

Customer Success Brochure

Media + Entertainment



Enabling media and entertainment companies to maximize their marketing budgets and reach their target audience... anywhere.



The total number of mobile subscribers worldwide has surpassed two billion—more than the number of credit card holders or Internet users. This makes the mobile phone the largest distribution channel in the world. With almost 100 percent of all mobile phones having SMS capability, it is now possible to reach nearly every user through mobile messaging, yet few companies use it, leaving the mobile generation waiting for business to catch up.

Many media and entertainment companies see the mobile phone for what it is: the most pervasive channel they have to directly reach their customers. The mobile phone provides opportunities for direct billing relationships with customers. Because the initial investment is minor, media and entertainment companies can quickly and easily monetize the technology globally, increasing the value and reach of their products and services.

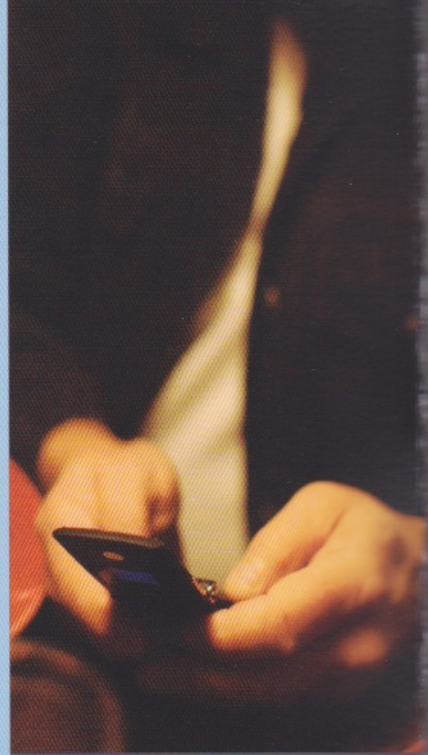
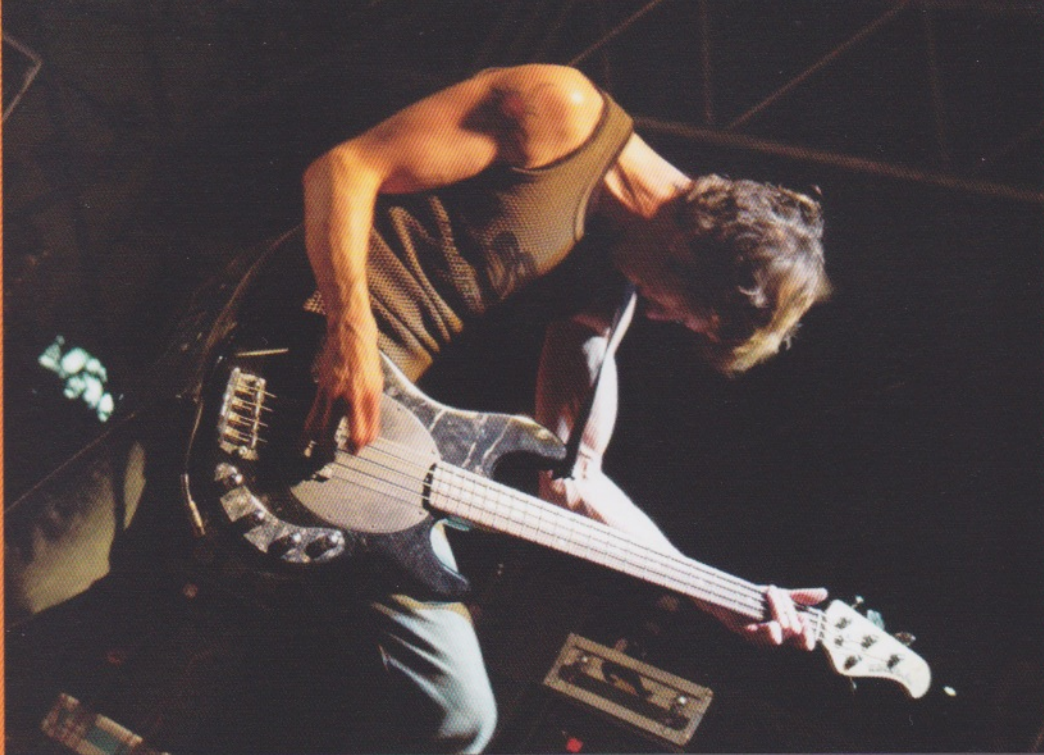
Media and entertainment companies who are serious about mobile need a partner with a footprint that is truly global—one with connections across all established major operators. They need a partner that understands device management and security. And, increasingly, these companies need a partner with expertise in both mobile software and mobile services.

