

Mobile Music

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 \$18 billion worldwide by 2016, according to a forecast by *IE Market Research Corporation (IEMR)*¹. 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. This not only generates new revenue streams by capitalizing on the spontaneous purchasing behavior characteristic of the high-volume music user, it also helps reduce churn and increase brand loyalty.

Proven Music Service

The RealNetworks white label music platform is a full-function digital music platform 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, tablet and PC. RealNetworks 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 music platform is designed specifically for the mobile operator, allowing them to offer highly customized and fully system integrated music entertainment offerings with an innovative user experience that enhances discovery, purchase and play.

Exciting Features Your Subscribers Expect

- **Best-in-class User Interfaces**
RealNetworks provides an easy to use, intuitive user interface with full convergence of all personal settings available on mobile phone, tablet and PC. Users experience seamless functionality between the PC and mobile device with great, intuitive and inspiring ways to search and discover new music, and integration with Twitter or Facebook.
- **Intelligent Search & Recommendation**
Music can be searched by artist, track or album, with search term suggestions provided as you type and alternate search term suggestions in case of typos or no found results based on entered search term making it really easy and quick to find what users are looking for in our huge catalogue of millions of tracks. Subscribers can explore personalized recommendations based on a very powerful collaborative filtering based recommendations engine or just explore related items based on a title they know and like.
- **Download Management**
The built in download manager makes it really simple to download multiple tracks or even entire albums on a mobile with a single click. Automatic retries in case of download failures due to network outages and the ability to pause downloads and resume at a later point in time make for a flawless download experience.
- **Native Mobile Apps**
Our highly customizable mobile clients are available as native apps, providing a truly great native experience on a wide variety of devices including Android mobile and tablets, iPhone and iPad, Symbian Series 60 and BlackBerry. (Further devices can be covered via Mobile Web based solutions or custom built native clients.)

Working with RealNetworks as the trusted provider of end-to-end music services will help reduce the costs and complexity of working with diverse suppliers. Our 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.

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 phone, tablet or PC:

- Content acquisition, ingestion, metadata enrichment and editorial management to ensure a content catalog with the latest, most popular offerings
- Technical integration with operator billing and authentication systems
- Continuous on-boarding of new device models to ensure the service runs perfectly on all relevant new devices
- Detailed reporting on: sales, transactions, downloads, user activities and trends to labels, rights collecting societies and operators
- Live monitoring and service operations based on high up-time SLAs

Deployment Options

RealNetworks offers optional flexible deployment models to fit mobile service provider's business needs. 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 RealNetworks.

The RealNetworks Difference

RealNetworks music solutions are deployed worldwide and are available to over 300 million mobile subscribers. We enabled more than 7.9 million full-track music downloads in Q4 of 2011. We have extensive experience with operator billing and authentication systems, including subscription, a la carte and gifting packages and bundles. RealNetworks 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@realnetworks.com or visit our website at www.realnetworks.com