



Make it easy for marketers to break through media clutter by enabling advertising via customized mobile ringback tones.

The Opportunity

RealNetworks introduces a way to break through the advertising clutter with a new method to grab your customers' attention – your ad played on callers' mobile phones while they wait for their call to be answered. RealNetworks is the global leader in Ringback Tone Services (RBT), a personalized music or audio clip that is played instead of the traditional “ring ring” sound to the person calling an RBT subscriber. Ringback tones are a way for mobile customers to express themselves to their callers with audio or video ringbacks (available for video telephony).

Both ringback tones and mobile advertising are expected to grow in revenue and adoption in the coming years. Mobile advertising revenue will rise tenfold to about \$24.1 billion by 2015.¹

Not since the wristwatch has a portable device become such an intimate tool for everyday life – carried and used by the owner most of the day and night. While many companies are beginning to explore mobile advertising, it is still an open field with different types of ad-serving being tested. Real Ad-Sponsored RBT is a good opportunity for advertisers to incorporate mobile advertising into their mix because it offers an opt-in model, interactive capabilities, and an unlimited number of impressions. Real's design team has built a self-selecting advertising model as opposed to something that seems overly intrusive. With this model, the RBT subscriber can choose to subsidize or discount their ringback tone service by delivering advertising messages that coincide with their own tastes.

The Solution

Real Ad-Sponsored RBT is an innovative service that delivers compelling, personal advertising messages to targeted individuals via their mobile phones. By sponsoring the ringback tone with advertising, mobile operators and marketers can offer subscribers an easy way to pay for or subsidize their mobile personalization services. The solution exploits the existing technology, relationships and expertise that Real has developed through its market-leading Ringback Tone Services.

Real Ad-Sponsored RBT allows the mobile operator to manage daily or weekly ad schedules, while also allowing users to subscribe to the service for free or at a discounted service fee. In addition, the solution also features the opportunity for 1-to-1 marketing with instant interaction via SMS/WAP connections to the advertiser.

Ad-Sponsored Ringback Tones

Delivery Options Empower Subscribers

In order to give the subscriber a choice for the level of advertising with which they are most comfortable, the mobile operators can offer the following delivery options:

- **Full Play**
A full-length (30-40 second) Ad-RBT which exclusively plays to every call. Subscribers are rewarded for subscribing to this level of service
- **Time-based Play**
A full-length Ad-RBT which will play only during certain times of day (e.g., 9am-5pm), with the standard RBT playing at alternate times of day
- **Intro Play**
An “intro” Ad-RBT which will play for the first five seconds of the standard RBT each time it plays (e.g., “This tune is sponsored by ‘Terminators’ – in theaters August 25th.”)

How It Works

Advertisers or their marketing agencies can work with Real to plan an RBT campaign delivering ads to the subscribers of one or more mobile operators. Real provides the development, implementation, monitoring and reporting that advertisers rely on for reliable, measurable delivery of their ad message.

The Real Ad-Sponsored RBT Services include the following capabilities:

- Integrated media management
- Support of pre-set criteria for advertisement management
- Demographic targeting
- Reporting

The Real Ad-Sponsored RBT Services will provide tools for easy management of ad targeting and schedules by category, day of week, time of day and advertiser. An example of a weekly ad schedule is illustrated below.

The screenshot displays the Real Networks management interface. On the left is a sidebar with 'Program Management' and 'Ad Settings'. The main content area shows 'Default Ad Program' with a 'Time Table' for a weekly schedule. The schedule is as follows:

Time	Sun	Mon	Tue	Wed	Thur	Fri	Sat
12 AM ~ 1 AM	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi
1 AM ~ 2 AM	Bank Pepsi	Bank Pepsi	Bank Pepsi	Bank Pepsi	Bank Pepsi	Bank Pepsi	Bank Pepsi
2 AM ~ 3 AM	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi
3 AM ~ 4 AM	Bank Pepsi	Bank Pepsi	Bank Pepsi	Bank Pepsi	Bank Pepsi	Bank Pepsi	Bank Pepsi
4 AM ~ 5 AM	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi
5 AM ~ 6 AM	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi
6 AM ~ 7 AM	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi
7 AM ~ 8 AM	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi
8 AM ~ 9 AM	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi
9 AM ~ 10 AM	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi
10 AM ~ 11 AM	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi
11 AM ~ 12 PM	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi	Ad Pepsi
12 PM ~ 1 PM	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi
1 PM ~ 2 PM	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi	Drink Pepsi

Ad-Sponsored Ringback Tones

In addition to the direct, 1-to-1 marketing benefit, there is another aspect of mobile advertising that makes it so appealing - instant interactivity. With Real Ad-Sponsored RBT Services, the advertiser can include an option for the caller who hears the ad to respond immediately by pressing a key for more information or to enter a contest or sweepstakes. Ringback tones are often an unexpected surprise for the caller so they garner attention as a fun way to break through to a target consumer with offers and other fun promotions.

The Real Difference

Real operates Ringback Tone Services for more mobile subscribers than any other provider in the world. Our mobile operator customers also enjoy higher adoption rates than the respective regional averages and those experienced by our competitors. Our higher rates of usage are a credit to the core consumer benefits of our service, such as superior sound quality, ease of use and enhanced features. As Real has migrated the service offering from Asia to the West, we believe that our reliable service operations and consulting expertise have proven to be a significant factor in higher subscriber adoption rates.

Real provides a collaborative service – not just technology – to all of our customers. As we explore the new environment of mobile advertising, we want to work with advertisers to provide the most effective marketing programs. Today, the Real RBT service is operating with top-tier communications service providers around the world with millions of active subscribers. Advertisers seeking to engage their customers or prospects in a new way will find an innovative and reliable partner in RealNetworks and our market-leading Ringback Tone Services.

Contact Us

For more information, please contact SaaS@real.com or visit our website at www.realn networks.com

¹ © 2010, Bloomberg, Mobile Advertising Sales to Grow Tenfold by 2015, Informa Says (Informa Telecoms & Media 2010)