



realnetworks®

Media Entertainment Platform

Our comprehensive media platform for digital entertainment lowers operating costs while making it easier for subscribers to find, buy and manage mobile content.

The Opportunity

Over the past few years, many operators have had to piece together a patchwork of services and solutions to offer each new type of mobile content that consumers demand. In the meantime, mobile content is taking over voice as the major source of revenue and customer loyalty. The new Media Entertainment Platform (MEP) from RealNetworks addresses the need for a more streamlined system for mobile operators to market, deliver and manage mobile content. "Platform integration is vital for the growth of mobile content," said eMarketer senior analyst Noah Elkin in a prepared statement. "The decade ahead heralds a wholesale shift in the content consumption experience."¹

Simplified, Unified Services

For many operators, the legacy of multiple storefronts is hindering the discovery process. Today's consumers expect to find what they want fast, or they will abandon the search and move along. The Real MEP simplifies the storefront to a unified experience for all content types, whether on the PC or Mobile device.

The benefits of the MEP's unified experience reach all parties:

- **Subscribers** can find, buy and share the content they want through a fast, intuitive storefront
- **Operators** lower operation costs by working with a single service provider and managed service instead of multiple systems and in-house overhead
- **Content Producers** count on a reliable, consistent system for delivery, as well as opportunities for promotions and up-selling
- **Business Partners and Advertisers** make the most of merchandising and cross-selling opportunities through the MEP optimized storefront

End-to-End Platform

Reduce the complexity of working with diverse suppliers -- as a trusted provider, Real provides a single end-to-end digital entertainment solution. Our MEP is a secure, scalable and industry-proven solution that manages all steps of media entertainment management from content ingestion and delivery to service operations and maintenance:

- **Content** - Ingestion, organization and delivery of all media optimized for a wide variety of devices and international presentation
- **Inventory** - Unified repository with flexible, converged storefront creation capabilities
- **Storefronts** - Full-function customized, brand-able storefronts, optimized for multiple device types

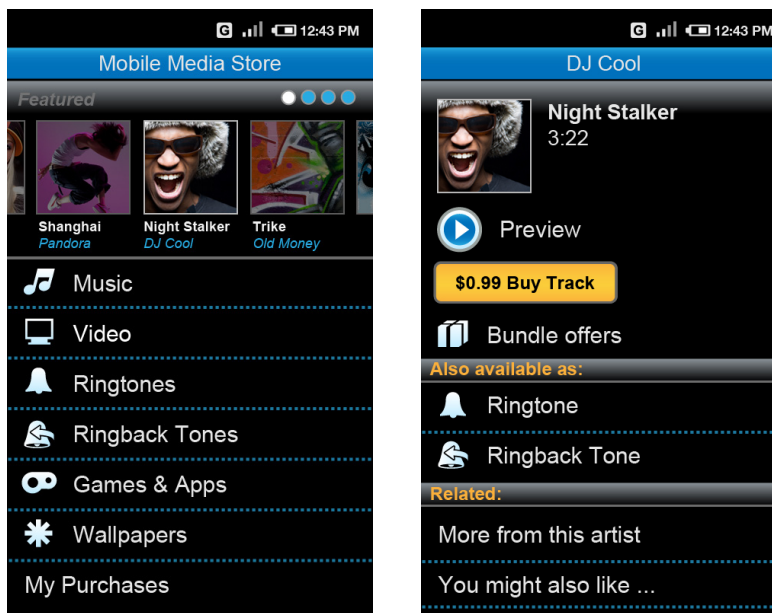
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- **E-Commerce** - Flexibility to create offers, bundles, promotions through subscription and a la carte purchases
- **Media Management** - Cross-product search, browse and recommendations through advanced PC and mobile clients and storefronts

With Real MEP, mobile operators can brand their own converged storefront and provide subscribers with easy access to their personal digital libraries, to live streaming audio and video, and to all the games, apps, ringtones and ringback tones on offer. A converged platform helps both the operator and the subscriber make sense of the ever-expanding inventory of mobile content. The relentless expansion of content is why both the Search and Store functionalities of the operator's system are so critical to get right.

MEP offers fast, reliable search results with customizable presentations. The Search and Recommendation functions can feature targeted promotions, product bundles and cross-selling. With some of our largest operator customers, RealNetworks has experienced the uptick in revenue that comes from savvy cross-selling of content across content types such as ringtones and ringback tones. The effect of presenting a range of content types for a requested artist or event can be significant – and lasting.



Via mobile device or computer, subscribers have quick access to their own content as well as news, products and other information about artists and events.

The Real Difference

Real operates mobile entertainment services with top-tier operators worldwide. We have extensive experience with operator billing and authentication systems, enabling subscription, a la carte, gifting, begging, packages and bundles. Real has been a pioneer in digital entertainment services since the earliest days of the Internet. Our mission is to enable the consumer to enjoy their choice of digital entertainment whenever and wherever they want.

Contact Us

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

1 © eMarketer 2010, "Mobile Content Soars Thanks to Device and Network Advances"