There are innovators in media and entertainment, like the examples in this document, who clearly see the value of the technology... of getting serious about mobile. Join them... join us... to make mobile technology come to life for your company.

Sincerely,

A handwritten signature in dark ink, appearing to read "MARTY BEARD". The signature is written in a cursive, slightly stylized font.

Marty Beard, President, Sybase 365



IAM MOBILE / LIVE8

SYBASE 365 PROVIDED: INFRASTRUCTURE, SHORTCODES



IAM Mobile Pty Ltd., an Australian-based provider of entertainment products and services for mobile devices, needed a strong partner to facilitate and deliver the messaging component of the Live8 petition. Sybase 365 was chosen due to its unrivalled operator connections and provided IAM Mobile with the standard cost SMS number set up, as well as management, connections, and billing.

This was an important event for IAM Mobile: a demonstration of the first available mobile interactive TV service. Live8 was the brainchild of pop stars Sir Bob Geldof and Bono, who set up a series of concerts around the world to coincide with the G8 meeting of global leaders in Edinburgh, UK. This event was billed as a global fundraiser and awareness raiser.

The service was promoted via the use of a strip along the bottom of the TV screen during the Live8 telecast, which asked participants to text their name to be added to a petition. Participants also saw their names scroll on the screen. The results were outstanding: per capita, Australia's SMS sign-ups for the Live8 list were the highest in the world. Participants were charged at the standard SMS messaging rate. Sybase 365 donated its share of the MO traffic to the appeal.

For such a time-sensitive promotion, robust connections were critical. Sybase 365 set up the number and operator connections with a very short turnaround to meet IAM Mobile's requirements.

Therefore, as a showcase project, the campaign needed to operate with no margin for error; delivery had to be seamless. Sybase 365 ensured that the high volume of messages was handled with quick throughput to enable the real-time connections on-screen

“The results were outstanding. Per capita, Australia's SMS sign-ups for the Live8 List were the highest in the world.”

– Hylton Rosenthal,
Managing Director,
IAM Mobile Pty Ltd.

TWENTIETH CENTURY FOX / "ALIEN VS PREDATOR"

SYBASE 365 PROVIDED: STOREFRONT, APPLICATION AND CONTENT MANAGEMENT



Sybase 365 and Twentieth Century Fox joined forces for an ambitious and innovative wireless campaign: the UK release of the feature film "AVP"—Alien vs. Predator. Sybase 365 created exclusive wallpaper and "alien" ringtones based on the blockbuster hit from Twentieth Century Fox. These exclusive images and ringtones were sold to operators or third-party users—such as ringtone and logo providers—or sent straight to the mobile phones of film fans.

By texting "ALIEN" or "PRED" to shortcode "83200," fans voted on who would win the greatest battle on Earth. Voters with color handsets received free, exclusive AVP wallpaper to display on their phone, as well as the chance to order more mobile content.

Sybase 365 was able to rapidly deploy a very complex service to Fox utilizing Sybase 365's robust messaging network, application platform, and content management platform—everything that Fox needed—because Sybase 365 manages end-to-end delivery of service and relies on no third parties.

Fox and Sybase 365 broke the mold for pricing on this project. Traditionally, mobile marketing campaigns are free to subscribers, thus becoming a cost for the brand. By "up-selling" during the mobile campaign to premium (chargeable) content, Fox and Sybase 365 were able to generate revenue that covered the cost of the promotional activity. In addition, Fox was able to view information and statistics on the campaign 24/7 via Sybase 365's Web-based reporting tool.

SONY PICTURES / "CHARLIE'S ANGELS: FULL THROTTLE"

SYBASE 365 PROVIDED: INFRASTRUCTURE, STOREFRONT, APPLICATION MANAGEMENT



To support the launch of "Charlie's Angels: Full Throttle," Sony Pictures Mobile partnered with Sybase 365 to produce a complete end-to-end mobile entertainment package, which included polyphonic ringtones, SMS quizzes, Java games, and MMS images, all offered through a specially designed Website and built around a revenue-sharing business model.

In Spain, France, Italy, Australia, New Zealand, China, India, South Africa, and Singapore, the companies approached operators directly to offer the chance to resell the services to subscribers and reap the rewards of associating with a large brand name, as well as gathering additional revenue from the fan base surrounding the film's high-profile release.

In addition to building the entertainment package, Sybase 365 provided the necessary infrastructure to handle the deployment and delivery of the mobile marketing initiative.

