



dialogue

Multimedia Messaging

Solutions for Brands,
Content Providers and Mobile Operators

1.INTRODUCING MMS

MMS (Multimedia Messaging Service) opens up a whole new world of opportunities to the advertising and marketing mix.

In Australia, mobile messaging has taken off quickly with over 63 million MMS messages sent alone last year. Consumers like it because it gives them a fuller and richer experience without the costs of competing technologies.

Combining text, pictures, video and music all in a neat package made for mobile phones, it overcomes many of the practical limitations of legacy mobile messaging technologies.



2.WHY MMS?

The MMS advantage, No Data Charges – Free to Browse

When content is delivered via MMS the data required to download content is free of charge to the consumer. Other technologies, such as WAP, may incur consumer charges that can sore the experience or even turn the consumer off the product or brand.

This makes MMS an ideal medium for direct to consumer broadcast marketing because it is *'free-to-receive'*. Now advertisers can push engaging, creative branded content out to mobile users, knowing that the data download has no negative impact.

With MMS consumers gain an experience that is instantaneous, fun and free!

Highly Targeted

There are few distribution mediums as personalised as the mobile phone and mobile messaging offers the ability for brands to deliver targeted, time sensitive and even location specific content directly into the hands of consumers. No other content distribution channel can offer the same level of individual engagement as mobile.

Highly Engaging

MMS, with its combination of graphics, animation, music, video and text allows mobile content companies to push content to consumers limited in diversity only by the bounds of the imagination. Brands now have the technology to reach their target market with messaging that is media rich and accurately reflect their values, something that SMS with its 160 characters of plain text cannot offer.

Viral Marketing Opportunities

Content sent via MMS is automatically stored in the recipient's message inbox unlike other technologies such as WAP. This makes it easy to retrieve and send on, making it ideal for viral distribution.

A well-produced and targeted MMS broadcast campaign can easily reach an audience much larger than the original distribution database due to the ease with which an MMS can be recalled and forwarded peer-to-peer between handsets.



Digital Rights Management (DRM) Controls

While marketing campaigns seek to gain from the viral nature of MMS, content providers need to place tight controls on the distribution of their assets in order to protect their value chain.

With the introduction of *Open Mobile Alliance* DRM to the MMS standards, content access can now be securely controlled at the point of distribution.

Access controls can range from a simple forward-lock preventing content from being transferred between handsets to more complex schedules such as specifying a limited number of plays before content is locked down or a preview only mode.

THE 3G ADVANTAGE

One of the most exciting advancements with 3G MMS is the widespread support for video and audio with handsets now able to receive and display multimedia files up to 300kB in size. This allows for interactive presentations to be pushed to consumers and enables tie-ins with mobile TV applications.

With over 1 million active 3G users in Australia and projected market penetration of 75% by 2010 now is the time to investigate the power of 3G and MMS.

3.MMS APPLICATIONS



Outbound-MMS

Mobile TV Advertising

- Content** Send catch-up video clips to viewers of Mobile TV stations.
- Advantages**
 - Lets viewers keep up to date with what is happening on their phone.
 - Novelty – creates a ‘wow’ response.
 - Viral pass-along opportunity to grow audience.
- Benefit** Increases loyalty and potential advertising revenue from Mobile TV programmes.

Inbound-MMS

Citizen Reporter

- Content** Sending in photos/videos and long text messages to TV news desk.
 - Advantages**
 - Immediate information channel.
 - Opportunity to scoop stories
 - Engagement with the audience.
 - Benefit** Improves viewer loyalty.
-

4.THE DIALOGUE DIFFERENCE

Dialogue Communications has been serving the mobile advertising and content world for over a decade. Since 2002 Dialogue has also provided MMS solutions in the UK and Australia.

WORKING WITH DIALOGUE

There are many different ways in which Dialogue can assist you in creating your MMS campaign.

Dialogue Connectivity

Dialogue can provide you with a login and a URL allowing you to send your MMS messages from your application through Dialogue to your database of mobile phone numbers. For inbound MMS, Dialogue can forward these by email, ftp or http. This connectivity option gives your application full control of outbound and inbound MMS. You provide your own application and you carry out your own creative work to produce the MMS content. This option is most suitable for companies with existing content management platforms, or existing applications or services, for example a blogging service.

Dialogue Application

Dialogue provides you with a login and a URL and you login and use the web page to compose your MMS. You can also upload lists of mobile numbers and then broadcast your MMS to those numbers. You do not need any application, but you do need to provide your own creative media input. This option is most suitable for existing agencies that wish to utilise MMS on their clients' behalf.

Dialogue Agency

Dialogue carries out all broadcasting activities on your behalf. It also produces reports showing deliveries and response rates. Dialogue can also help with the content creation and preparation. This option is most suitable for brands that wish to outsource the whole activity.



DIALOGUE'S MMS CAMPAIGN CREDENTIALS

- Broadcasts of 50,000 MMS per week to 3G and 2G mobiles in Australia on behalf of a major mobile operator. The most recent broadcast was to over 350,000 recipients for Mother's Day in 2007.
- Broadcasting Mobile TV catch-up and trailer video clips for a highly rated mobile TV channel in Australia.
- Broadcasting property tour information to a major UK real estate agency.
- Inbound MMS for an online photo printing provider. Using MMS to deliver mobile picture content on behalf of a major content provider in the UK.
- Inbound MMS facilities for User Generated Content websites.

As well as providing MMS solutions, Dialogue can also provide tools and assistance for companies requiring a full range of mobile advertising and content management. This includes, SMS, Premium SMS, SMS campaigns, WAP campaigns and content distribution.

With a wide range of technologies at its disposal, and considerable experience in providing innovative solutions, Dialogue is well placed to make a difference to your business.

CONTACT

Australia

Dialogue Communications Pty. Ltd.
Suite 1208, 14 Martin Place
Sydney NSW 2000
Telephone +61 2 9231 2813
Email sales_au@dialogue.net

UK

Dialogue Communications Ltd
48-54 Charlotte Street
London W1T 2NS
Telephone +44 8700 790 300
Email sales@dialogue.net

Website www.dialogue.net