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# Ringback Tones & Personalization

An innovative portfolio of ringback tones and personalization services that help you streamline operations while providing your customers with a superior experience.

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## The Opportunity

As the balance of voice vs. data revenue continues to shift, mobile operators seek options that will provide attractive mobile entertainment content for their subscribers while lowering costs and encouraging higher ARPU. Personalization services like ringback tones, ringtones and graphics are enjoyed by millions of subscribers around the world, and their adoption has been a leading driver for the expansion of mobile personalization and entertainment.

Real launched the first Ringback Tone Service with SK Telecom in 2002 and the service soared to 30% adoption within the first year. The IDC Worldwide Premium Mobile Entertainment 2009-2013 Forecast and Analysis states “ringback tone revenue will exceed \$12 billion in 2013, after surpassing ringtone revenue in 2008, and continuing its growth during the forecast period.”<sup>1</sup> Ringback tones, especially when bundled with other content like ringtones, music, video and graphics, provide a largely unexploited opportunity to enhance service offerings, engage subscribers, and earn additional revenue.

## The Solution

Today, Real provides Ringback Tone & Personalization Services to mobile operators around the world, including the majority of top U.S. operators. This managed service solution provides a complete end-to-end system ready for deployment in a mobile operator’s network. Designed to deliver a superior customer experience, Real Ringback Tone & Personalization Services offer an easy interface for discovery and purchase of a diverse range of audio and video clips in a host of genres ranging from music, personal recordings, comedy and other types of multimedia that will satisfy many different tastes.

Designed to deliver a superior customer experience, our solution offers an easy interface for discovery and purchase. The streamlined U.I. encourages use of features such as Gift and the Personal Locker, which enables subscribers to see and manage all of their content from one place. The multi-service aspect of the solution allows operators to bundle and promote multiple content types for a competitive advantage.

The solution is highly flexible and enables easy integration to support unique mobile operator requirements. We enable a number of innovative features designed to increase the level of personalization and control that your subscribers enjoy. A few of the most popular Ringback Tone features include:

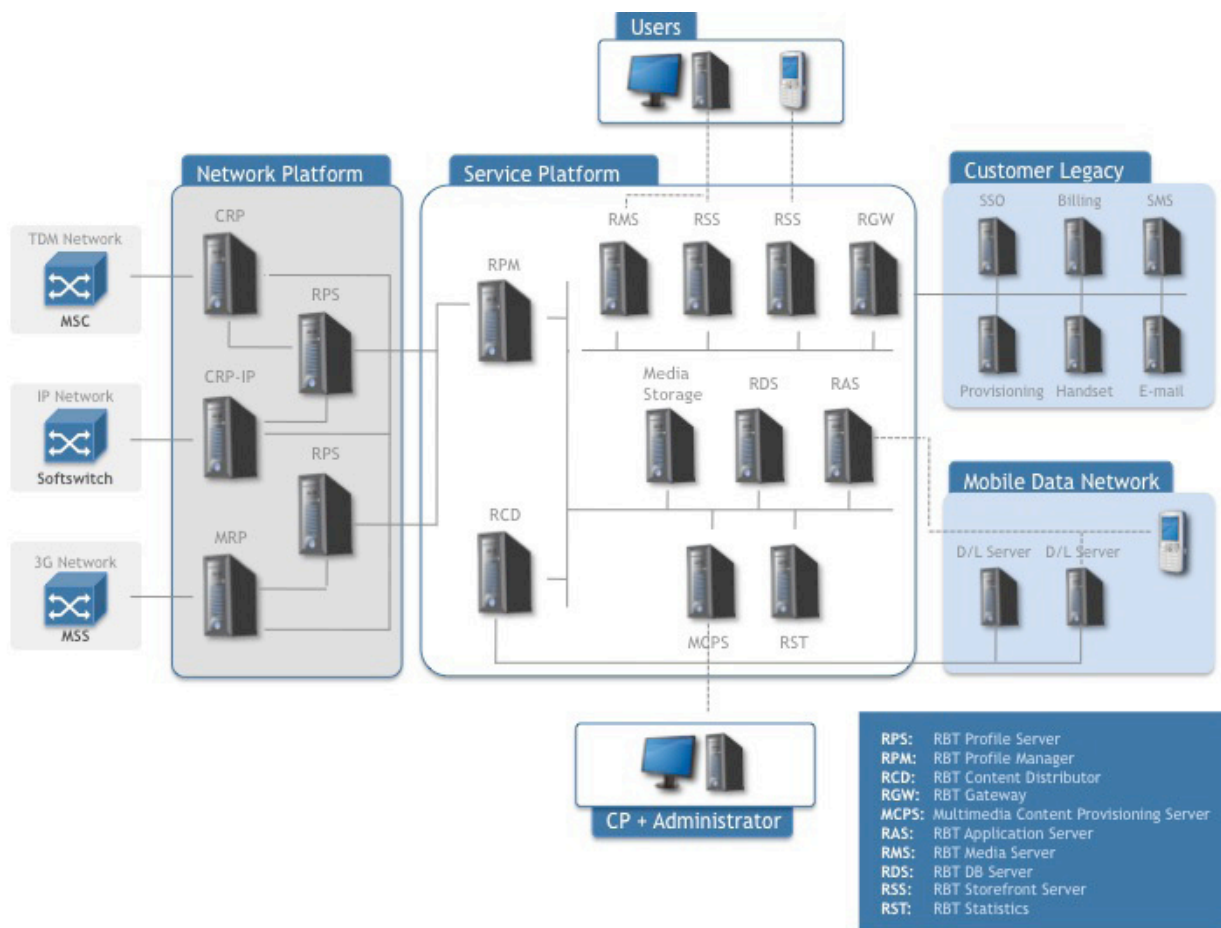
- **Caller/Group-Based**  
Assign different music or video clips to individual callers or groups categorized by the subscriber

