



# RINGBACK ADVERTISING

The mobile device offers an opportunity to personalize and target advertising, increase return on advertising spending and delivering added value to consumers at the same time.

Ringback Advertising has the precision of direct marketing, the attention value of cinema and more detailed tracking than internet advertising. Tapping into this new advertising medium has tremendous potential for brands and media companies.

With its high usage frequency and reach, Ringback Advertising represents a significant revenue source for operators while being non-intrusive for consumers.

# RINGBACK ADVERTISING - CONCEPT

With Ringback Advertising the traditional ringback-tone a caller hears, before the called party answers, is replaced with a video, a picture or a sound advertisement.



In any Mobile Advertisement deployment it is important that the original end-user service experience is upheld, this also holds true for Ringback Advertising. The Ericsson Ringback Advertising enabler guarantees therefore a non-intrusive experience by the end-user and advertisement playback is stopped immediately at call answer and ongoing calls are never interrupted with advertisements.

## RINGBACK ADVERTISING PROPOSITIONS

Ericsson offers operators full flexibility on how they want to deploy Ringback Advertising. In all cases the advertisement is played towards the calling party but the service subscriber can either be the calling party or the called party. A Ringback Advertisement clip can either be a video, picture or audio clip and targeting can either be soft- or fully targeted. Fully targeted means the Ringback Advertising solution operates in an integrated manner with a Mobile Advertising platform.

A few examples:

In Operator Branded Ringback or Enterprise Ringback the operator or their Enterprise customer deploys ringback with their own branded clip.

Ringback Advertising allows consumers to select advertisements they endorse next to regular ringback clips and play them selectively towards anyone calling them. In the Sponsored Call scenario, the subscribing and the calling party are one and the same person listening to targeted ads at each call he or she places.

## INTERACTION

In Sponsored Call, advertisement playback is triggered by the calling party and in the network of the calling party. Therefore the optional capability exists to let callers indicate with a key press (e.g., '#') whether they're interested to receive more information about the advertisement they're listening to.

The call itself progresses normally after the key press; however an additional message (SMS or MMS) is send to the caller containing a clickable link to a Web/Wap page, an SMS short code instruction or a toll-free phone number.

Advertisers now have the ability to interact with the caller which adds significant value.

## END-USER BENEFITS

Ringback Advertising can bring many benefits to the end-user. Depending on the type of incentives which both operator and advertiser make available.

Benefits can range from cheaper rates on subscriptions, call minutes, sms/mms message bundles or advanced multimedia services (e.g., mobile TV) to free multimedia content or non-telecom goods such as movie tickets.

Integration with a bonus system is also possible. Bonus points can be exchanged for any type of goods such as new mobile phones.

## OPERATOR BUSINESS BENEFITS

The operator benefits from Ringback Advertising by the new revenue stream which can be used to reach business goals such as:

- Compensate for declining voice and SMS revenues
- Boosting penetration of 'expensive' multimedia services into the mass market
- Offering competitive low cost services forcing market entry
- Accelerating business growth by extending market share into lower revenue market segments

## THE ERICSSON ENABLER

Ericsson's Ringback Advertising enabler is part of the Ericsson Multimedia Ringback solution which is made up of a number of building blocks, giving maximum flexibility to address specific operator needs and requirements.

The solution supports GSM mobile networks as well as 3GPP (IMS) based networks. All fixed, cable and mobile operators have the possibility to enter the Multimedia Ringback and Ringback Advertising market place.

## SOLUTION COMPONENTS

The main component of the solution is the Personalized Greeting Service (PGS) which provides efficient call handling and Content Management System resource usage. Other functionality includes a fallback capability from full multimedia to audio playback only, in case access network or terminal capabilities are limited.

The Content Management and Ad server part of the solution manages the actual advertisement clips and implements a broad range of management functions. This part of the solution allows end-users and advertisers to setup their preferences. as well as add new content.

Ericsson provides an end-to-end solution based on own products strengthened with partner products such as multimedia and content functions complemented with Professional Services.