

TheSDPAlliance

Service Delivery Platform

A larger version of the TheSDPAlliance logo, featuring a stylized starburst or flower-like shape composed of several arrows pointing towards the center. The arrows are in shades of blue and green.

Mobile Advertising and the role of an SDP

Colm Healy
Co-Chairman, The SDP Alliance
CEO, Xiam Technologies

Xiam Company Introduction

- Independent Software Product company
- Leading provider of solutions for the delivery, management and marketing of mobile content
- Founded in 2004
Headquartered in Dublin, Ireland
- Team drawn from BSS software and Mobile Content industries
- Venture capital funded, Privately held



Agenda

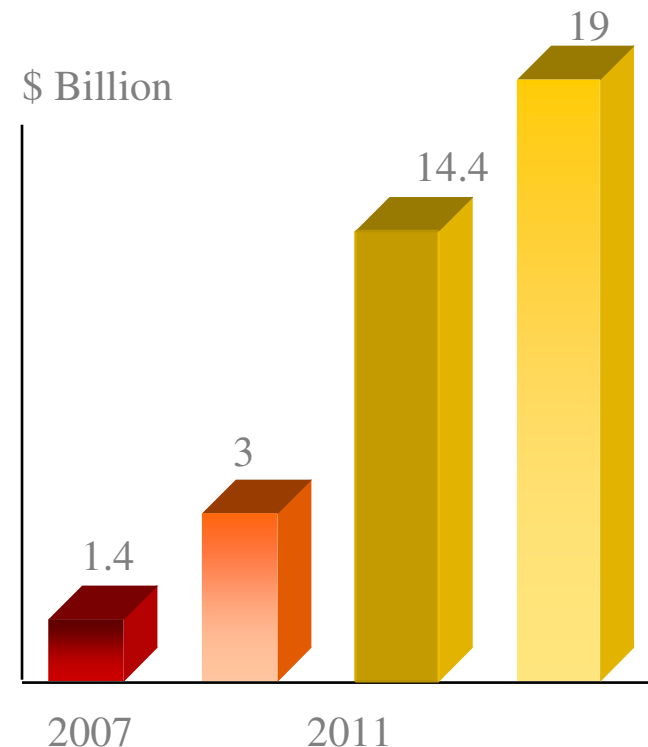
- Mobile Advertising – why all the hype
- Value capture in advertising
- Mobile advertising and Service Delivery Platforms
- Targeting
- XIAM Solution

Why all the Hype

- Traditional advertising methods in Decline
 - Growth of Internet/New Media Advertising
 - Youth Segments deserting traditional media
 - TiVo and Sky+ allow skipping of television adverts
- mobile has come of age
 - Truly personal, Portable, Pedestrian
 - always with the owner and turned on for more than 16 hours per day
 - Penetration of mobile devices higher than any other direct channel
 - Devices, Networks and Pricing becoming content friendly

Market Opportunity

- 2007 Strategy Analytics
 - \$1.4 billion on mobile media this year,
 - rising to \$14.4 billion by 2011.
 - Mobile media advertising will account for a fifth of global spending on Internet advertising by 2011.
- 2007 ABI Research
 - \$3 billion spent worldwide this year
 - Forecast \$19 billion worldwide by 2011



Advertising has the potential to
“move the dial” for operators

Mobile Advertising has Arrived !

