Success Factors
Along the
MMS Value Chain

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The MMS Value Chain

Content → Applications → MMSC → Terminals
The MMS Value Chain
Making Multimedia Count

- Does “multimedia” = picture messaging?
- Which of the following sells in the real world:
  - Postcards?
  - Television?
  - Music?
Video: Ready, Set, Action!

- SMS = *tell* them
- MMS = *show* them

Key success factor:
Combined MMS with video streaming
Music for Your Ears (and Eyes)

- Universal language of fun
- Tagalong content: pictures, video clips
- MMS Services
  - Personal message with song & picture
  - Karaoke
  - Song Dedications

Key success factor:
Valuable Music
Big-name branded content
The MMS Value Chain
Applications Will Drive MMS Traffic

Worldwide Monthly MMS Messages [MM]

Source: Juniper Research
Energizing Multimedia Applications

- Full-featured interface to app provider (MM7)
  - Standards-compliant interface: empower application development
  - Drive MM7 to be universal content interface

- Support traffic bursts
  - Watch out when your team scores a goal…

- Manage relationship with app provider
  - Traffic quota management

Key success factor:
Creating tools to support good echo-system
Application Synergies

- Leverage on successful service and synergies
- Use MMS Capabilities to complement existing Services
- Target Services
  - Voicemail
  - SMS
  - IM and Presence
  - Email
- Simplify user’s choices

Key success factor:
Application coexistence – Not competition
The MMS Value Chain

- Content
- Applications
- MMSC
- Terminals
Meeting Operator Needs in the Field

- Operators need to fine-tune MMS, to support
  - New handsets, standards, technologies
  - Addressing: MSISDN ↔ e-mail ↔ i-mode ↔ service codes
  - Billing: When do you charge the prepaid customer?
  - In practice, dozens and dozens of service modifications…

- MMSC should easily change behavior – without rewriting code
Service Modification Cycle

Key success factor: Short service modification Cycle
The MMS Value Chain

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Beyond MMS Handsets

- Problem: not enough handsets to quickly take MMS to the mass-market

- Solution: alternative existing multimedia terminals
  - MMS to Email
  - MMS to Television
  - MMS to Web (Multimedia Box)

- Friendly, creative, MMS receipt and compose
You’ve Got (MMS) Email

- **Sending MMS to Email**
  - Receiving multimedia via e-mail is easy, satisfying
  - Most early adopters have Email
  ➔ E-mail is a key factor in completing the MMS picture

- **Drawback: gap between MMS, Email worlds**
  - SMIL vs. HTML presentation
  - Conflicting format standards (e.g., WAV vs. AMR)
  ➔ MMSC must bridge the gap
MMS to Email (SMIL to HTML)

From Simple attachments

Key success factor: Compelling MMS to Email Transformation
MMS to TV

- **TV is natural for viewing multimedia messages**
  - In every home
  - Designed for the best possible multimedia experience
  - The #1 entertainment channel; people watch for hours

- **Sending MMS to TV can**
  - Bring MMS to non-techie audiences
    - Send pictures of the kids to Granny and Granddad!
    - Helping create a critical mass of MMS users
  - Generate hype around MMS
Key success factor:
Adopting new MM capable devices
Multimedia Box: Beyond MMS

- Embrace emerging digital multimedia life
- Leverage as a personal multimedia hub
  - Photos, MP3 music, digital greeting cards…

Key success factor:
Build Multimedia Box on extendible infrastructure
Summary: Success Factors for MMS

- **Content**
  - Compelling multimedia: video streaming, music

- **Application support**
  - Standard interfaces, strong management tools
  - Application Synergies

- **MMSC**
  - Flexibility: handle new service behavior without code changes
  - Industrial-strength message throughput, content adaptation

- **Terminals: consider alternatives to MMS handsets**
  - MMS to Email
  - MMS on variety of multimedia device
Thank You!

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