

MMS Interoperability

Lessons Learned from GSM Operators

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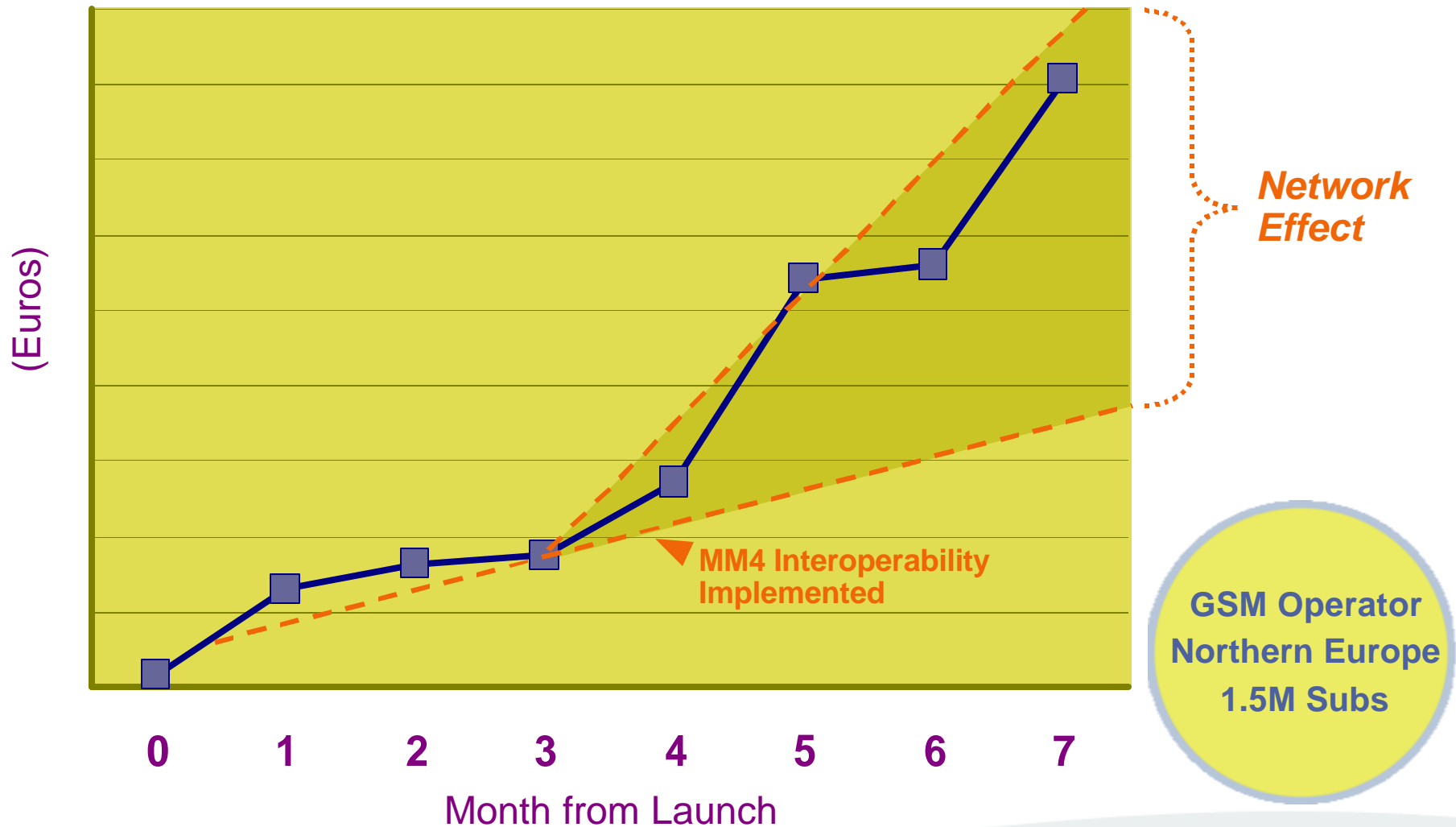
Openwave Systems