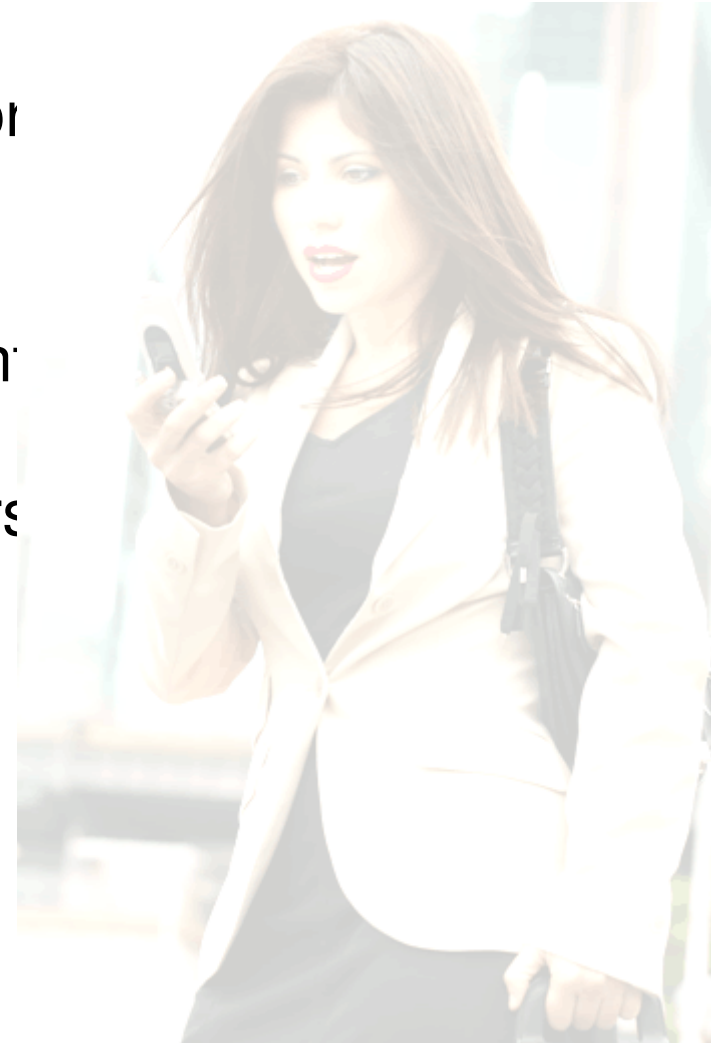
- ✓ Easy reach of target audience
- ✓ High-attention ad positions
- ✓ Higher Click-Through than Traditional Online Media
- ✓ Interaction & Capture Opportunities
- ✓ Low Noise Level

