Product Spotlight
MDP (MMS Delivery Platform)

Mobile 365 has long believed in the promise of MMS – that mobile subscribers prefer rich visual and audio content sent and received with the ease of SMS. Among the barriers to the adoption of more MMS content has been confusing pricing structures, difficult interfaces, and often the lack of compelling MMS content. Operators have worked very hard to overcome the first two of these, and have done so with great success. The last—making a lot of very compelling MMS content available to subscribers—is now finally happening.

"Walled garden" networks (where an operator controls all of the content going into and out of their network to protect the subscribers) have only been able to manage a small number of content providers (known as value-added service providers) leading to a very limited supply of content. But even operators who allow more generally open access to their MMSCs have difficulty getting a large supply of really good content available to their subscribers because of the process of connecting individual value-added service providers (VASPs) to their MMSC.

Since each VASP needs to connect individually there is inevitably a long time to market, problems with interoperability with various operator MMSCs, and the hurdle of getting certified on each operator network. Operators also dislike the time to market delays, the interoperability issues for various MM7 clients, and having to manage VASP connections on both the network and application level.

This is where an intermediary such as Mobile 365 provides great value.

Mobile 365 is proud to be a partner to operators and VASPs alike in this process of making great new off network (or "offnet") content available to subscribers. Mobile 365 makes this possible through our MMS Delivery Platform (MDP).

The Mobile 365 MDP service utilizes MM7 connections to transfer MMS data between VASPs and operators. MM7 is an external interface defined by 3GPP for connecting to an operator's MMSC (see http://www.3gpp2.org/Public_html/specs/X.S0016-000-A.pdf for more information), and is usually used by content providers to connect directly to operators. Many operators, however, prefer to have intermediaries or aggregators control the access of content providers so that there are fewer trusted third parties they have to manage.

The typical way a subscriber would utilize this service would be through a Web portal where he or she would order ringtones, wallpapers, or other content. The subscriber would order the desired content from the storefront by supplying information about their handsets, and probably pay for the content directly through the portal as well. Once the purchase is confirmed, the VASP sends the content (via MM7) to the operator MMSC, and the operator then delivers the content directly to the subscriber. Then, again over the

MM7 connection, operators can send delivery confirmation to the VASP which can then bill the customer.

Mobile 365's MDP enables not only the storefront model of content ordering, but can also enable SMS MO content ordering. In this scenario Mobile 365 supports device discovery, a process for identifying the handset model and capabilities once an SMS request for the content has been received. Then the content delivery and billing would take place the same as in the Web portal scenario described above.

Mobile 365 provides traffic monitoring through their 24x7x365 network operations center (NOC). The Mobile 365 NOC staff ensures that traffic is flowing properly, and the service does not experience any interruptions so revenues are assured for the operators and VASPS, and user experience is assured for the subscriber.

Mobile 365 also provides MDP Report Manager so that VASP customers can view real time traffic flow over their MM7 connections. Mobile 365 provides these comprehensive reporting tools so VASPs can self-monitor the success of various content types and versions, making changes to their offerings accordingly.

Mobile 365 also works directly with the operator for billing of rich MMS content. A premium content fee can be applied to the subscriber's mobile account upon confirmation of successful delivery of the content by the operator.

Mobile 365's MDP is an important service for delivering the promise of rich, compelling content to the handsets of subscribers everywhere. As more VASPs come online, and handset capabilities improve even farther there is no telling what video, games, music, and other content will be available, or how much additional revenue operators and content providers will be able to make. But whatever comes, Mobile 365 will help deliver.

For a video overview of Mobile 365's MM7 capabilities, go to www.mobile365.com/mm7/.