Sony Pictures Mobile wanted to extend the reach of the marketing activities surrounding the film's launch by supplementing the licensing deals held with major operators in some territories with a number of direct deals in countries previously untouched. Sybase 365 and Sony Pictures Mobile succeeded in directly deploying and marketing a pre-packaged range of revenue-generating mobile services.

Sybase 365 enabled Sony Pictures to successfully launch the mobile element of the movie promotion across all of the territories, ahead of the staggered global launch of the film.



TATAMIA SOLUTIONS / SPANISH CHAT-TO-TV



SYBASE 365 PROVIDED: SMS GATEWAY, APPLICATION MANAGEMENT

Tatamia Solutions utilized Sybase 365's reliable SMS gateway to offer interactive SMS services to several Spanish TV companies. Various services were proposed: TV chat, real-time voting with onscreen results, multi-player games, competitions, and ringtones—all taking place directly on the TV screen. The proposals were based on Tatamia Solutions' interactive platform (Tatamia Interactive Channel[®]), and included a comprehensive entertainment service portfolio.

Sybase 365 supplied the SMS gateway. The audience participated in full-screen chats and games by sending premium SMS through the gateway, and included the following:

- Spanish TV viewers interacted with their friends using their mobile phones and the TV, took part in competitions, and played games
- Spanish TV channels stepped up their value offer by including the latest developments in interactivity

The chat application included automatic filtering using an editable list of forbidden words, monitoring tools to write or delete messages, personalization features for users to select their own nickname or icon, private messaging between users, dedicated spaces to insert advertising or information banners, and tools to edit the reply message.

MACQUARIE REGIONAL RADIOWORKS



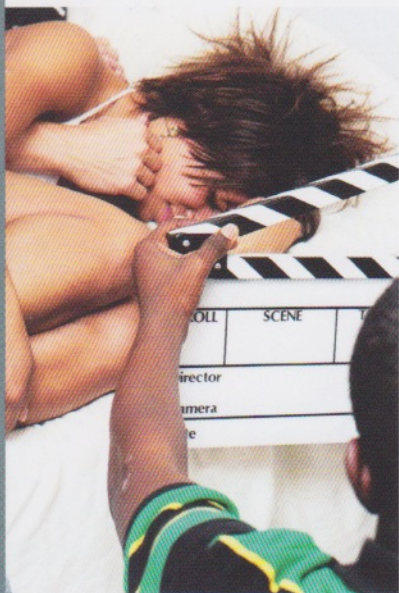
SYBASE 365 PROVIDED: APPLICATION MANAGEMENT

Macquarie Regional Radioworks owns the major share of commercial radio licenses in Australia, and represents 79% of the regional market (outside of the major capital cities). Sybase 365 provided services for nine radio stations across Australia, including Sea FM, Mix FM, Gold FM, Nightmix, Fat 30, and 107.7 2GO on the NSW Central Coast.

With the emphasis on localized competitions to meet local needs, each radio station was encouraged to develop their own promotions and competitions. The system then had to cope with multiple competitions, users, and sites. Sybase 365's application management tools were the answer, providing a robust, multi-user system incorporating inbound and outbound services. In addition, each station could develop individual marketing programs and competitions to suit their particular local needs and audiences. Inbound services incorporate votes, polls, shout-outs, comments, and competitions.

Macquarie particularly liked that each station could choose the promotion or competition that best suited their individual market. Stations were able to measure results at any time during their campaigns with the instantaneous real-time aggregation of entries.

In addition, the application management tools enabled detailed analysis and reporting via an easy-to-access Web interface.



VIRGIN MUSIC



SYBASE 365 PROVIDED: APPLICATION MANAGEMENT, REPORTING

Virgin Music France (an EMI subsidiary) launched a mobile marketing campaign to promote the new singles of two famous British pop rock bands: Blue and Atomic Kitten. Virgin offered fans of the band the opportunity to compete via SMS to win a host of gifts—as well as a chance to meet the stars.

The marketing campaign featured an “instant win” game, called M-Instant Win, and included a channel for participants to send in their details and preferences to form part of a new Virgin Music fan club. The rules of the instant win game were simple. Fans texted in a keyword for their favorite band (either “BLUE” or “ATOMIC”), and sent it to a dedicated shortcode, “61861” (premium rate SMS). Fans were instantaneously notified by an SMS response whether they had won one of the prizes, which included DVD players, signed singles, discount coupons, and more.

All services were built upon Sybase 365’s robust application platform—which is used to run promotions, quizzes, and competitions that are designed to increase brand loyalty, provide real-time results, and the ability to aggregate entries received from various channels, including SMS, Web, and IVR.

