



Mobile – the mega medium? – A MINDS Symposium Berlin, June 3rd 2005

Fact sheet: Multimedia Entertainment

★ What is “Multimedia Entertainment“?

Information service offering which provides customers with gossip and previews of upcoming events and releases as well as all functions of a high-quality movie database.visited country and home country.”

★ Target Group:

Customers of newspapers, carriers, cinema chains, event platform.

★ Benefits for End User:

- ★ News content selection based on visited/home country
- ★ News content provision in native language or English
- ★ Seamless experience during roaming
- ★ Consistent look and feel of user interface

★ Business Model:

MINDS provides content and content structure, manages content-integration from publishers and/or third party providers and handles the interface to ASP/carrier.

- ★ Flat fee for publisher using the content package for integration within their own portfolio (service labeled by publisher).
- ★ Optional: MINDS offers particular parts (e.g. database) for integration in existing mobile entertainment services from publishers.
- ★ Sponsorship integration possible.

★ Technologies:

- ★ SMS, MMS, mobile Internet/ WAP
- ★ Streaming

★ Commercial Status:

First talks with potential customers.



★ **Implementation by:**

APA, CoreMedia

★ **User Feedback:**

Attractive new approach for news on mobiles...

★appreciated combination of push- and pull- features

★fresh new presentation format of value

★high-quality audio- and video

★lifestyle support tool

★ **Marketing Issues:**

Additional service offering for players in the movie and music industry as well as publishers within the mobile environment

★co-branding

★possibility for movie and music industry as well as publishers to promote their own content

★revenue share models and sponsorship possibilities

★ **Innovation:**

New multimedia presentation formats based on state-of-the art processes in the workflows

★database content integration

★external third party integration