Brand in the hand

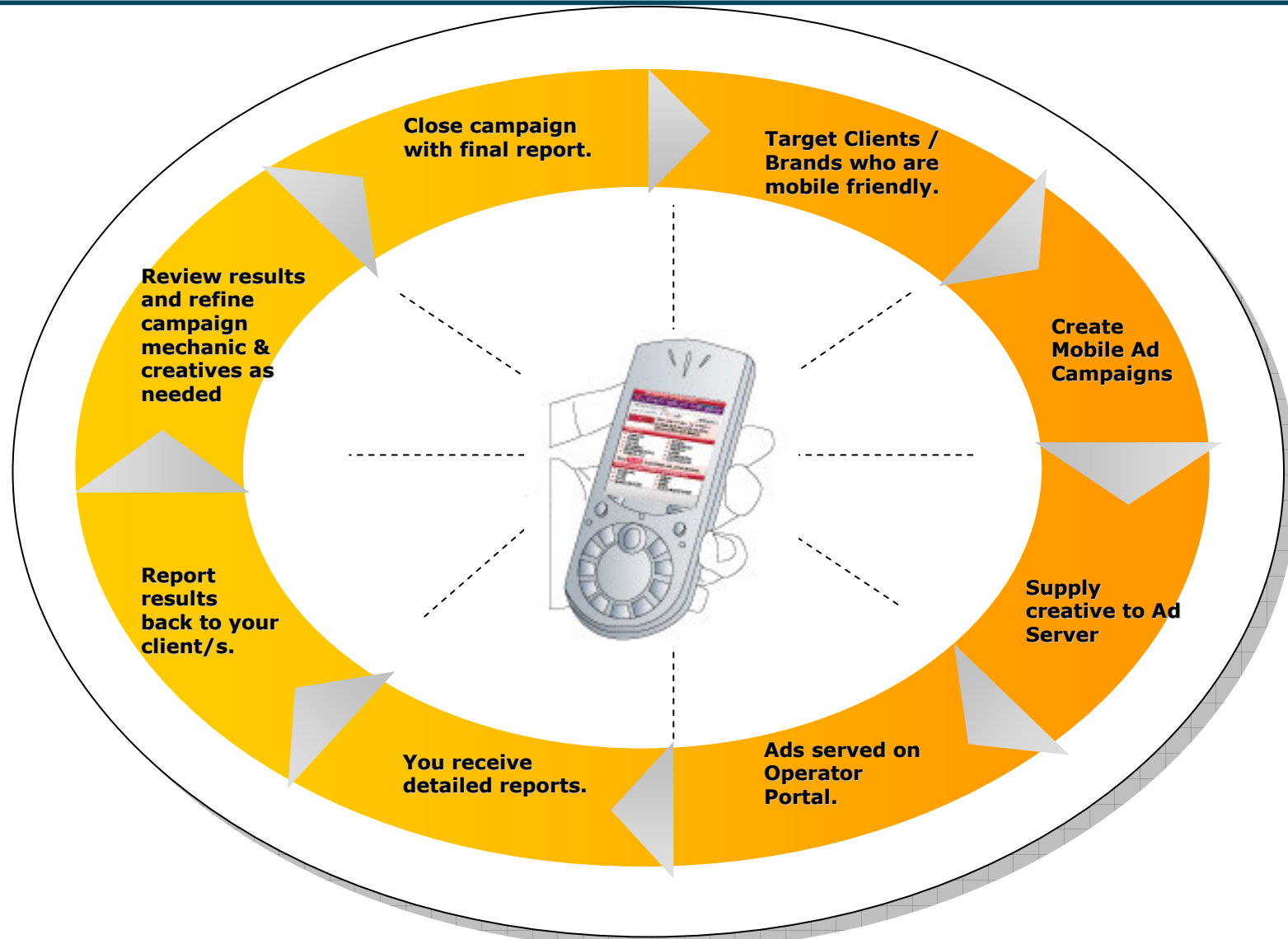


Benefits for Advertisers

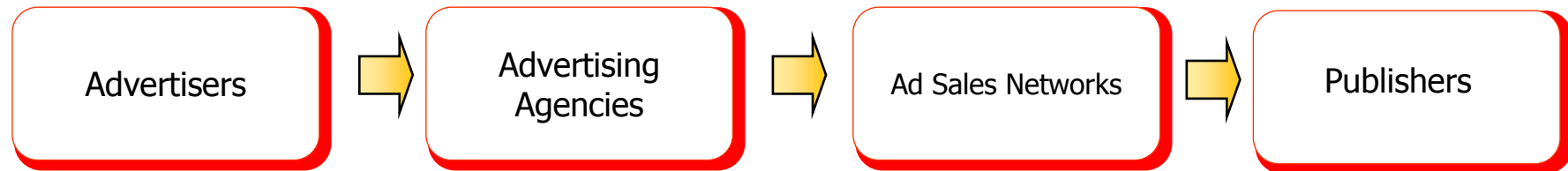
- Brings real-time response rate information back to advertisers for the first time enabling fine tuning and more detailed targeting
- Enables interactivity and fulfilment as part of the advert dramatically increasing the value to advertisers
- Enables a truly personal user experience leading to real one to one marketing in the future



Advertising Workflow



The Advertising value Chain



The Internet Value Chain

Google [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more >](#)

flowers [Advanced Search](#) [Preferences](#)

[Sign in](#)

Web Results 1 - 10 of about 331,000,000 for **flowers** [definition]. (0.15 seconds)

Deliver Flowers from FTD® Sponsored Links
www.FTD.COM Send Designer **Flowers** Same Day Delivery. Shop now.

Flowers at 1-800-FLOWERS
1800flowers.com Same Day Delivery Guaranteed! Order from Your Florist of Choice®.

Send Flowers from \$19.99
www.proflowers.com Go Ahead, Make Her Day - Send Fresh **Flowers** from ProFlowers. Free vase!