Virgin’s offer was an appealing promotion tool designed to attract teenagers and young adults, generally the largest segment of the mobile population considered SMS “addicts.” The then-new format of opt-in marketing presented tremendous opportunity for Virgin to create fan communities, as well as to run customized interactive marketing campaigns that suited fan expectations. Virgin Music’s use of premium-rate SMS enabled them to increase revenue generation.

“Working with Sybase 365 enables us to use the fast-growing mobile music market as another way to promote our music. With the growing popularity of mobile ringtones, integrated shortcodes are a natural extension of our marketing efforts.”

— Michael Nesh,
Senior VP, Internet Strategy and
Business Development
Warner Music Group

WARNER MUSIC GROUP



warner music group

SYBASE 365 PROVIDED: CONTENT AND APPLICATION MANAGEMENT, SHORTCODES

The Warner Music Group (WMG) wanted to offer on-pack or CD insert marketing with calls to action selling ringtones directly to the music loving public. Using shortcodes featured on CD packages, album posters, artist Websites, and online banner ads, consumers in the U.S. were able to directly access ringtones from WMG artists from their mobile phones in one simple step. Additional content—such as screensavers and wallpaper from WMG’s world-renowned record labels, including Atlantic, Lava, and Warner Music Latina—was made available via shortcode later in the year.

Shortcodes provided fans with a fast and easy way to access music—by sending a text message to the shortcode found on a CD package, Website, or advertisement. Fans sent a text message identifying a specific track number, and downloaded the corresponding ringtone via Sybase 365’s cross-operator infrastructure.

Charges for downloads appeared on the customer’s mobile phone bill, as opposed to a credit card, helping WMG serve the crucial teen market. Online banner ads also informed music fans about the new service.

SKYROCK RADIO

SYBASE 365 PROVIDED: APPLICATION MANAGEMENT



Young radio listeners in France were able to play DJ by using their mobile phones to interact with one of the country's top radio stations. SkyRock, the leading youth radio station in France with an audience demographic under 25, launched a series of engaging applications with Sybase 365. During SkyRock's programming, listeners were able to send SMS messages with their opinions on live debates, participate in competitions, and text in song requests.

Sybase 365 implemented a range of applications for SkyRock, which included M-Instant Win, where listeners could play games live on the air simply by sending an SMS in response to questions asked by the DJs, and M-Random Win, packaged with M-Instant Win and used to select a winner at random according to a pre-determined ranking.

In addition to these games, listeners sent in requests via SMS to the DJs to ask for their favorite track, or texted in comments, trivia, and gossip. They also chatted with fellow music fans in an SMS community using Sybase 365's Message Moderator application, which enabled listeners to send in comments, requests, or questions to the DJ in real-time during the various programs.

SHAZAM MUSIC

SYBASE 365 PROVIDED: INFRASTRUCTURE



Thanks to Sybase 365 and Shazam Entertainment, when music lovers in the UK hear a song they like, they are able to use their mobile phones to track down the artist, hear a bit of the song, and even purchase the single or album.

Shazam developed a real-time song identification service. When users hear a song they like, they simply dial Shazam's four-digit shortcode from their mobile phone, let their phones listen along to the music for 15 seconds, and then receive an SMS message from Shazam with the name of the track and the artist.

Following identification of the desired track, the tune is "tagged," and users can then select from an array of options to interact with the song, including access to a personalized, stored "tag list" on the Web, the ability to send a clip of the song to a friend, or the opportunity to purchase the single or album directly from their phone. Shazam developed a breakthrough technology in audio pattern recognition to enable this service.



“The relationship with Sybase 365 is a key part of the ABC’s overall “Content On Demand” strategy, which seeks to offer new channels of communication and interaction between the ABC and its audiences — be they listeners to ABC Radio, viewers of ABC TV, or users of our online and digital platforms.”

— Robin Watts,

Director of ABC Enterprises

AUSTRALIAN BROADCASTING CORPORATION



ABC
Australian
Broadcasting
Corporation

SYBASE 365 PROVIDED: INFRASTRUCTURE, IVR

The Australian Broadcasting Corporation (ABC) occupies a unique position in the Australian media landscape with its cross-platform capability. The ABC serves Australians through a wide variety of media outlets, including national and local radio stations, an Internet radio station, the nation's digital TV channel, satellite TV service, and ABC Online and broadband. Services provided by the ABC's output platforms together reach about 75% of Australia's population every week.