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- **Time-Based**  
Play different music or video clips based on time of day or day of the week
- **Event-Based**  
Play special occasion music, sounds, or video clips on specific days such as holidays, birthdays, or last day of school
- **Jukebox**  
Instead of assigning one clip at a time, Jukebox enables random playing of a collection of clips as selected by the subscriber
- **Block List**  
A Ringback Tone Profile Group, whose members will be blocked from hearing ringback tones

As the pioneers of managed Ringback Tone services, Real has extensive experience developing enhancements and features that subscribers desire. The following diagram shows the various elements that contribute to the success of mobile service providers who deploy Real Ringback Tone & Personalization services:



- **Profile Management**  
Enables the configuration and setting functions for system default, user default, callers, and group-based settings. From their Personal Locker, subscribers can set their content to play based on events, time of day, or day of the week. Also available are pre-announcements to the ringback tone (for example, Verizon

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Wireless in the U.S. plays, “Please enjoy the music while your party is reached...”). The Personal Locker is also where the subscriber can Gift for content.

- **Storefront**

Via Web, WAP, handset applications (e.g. J2Me, BREW) and IVR, the Storefront provides subscribers with user-friendly features to subscribe or unsubscribe, and manage their service. The storefront can feature ringback tones, ringtones, graphics and video content for easy management of all content types. While shopping, subscribers can search by artist or title, browse categories, and listen to the ringback tone before they buy.

- **Purchase Options and Management**

Subscribers have the option to buy or gift content items to encourage use and add a fun, interactive element to the service. The multi-service capability allows you to boost cross-selling opportunities through packaging and bundling of content by musical tastes, trends and promotional events. That means a subscriber searching for Beyonce will see options to buy ringtones, ringback tones, graphics and video of that artist – all from one storefront. Real’s solution also enables short-code purchase, DTMF Copy, which allows an intra-network Calling Party to purchase and assign the Called Party’s ringback tone currently playing for him/her. The Personal Locker is where the subscribers store and manage their content. They can easily view details, delete content, re-purchase, re-download, Gift content to others or create Jukeboxes.