1-800-Flowers.Com
Flowers and gifts for all occasions presented by 1-800-FLOWERS.COM. Offers Same-Day Flower Delivery and 100% Satisfaction Guarantee.
www.1800flowers.com/ - 48k - [Cached](#) - [Similar pages](#)
[Store Locator](http://www.1800flowers.com/flowers/stores/locator.asp) - <http://www.1800flowers.com/flowers/stores/locator.asp>
[Affiliate Program](http://www.1800flowers.com/flowers/we...) - <http://www.1800flowers.com/flowers/we...>
[Roses, Daisies, Balloons at 1-...](http://www.1800flowers.com/flowers/we...) - <http://www.1800flowers.com/flowers/we...>
[Employment](http://www.1800flowers.com/about/employment.asp) - <http://www.1800flowers.com/about/employment.asp>
[More results from www.1800flowers.com >](#)

FLORIST FLOWERS - Florist flower delivery and Virtual Flowers ...
Send **Flowers** (Virtual **Flowers**.Com™)- Welcome! We are the leading on-line florist you can trust to send **flowers** same day delivery of florist flower ...
www.virtualflowers.com/ - 13k - Aug 14, 2006 - [Cached](#) - [Similar pages](#)

Flower delivery, send flowers from ProFlowers.com
Fresh flower delivery from Proflowers.com. Our **flowers** are shipped fresh from the fields ready to burst open into a magnificent display of color.
www.proflowers.com/ - 59k - [Cached](#) - [Similar pages](#)

FTD.COM - Send flowers and gifts delivered fresh from florists
FTD.COM - Same day delivery of flower arrangements, roses, bouquets, plants and other gifts for anniversaries, birthdays, new babies, housewarming, ...
www.ftd.com/ - 69k - [Cached](#) - [Similar pages](#)

Send Flowers From Virtual Florist
Same-Day delivery of fresh **Flowers** and Gifts for all occasions. 100% Satisfaction Guaranteed. Send a FREE Virtual Flower Bouquet!

Hallmark Flowers Sponsored Links
Save Up To 20% On Beautiful **Flowers** For Any Occasion!
www.HallmarkFlowers.com

Flower Delivery
Stunning **Flowers** Starting at \$29.99
Order Now! Call 800-521-4085
BloomsToday.com

Flowers
Same Day **Flowers** Delivery Guaranteed
Save \$5 Ordering Online - "save5"
JustFlowers.com/Flowers_Special

Same Day Flowers -\$5 Off
Beautiful Fresh **Flowers** Under \$30.
Why Pay More? Quality Guaranteed.
www.FromYouFlowers.com

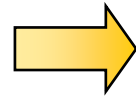
Send Flowers Wholesale
Beautiful Fresh Flower Bouquets
Wholesale To Everyone, Delivered
www.onlinewholesalebouquets.com

Flowers at Flower.com
Flowers Delivered by Local Florist
Save \$7 Online using code "buynow"
www.Flower.com/Flowers

FTD Flowers Anywhere
Flowers, Gift Baskets, Wine,
Balloons , Plants and More
www.hoogasian.com

The Mobile Advertising value Chain

Ad Sales



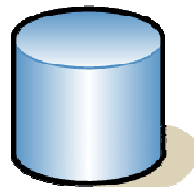
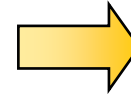
Advertising Agencies