The ABC appointed Sybase 365 to provide comprehensive interactive mobile and Interactive Voice Response (IVR) services covering the company's broadcasting and publishing activities across radio, TV, online services, and overseas operations. The provision of telephone information services to the ABC television and radio audiences, and the ABC Online users, promotes and encourages audience interaction through the ability to send or receive information via mobile phone. This information may be used to extend the life of programming, determine future programming, inform or educate new audiences, reflect the viewpoint or tastes of Australian society, or stimulate debate on contemporary issues. This innovative use of new technology is designed to better serve the ABC audiences' needs.

Sybase 365's mobile communications platform manages mobile and IVR campaigns in-house, offers ease-of-use and flexibility, and is customer-friendly. Inbound and outbound services can be managed via one interface. Inbound services incorporate votes, polls, and comments. Outbound services include sports, news and weather alerts, and members' clubs.

LIFETIME TELEVISION / GOLDEN GIRLS

Lifetime
Television for Women

SYBASE 365 PROVIDED: APPLICATION MANAGEMENT, SHORTCODE

With the help of Sybase 365, Lifetime Television successfully launched its mobile presence, “LTIME,” with the 20th Anniversary of the Golden Girls Special Television Event. As the leader in women's entertainment, Lifetime is committed to establishing its network presence in mobile. “LTIME” (58463) is the company's mobile branding and its shortcode for all mobile campaigns.

Lifetime had Bea Arthur, Betty White, and Rue McLanahan together in one room for the first time since the end of the show. They recorded exclusive mobile audio messages, and Lifetime created wallpaper and ringtones—including the show's theme song. But the real draw for fans of the show was an SMS trivia sweepstakes. The winner received a trip for two to Miami to meet Dorothy, Rose, and Blanche in person. The campaign was heavily supported with 80-100 television spots leading up to the event for MO-based opt-in, as well as online marketing and registration via the heavily-trafficked home page www.lifetime.com.

Sybase 365 provided transport services for the premium shortcode, dynamic provisioning (multiple price points utilizing one shortcode) for the “LTIME” shortcode across all operators, and seamless billing and settlement services for this and future Lifetime Television campaigns.

The Golden Girls
20th Anniversary Marathon
November 11, Noon-10pm E/T

Hosted By: Bea Arthur, Betty White and Rue McLanahan
Chatting about favorite episodes and revealing never-before seen footage

Play Golden Girls trivia by text messaging "GG" to 58463 (LTIME)
Answer correctly to win exclusive screensavers, ringtones, wallpaper and more.

Each answer is an entry to Lifetime's Golden Sweepstakes
Win a DVD boxed set or a trip for two to Florida to meet the Girls in person
\$100 per line, available on select October dates. 1 Month activation.

Lifetime
Television for Women



PACIFIC MAGAZINES / HOME BEAUTIFUL

SYBASE 365 PROVIDED: INFRASTRUCTURE, IVR, APPLICATION MANAGEMENT



Part of the Seven Network group of companies, Pacific Magazines is Australia's most innovative publisher of homemaker, fashion, women's, men's, and youth titles. Sybase 365 has been providing a variety of SMS and IVR services to a number of popular Pacific Magazines titles since early 2005.

Sybase 365 provided Pacific Magazines with an intuitive, Web-based platform that supports the set-up, testing, and deployment of all campaigns. The system also features a built-in random draw feature that enables Pacific Magazines to conduct random draws when needed.

Home Beautiful is a monthly "Do It Yourself" magazine enjoyed by more than 75,000 Australian and New Zealand households. Sybase 365 provided a crucial link between the magazine and its readership: to celebrate the 80th birthday souvenir issue of the magazine, *Home Beautiful* provided its readers with the chance to instantly win one of many houseware products, worth a total of \$80,000 (AUS). To enter the competition, readers had to SMS or call the 1-900 number featured alongside the prize they wanted to win. Readers were immediately notified if they were winners.

Sybase 365's secure platform enabled proper audit and control over both channels: IVR and SMS. For this campaign, Sybase 365 set up premium SMS connections, in addition to a number of IVR lines, to handle entries. Sybase 365 also conducted the instant win draws and sent the winners' details to Pacific Magazines for notification to all winners.

\$80,000
ULTIMATE HOME LIFESTYLE GIVEAWAY
 with \$100,000
 of prizes to choose from!

It may be our birthday but the presents are all for you. To celebrate 80 years of *Home Beautiful*, we are giving away a range of prizes - everything from the latest in homewares to clever kitchen appliances.

HOW TO ENTER: Call the number next to the prize you want to win, or SMS your name, address, postcode and application number. In total, 100,000 of the prize pools will be randomly given to 100,000 lucky readers. Open 24 hours a day. To see the full terms and conditions, visit www.homebeautiful.com.au.

\$80,000 ULTIMATE HOME LIFESTYLE GIVEAWAY