



## DATA SHEET



### KEY BENEFITS

#### *Helps Increase Revenues*

Grow return on investment by employing merchandising practices to create a “sticky” mobile marketplace and the optimal consumer experience.

#### *Faster Time to Market*

VeriSign assumes the operational burden associated with delivery of third party content, thereby helping customers deliver new services faster and more efficiently for a swift impact to the bottom line.

#### *Enhanced Customer Experience*

VeriSign’s expertise in deploying mobile portal solutions worldwide provides engaging content discovery, ease of use, and an optimal end-to-end download experience.

#### *Flexibility and Scalability*

Provides the ability to offer rich mobile content programs with proven back-end systems such as content provisioning, billing, and mediation. Helps create new revenues at a low cost with VeriSign’s scalable and reliable infrastructure platform.

## VeriSign® Content Portal Services

Through our Intelligent Portal Services, VeriSign enables the hosting, optimization, and delivery of millions of digital content transactions per month. The VeriSign® Content Portal Services platform manages the complex operations of managing, deploying, and delivering rich content across multiple networks, providing flexible billing, and enabling a compelling user experience. As a leader in the mobile content market, VeriSign delivers a fully managed, white-label mobile content, music, and video portal to substantially impact our customers’ bottom line.

Enabling, protecting, and monetizing digital content requires significant technology, operational assets, and experience. To be successful in delivering mobile content services, carriers, media, and entertainment companies need a scalable mobile portal solution for content discovery and delivery with proven technology and high reliability. As a pioneer in mobile content, VeriSign offers smart, dynamic, and full digital rights management storefront capabilities as well as personalized content discovery and interactive cross-selling tools to maximize mobile revenues. VeriSign offers reliable and advanced merchandising, promotional, and reporting tools.

### + Make the Most of Mobility

Simply put, VeriSign Content Portal Services enable the next-generation mobile marketplace. VeriSign helps its customers increase revenues for mobile content in more than 15 countries and mobile devices around the world. With a strong history in the Internet, security, and telecommunications, only VeriSign can offer the proven, reliable, and intelligent infrastructure services that provide the necessary interoperability, scalability, and security needed to drive today’s digital content services.

### + Complete, Customizable Solution

VeriSign Content Portal Services provide a fully managed, customizable content portal solution for wireless service providers, portals, and media brands. The services bundle key infrastructure components such as content management, billing, and a rich content download and optimized delivery platform into one solution to ease the operational burden of deploying such a service. VeriSign manages the largest catalogue of licensed content, fully optimized by a team of usability experts, employing scalable delivery mechanisms and the ability to launch new content and services quickly. VeriSign Content Portal Services deliver content intelligently, reliably, securely, and with high message volumes.



Where it all comes together.™



## KEY BENEFITS

### *Management Visibility*

VeriSign provides secure, Web-based access to the latest download, merchandising, and billing results. VeriSign reporting tools allow wireless service providers to monitor and manage the performance of premium mobile content in near real-time.

### *Reliable Service*

VeriSign offers scalable and reliable solutions, which include commitment to performance levels and customer support, while supporting advanced technologies and technical delivery solutions as they evolve.

VeriSign Content Portal Services can be customized to provide the following features:

- + Fully managed multi-channel content portal, content licensing, on-boarding, formatting, catalogue management, digital rights management, audio and video streaming, preview capabilities, and mediation
- + Integrated platform capable of device filtering and advanced mobile content delivery tasks
- + Dynamic pricing, including subscription management and transaction billing capabilities
- + Robust payment capabilities providing rating and billing, and payment integration between wireless carriers and content providers
- + Recommendations and cross-promotions engine, which promotes fresh, dynamic content based on user profile, purchase history, promotional, and compatible content offerings
- + Comprehensive content provisioning, reporting, and customer care tools
- + Enables content such as ring tones, real music downloads, games, wallpapers, screensavers, videos, MMS, ring-back tones, MP3s, community services, and information services
- + Catalogue management and outstanding merchandising tools
- + Web access for pre-defined users, editors, and end-users to access all mobile portal related services through a single entry-point
- + Optional self-service environment for mobile portal management and promotional merchandising
- + Branded storefronts and personalized WAP portal based on user profile and mobile device
- + Community tools such as rating, personalized play lists, trivia, and more
- + Three-screen ready for multi-network applications and experiences

### **+ The VeriSign Advantage**

VeriSign operates intelligent infrastructure services that enable and protect billions of interactions every day across the world's voice and data networks. VeriSign Content Portal Services provide VeriSign customers with a one-stop-shop where they can quickly monetize mobile content in an Internet or mobile Internet environment. Through economies of scale and global reach, VeriSign can deploy the solution quickly and offer its customers the competitive advantages of a robust on-demand content catalogue, low cost of utilization, high reliability, and scalability.

**Visit us at [www.VeriSign.com](http://www.VeriSign.com) for more information.**