Advertisers

Control of Data & Networks

Mobile Operators as Smart Publishers



Advertiser

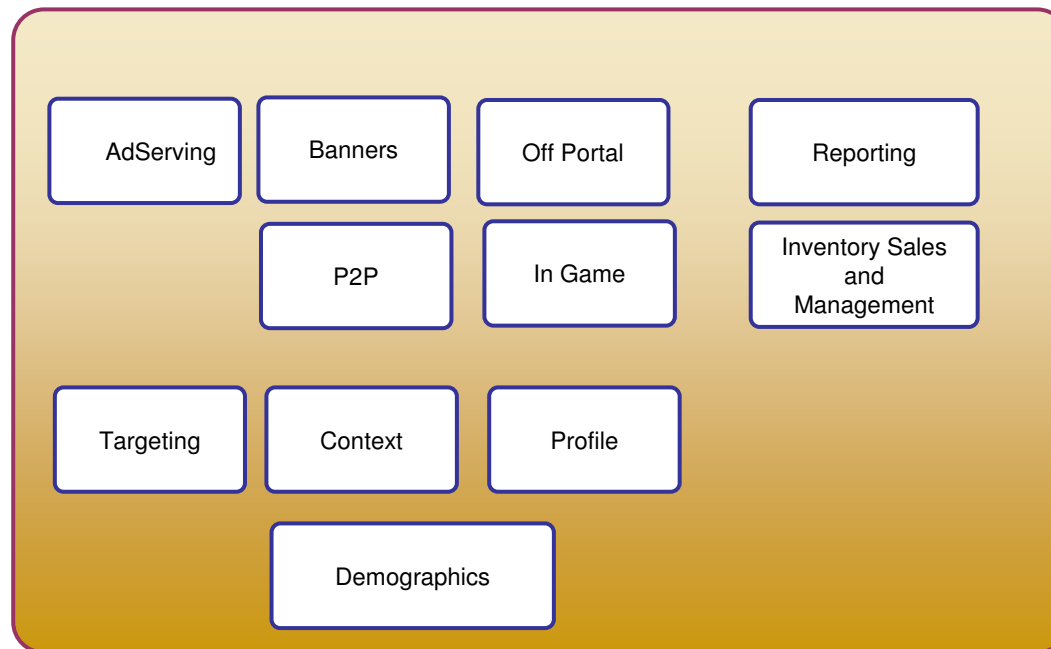
Operator

Subscriber

Role of SDP – Advertising Insertion

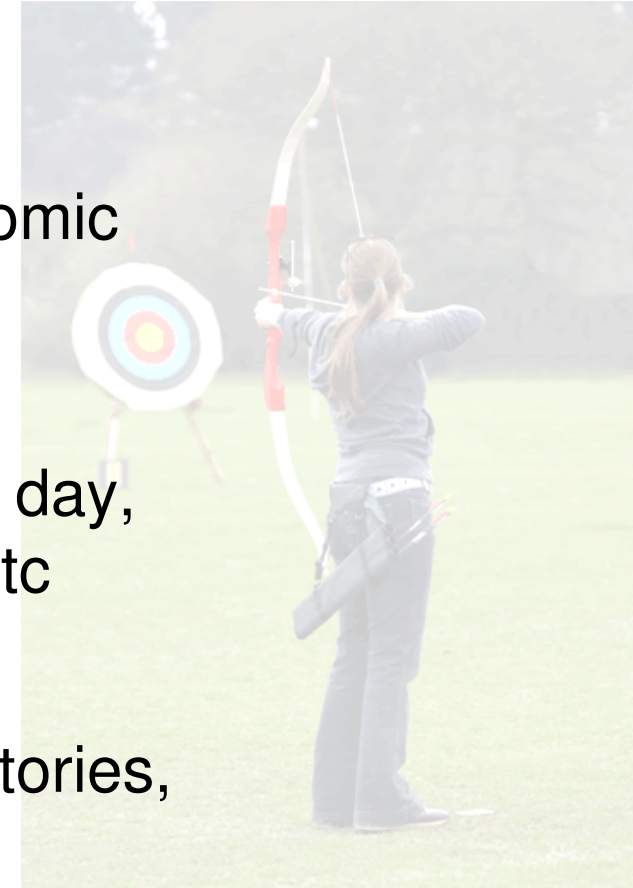
Ad insertion – not just banners:

- Off portal browsing
- In game, in video
- In P2P communications: voice and messaging