- **Promotion Management**

Furthermore, operators can easily create and administer promotions for ringback tone service and content. Sample promotions include:

- Support various pricing models (e.g. \$5.00 a month with 2 free content each month)
- Coupon system (e.g. Carriers can print offline or online ringback tone coupons for free month or free content)
- Support various promotions (e.g. 2 month free only for people subscribe in June, every third content purchase is free, etc.)

## How It Works

The backbone of Real mobile entertainment services is the Real Media Entertainment Platform (MEP) which supports full-track music, ringtones, graphics, ringback tones, and video. This unified system, designed specifically for the mobile operator, allows you to consolidate digital entertainment offerings for a consistent user experience that enhances discovery, purchase and play. The scalable Media Entertainment Platform serves as a foundation for a comprehensive portfolio that can evolve as the market changes and grows. Our flexible platform supports content management, content and service creation, service delivery, Digital Rights Management (DRM), content downloading and streaming, as well as marketing consultation and usage analysis.

Our system is designed with Network and Service platforms to allow for optimized functionality and performance, as well as enhanced service reliability and flexibility. The primary role of the Network Platform is to play the ringback tone sound while the Service Platform takes care of service registration, feature settings by subscribers, management of the Ringback Tone service and content management.

## Ringtones & Graphics

Backed by Real’s multi-service management architecture, our Ringback Tone & Personalization services can easily deploy additional new mobile content categories such as ringtones and graphics. Our services power all aspects

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of management for different types of mobile content including content ingestion, merchandising, and publishing. Additionally, for each content type such as ringback tones, ringtones, and graphics, Real provides various reports on content, products and content-producer statistics. Each report can be viewed in a web browser on the fly or downloaded for further manipulation.

When coupled with ringtones and graphics, Real services present a truly well-rounded storefront and offer value to customers who want to express their individuality and show off the latest trends through their handsets. At the same time, the Real system is designed to enhance merchandising across content types for a more attractive mobile advertising and promotion environment.

## Ringtones & Graphics Features

- Dynamic video ringtones and real music tones (as well as MIDI tones)
- Gifting functionality for content sharing with friends and family
- Personal locker service for easy access after handset upgrade or MDN change

## Service Management Features

- Support for content ingestion of multiple audio and graphic file formats
- Handset authentication that formats all audio, video, and graphic content dynamically for optimized display/playback
- Content bundling capabilities to optimize storefront merchandising efforts

## Multi-Tenant Option

Our Multi-Tenant option for the Ringback Tones & Personalization provides the option to lease our leading platform and operation services via a multi-tenant system. The multi-tenant solution offers many of the features available through our standard offering including dedicated storefronts and Real content players. This allows each tenant to brand their interface themselves and manage their end-users' service experience and network connectivity. Each tenant can also select a preferred pricing model – subscription or à la carte.

## The Real Difference

Real customers enjoy superior sound quality, ease of use and enhanced features. The quality of our ongoing service operations and consulting expertise has proven to be a significant factor in higher subscriber adoption rates. Real supports the mobile operator by providing experienced service and marketing consultation backed by a broad suite of professional services:

- Proven network integration expertise
- Overall customization and system integration of the solution
- Worldwide first- and second-tier maintenance and support services

Our Services Consulting and Integration team can design the architecture, as well as manage and deliver the development, integration, and market trial of the entire deployment. This includes bringing together all of the hardware, software and network components.

Through our ASP model, Real provides collaborative service to our customers, not just technology. For this comprehensive solution, Real is a trusted collaborator to the mobile service provider with ongoing support for effective service operations and marketing consultation. Today, our Ringback Tone & Personalization services reach over 30 million subscribers worldwide. Mobile service providers seeking to engage their subscribers with new

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services and increase revenues will find an innovative and reliable partner in Real and our market-leading mobile entertainment services.

## 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)

1 © Jan. 2010. Worldwide Premium Mobile Entertainment 2009-2013 Forecast and Analysis, statement by Susan Kevorkian, program director, Mobile Media and Entertainment Market Research Report