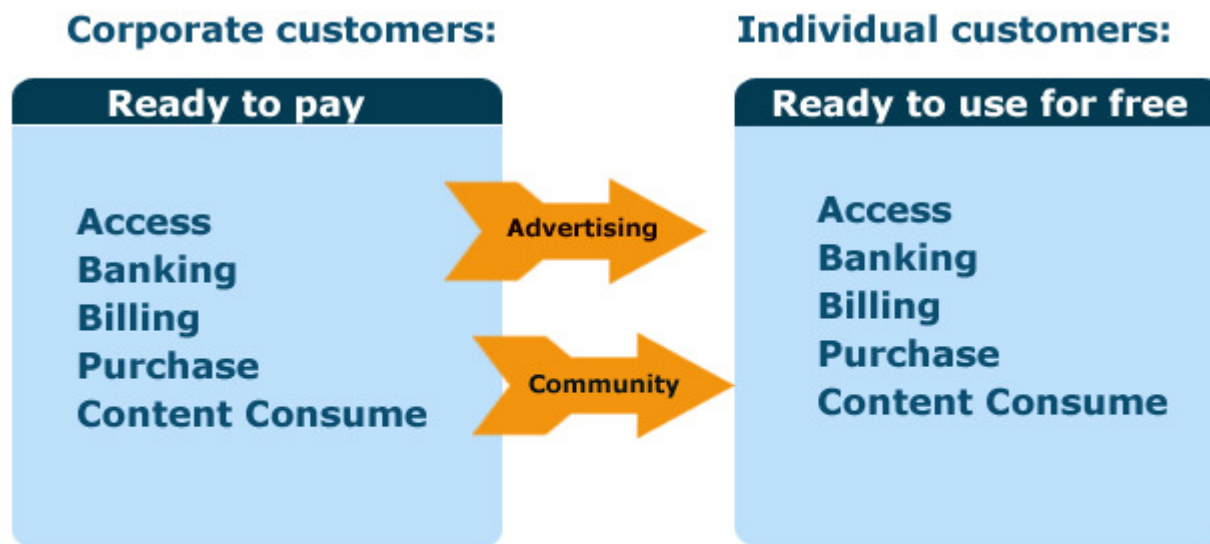
Location
Messaging
Camera
Contact Access
Movement sensors
Content Creation
Content Publishing



Customer is demanding, get ready !!



How to succeed: internet culture



Mobile Web 2.0: Cross platform



Mobile web 2.0 is the next step: let's go for it





The strategy: Become irreplaceable

1.- Marketing is key:

Position your brand/Look for your target/Generate loyalty

2.- Best user experience: keep it simple and stupid

Easy design/Easy to use/Easy to evolve/CRM

3.- From Free to Freemium

Registration/Keep users active/Value for money

4.- Good customer care

Keep close to customer/Speed is key/Use his feedback/Be efficient

5.- Update content

Keep it live/Don't loose Focus/Build your brand



Make your customer fall in love with your brand



감사합니다

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