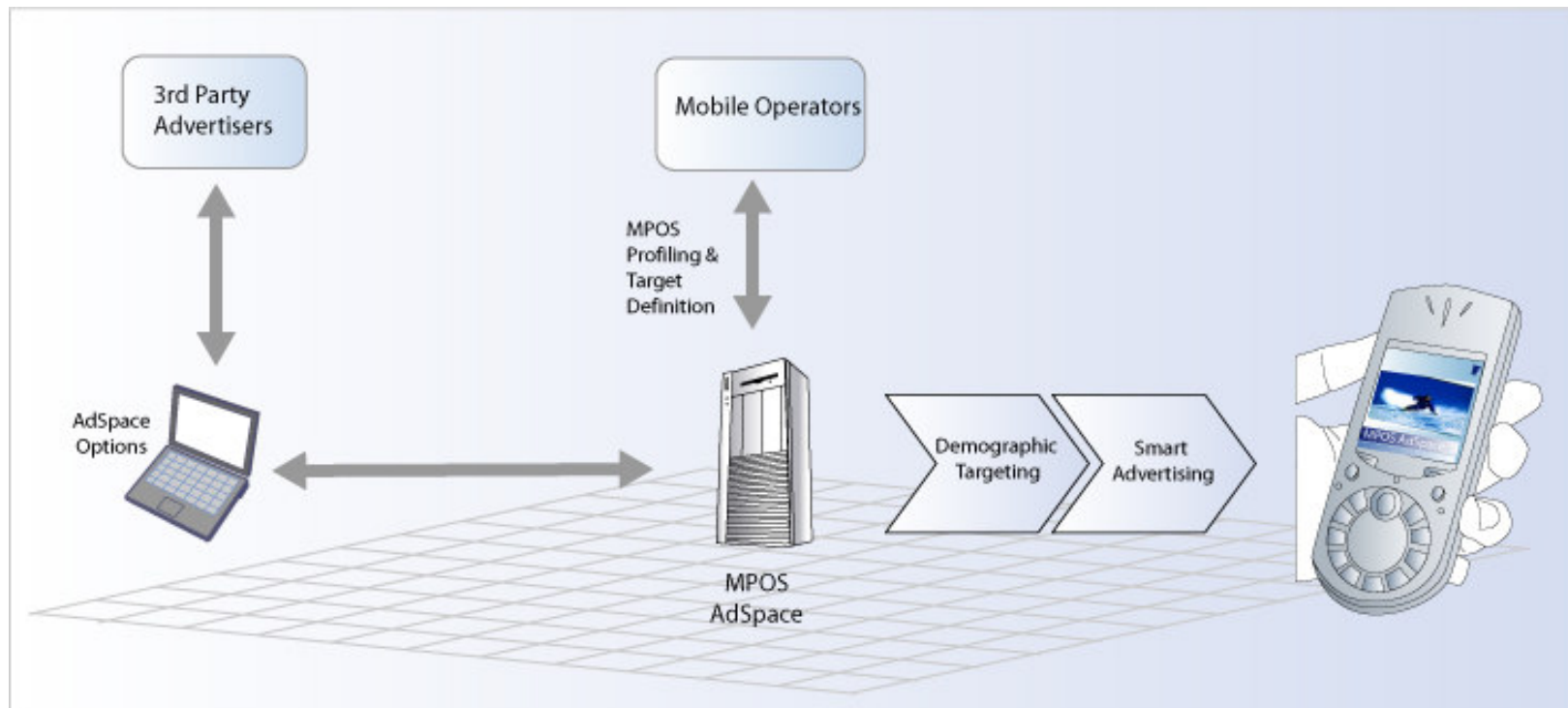
Role of SDP - Targeting

- Demographic
 - age, gender, location, socioeconomic grouping
- Contextual
 - where are you on a page, time of day, season, Special events, search etc
- Behavioural
 - subscriber profiling, purchase histories, viewing histories etc

