



A full-featured digital music service delivered via PC and mobile device for high-quality music discovery, preview, purchase and play.

## The Opportunity

Mobile music revenue is expected to reach \$14.6 billion worldwide by 2013, according to a forecast by Juniper Research. This growth is an opportunity for mobile operators to take advantage of their unique relationship with subscribers by supplying the mobile music experience that consumers seek. Mobile music services can act as a gateway to other popular entertainment services such as ringtones, ringback tones, mobile video, games, and applications. It also generates new revenue streams by capitalizing on the spontaneous purchasing behavior characteristic of the high-volume music user.

## Proven Music Service

Real Multi-Screen Music Service is a full-function digital music service that allows users to download and play full music tracks over the air or over the Internet — and to transfer music between their mobile phone, PC and portable music device. Real currently provides music services to some of the largest operators around the world. We serve our customers with expertise in digital entertainment as well as the mobile arena. Our Multi-Screen Music service is backed by our Media Entertainment Platform (MEP) which supports a variety of mobile offerings including full-track music, ringtone, ringback tones, and video. This unified system, designed specifically for the mobile operator, allows them to consolidate their digital entertainment offerings for an innovative user experience that enhances discovery, purchase and play. The scalable MEP serves as a foundation for a comprehensive music service that will evolve as the market changes and grows.

### Exciting Features Your Subscribers Expect:

- **Well-designed Interface:** Real provides an easy to use, intuitive user interface with full convergence of all personal settings available both on the mobile phone and the PC. Users experience seamless functionality between the PC and mobile device, and the ability to create playlists, rate and gift songs, and integrate with Twitter or Facebook.
- **Intelligent Search & Recommendation:** Music can be searched by artist, track or album, previewed and downloaded. Subscribers can make personal recommendations and even receive an SMS alert by artist and album. They can create personal playlists with purchases delivered to both their mobile device and PC.
- **Music Library & Download Management:** Users can easily search and get artist and song recommendations. They can manage their music storage and library by using Real's Music clients.
- **Rich User Experience:** Users view animated playback screens showing album art, and can toggle between a music track list and playback screens.



# Multi-Screen Music Service

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## Reliable Platform and Expert Support

Working with Real as the trusted provider of end-to-end music services will help reduce the costs and complexity of working with diverse suppliers. Our Multi-Screen Music service is a secure, scalable and industry-proven solution that manages all steps of the music process from content ingestion and delivery to service operations and maintenance.

The following is a summary of the key components that will be managed by your account team at RealNetworks. The features listed here operate via mobile device, PC or Web:

- Content acquisition, ingestion and management to ensure a content catalog with the latest, most popular offerings.
- Interactive, automated product management organizes content types within the consumer interface based on editorial bundles, including ringtones, ringback tones and full tracks. This feature streamlines standard searches as well as promotions and merchandising campaigns.
- Browsing and purchase functions make it easy for users to browse, preview and purchase digital music.

## Deployment Options

Real offers optional flexible deployment models to fit mobile service provider's business needs. Our fully branded service allows the operator to deploy a co-branded or Real-branded product with a fixed feature set and user experience. Our white label option is designed to support multi-carrier customers with minimal implementation providing standardized features, functionality and branding – and a user experience defined by the mobile service provider. The custom option allows the operator to offer a specific customized product carrying their own brand with a custom feature set designed by the service provider and experts at Real.

## The Real Difference

Real Multi-Screen Music is deployed worldwide and is available to over 200 million mobile subscribers. Real enables more than 20 million full-track music downloads per month, and more than 129 million full-track streaming pieces per month, more than any other mobile music provider. We have extensive experience with operator billing and authentication systems, including subscription, a la carte, gifting, begging, packages and bundles. Real has been a pioneer in digital audio 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](mailto:SaaS@real.com) or visit our website at [www.realnworks.com](http://www.realnworks.com)