Rio de Janeiro, May 28 2004



The Effect of Inter-Carrier MMS Interoperability

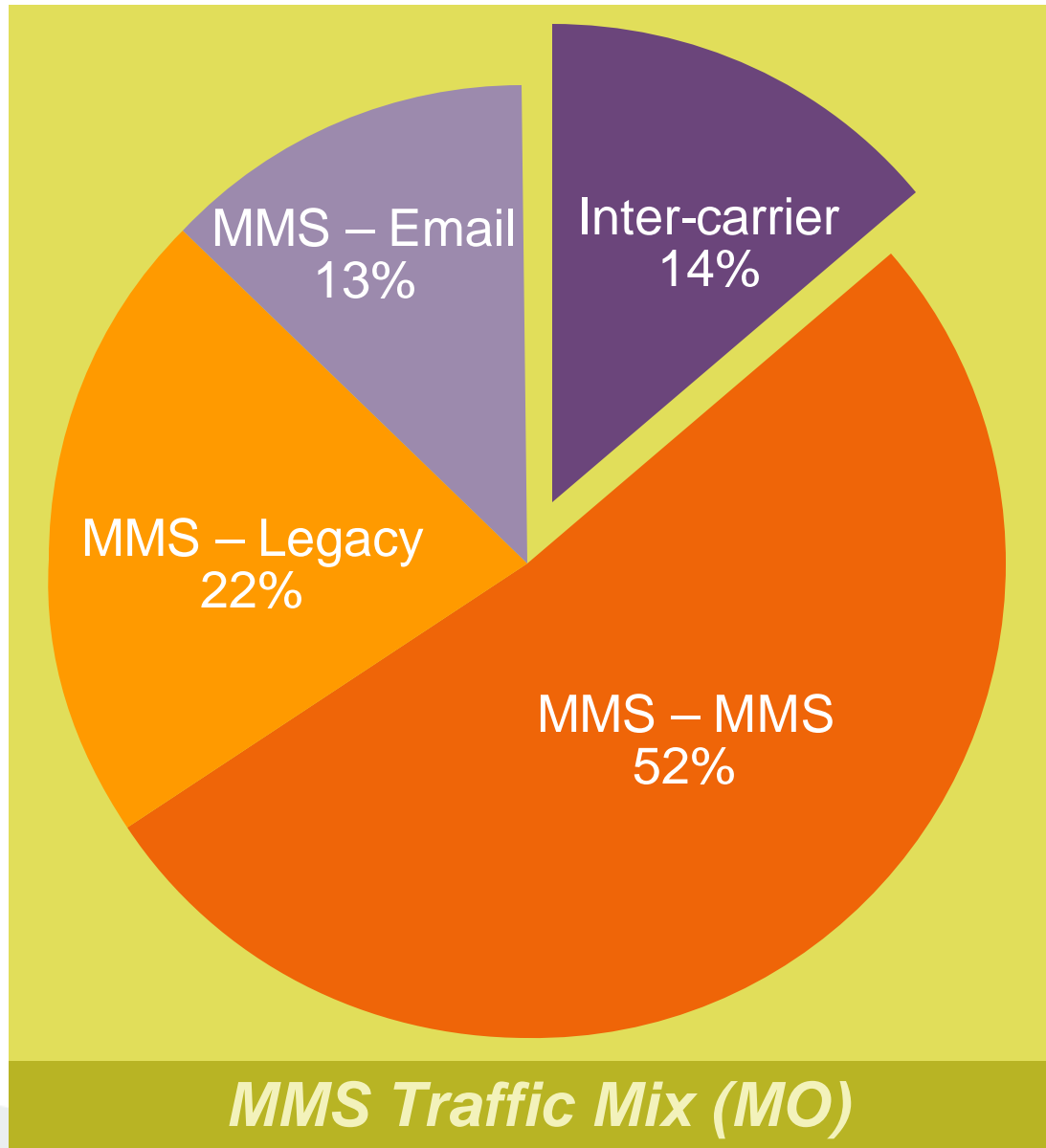
Revenue Trend from MMS Service



Source: Openwave Analysis



... But Operators Must Implement TOTAL Interoperability

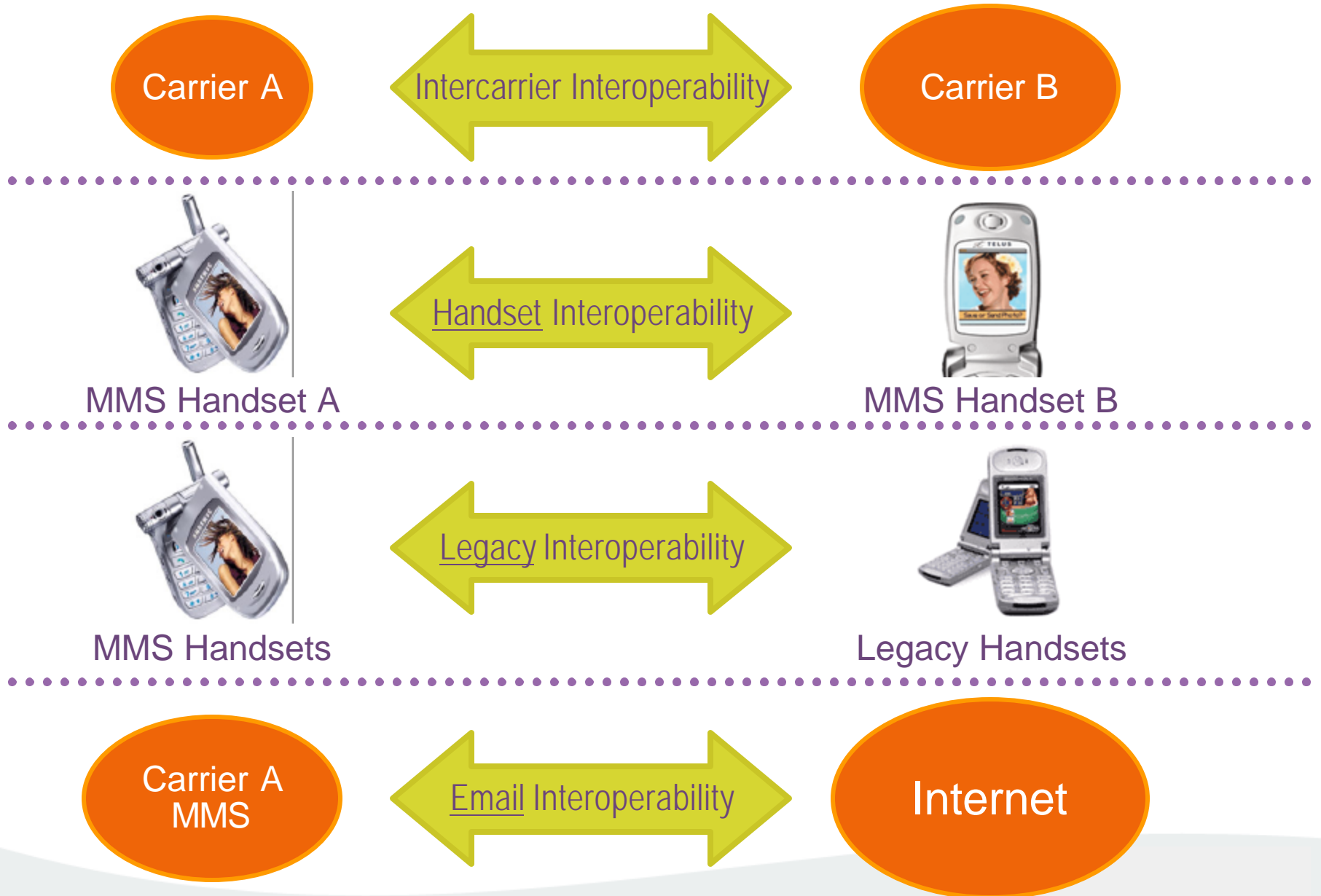


**GSM Operator
Central Europe
3.1M Subs
14 Months after
Launch**

Source:
Operator, Openwave Analysis



Key Lesson from GSM



What About Client Interoperability? SMS + MMS + Email



Today



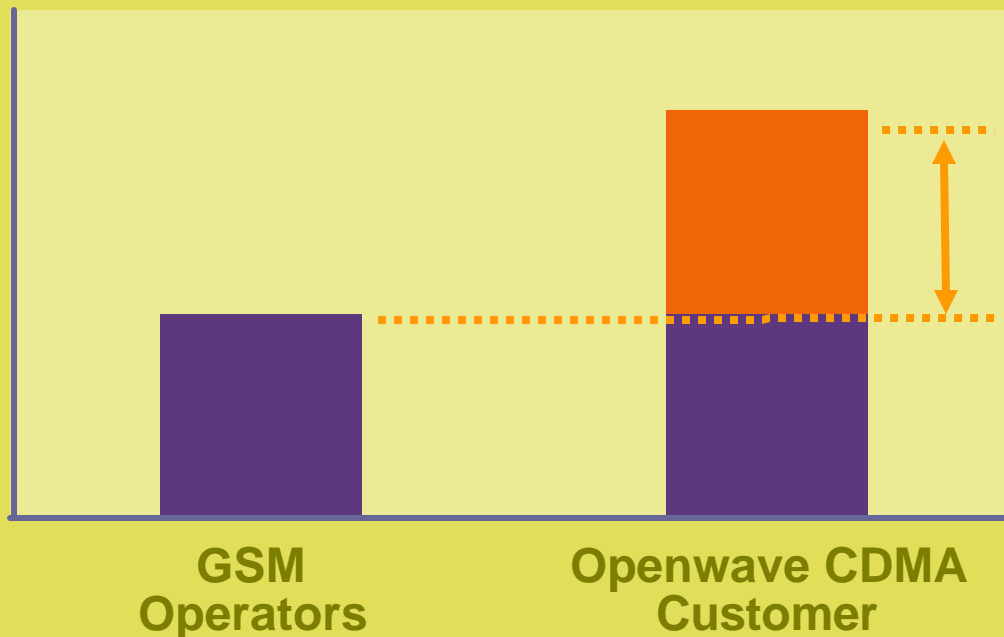
Best Practice



Success Story – CDMA Operator

Making Money With MMS

Messages/ User/ Month



- ▶ Better content adaptation
- ▶ Better legacy experience
- ▶ Better email experience
- ▶ Integrated C/S Experience
- ▶ Applications – Album, Print
- ▶ Value-based Billing



Key Takeaways



- ▶ **Accelerate inter-carrier interoperability**
 - Consider using a gateway service
- ▶ **Extend your MMS service to the largest possible community**
 - Internet Email users
 - Legacy and BREW users
 - Older MMS handsets
- ▶ **Perfect the user experience on the client**
 - No acronyms
 - Unified composer

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