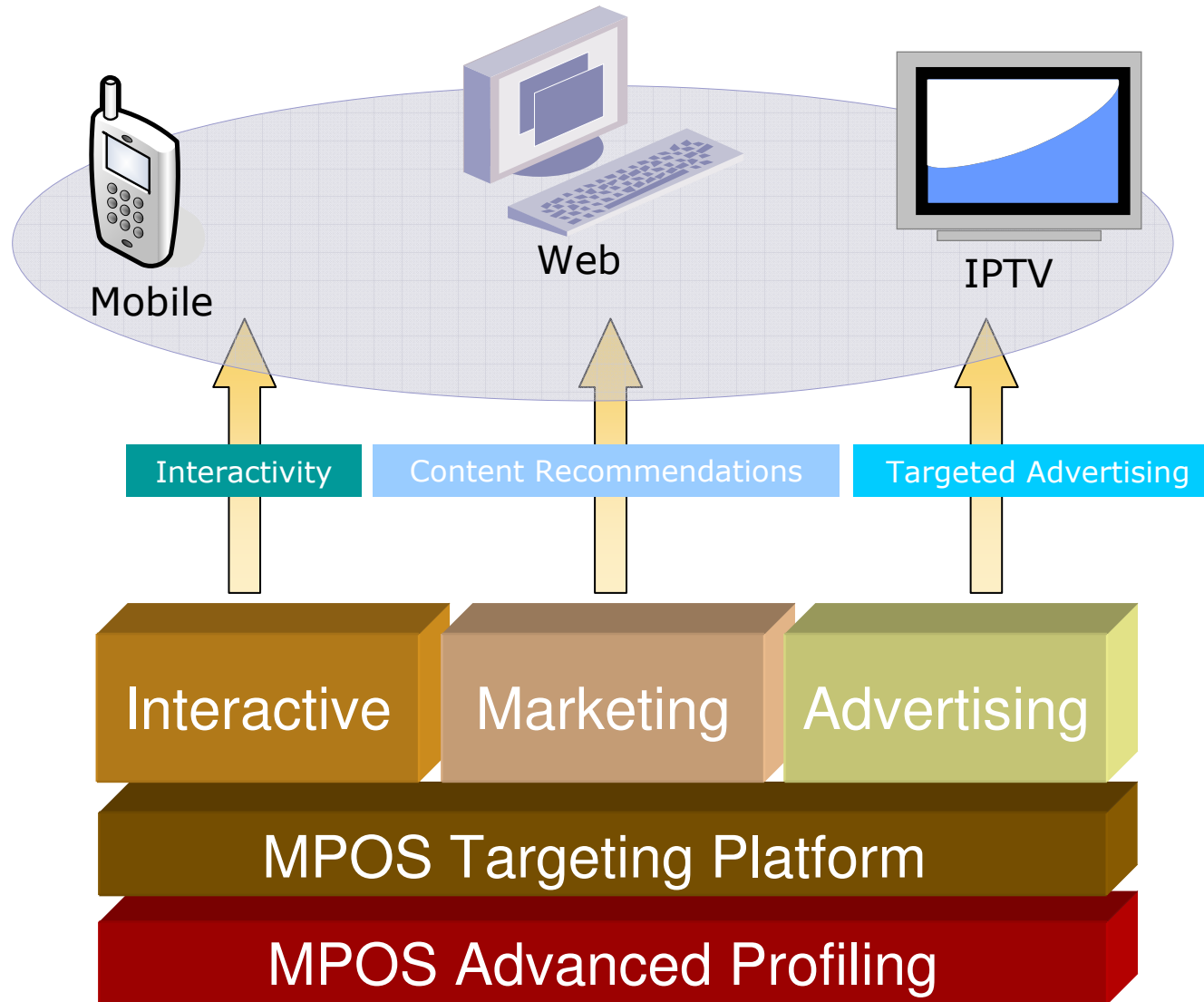


Xiam's Advertising Solution

- MPOS AdSpace



MPOS Profile and targeting Hub



Key Points

- Advertising is potentially game changing
- How the game will play out is not Pre-ordained
- SDP's support Mobile advertising by:
 - Generating Inventory
 - Providing targeting capability as a service
- Outsourcing of Parts of the chain are appropriate

Thank You



www.xiam.com