



## DATA SHEET



### KEY BENEFITS

#### *Massive Catalog of Rich Content*

VeriSign provides the most expansive and in-demand set of content available through a single source with items including ring tones, real music downloads, games, wallpapers, screensavers, videos, MMS, ring-back tones, MP3s, community services, and information services.

#### *Demand Generation*

VeriSign marketing efforts for the Jamba! and Jamster! brands increase demand and assist in broadening awareness in the consumer marketplace. Mobile content marketing efforts compliment existing operator data and content promotions by fostering new subscriber demand for high-value content services, thereby improving overall subscriber satisfaction, retention, and brand loyalty.

#### *Increased Revenue Per User*

VeriSign, and its subsidiaries Jamba! and Jamster!, present a powerful combination of platform, content, and demand generation which will encourage new data usage and high-value content transactions, which can result in increased average revenue per user for operators.

## VeriSign® Mobile Content Services

VeriSign, a trusted partner to over a thousand operators around the world, now offers a portfolio of Mobile Content Services to address the growing demand for downloadable mobile content. Both directly, and through its subsidiaries Jamba! and Jamster!, VeriSign offers a mobile marketplace of over 200,000 items, including ring tones, popular music, pictures, graphics, and games.\* With its proven platform, VeriSign provides comprehensive mobile content services featuring content on-boarding, license aggregation, formatting, catalog management, mediation, subscription management, rating and billing, and payment integration.

Mobile Content Services from VeriSign, Jamba!, and Jamster! enable operators to earn revenues quickly with one of the most robust catalog of downloadable content available today. VeriSign takes complexity out of the equation by managing every step of the process—including the key relationships with content providers. In the new and growing market for mobile content, it is crucial for operators to offer the most fresh, compelling, and varied catalog. The services from VeriSign, Jamba!, and Jamster! make it easy for operators to offer in-demand services, and for their customers to find and buy the most popular content.

VeriSign Mobile Content Services are available in three service agreements:

- **White Label**—A fully customized hosting and delivery solution that enables operators to offer a complete, differentiated, and self-branded mobile content service to their subscribers.
- **Affiliate Program**—A program that enables operators to provide access to Jamba!/Jamster! content via an operator-branded site, hosted by Jamba!/Jamster!. The program allows the operator to customize the site in support of its own brand designs and layout.
- **Retail Offering**—This option enables operators to enter into a revenue-sharing relationship with VeriSign in order to participate in Jamba!/Jamster! content transactions with their subscribers driven by Jamba!/Jamster! advertising. Operators are also encouraged to participate in co-marketing initiatives.

#### + Key Jamba! Features

- **Content Catalog**—VeriSign maintains close relationships with more than 400 premier content creators and owners, delivering operators and their subscribers content from the largest number of licensed content providers under management.\*



Where it all comes together.™



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### *Scalability and Innovation*

VeriSign's platform delivers a highly scalable, intelligent infrastructure for managing high-value mobile content transactions including integrated content product management, billing, subscription management, and reporting.

### *Efficient Models*

Whether an operator chooses a white label, affiliate program, or retail offering, Mobile Content Services from VeriSign, Jamba!, and Jamster! can reduce the cost and complexity of delivering high quality, high-volume mobile entertainment services to a growing market.

### *Experience*

The VeriSign, Jamba!, and Jamster! services are highly reliable as proven through successful relationships with over 20 premier carriers worldwide.

- **Ring Tones and Sounds**—The VeriSign mobile content catalog includes around 16,000 unique items, including monophonic and polyphonic ring tones, real music tones, fun sounds, full music downloads, ring back tones, whisper tones, video ring tones, and karaoke tones.
- **Visuals and Graphics**—The VeriSign mobile content catalog offers approximately 32,000 items including animated screensavers, wallpapers, streaming videos, carrier logos, and color messages.
- **Games and Software**—VeriSign offers the largest number of mobile games in the industry with approximately 1,000 items available for download. Additionally, VeriSign has a number of specialized software applications including travel planners, location-based mapping applications, and mobile dictionaries. All games and software applications are available on Java, Symbian, or Brew handset platforms.
- **SMS and MMS**—VeriSign provides an array of SMS and MMS services including MMS greeting cards, information channels and SMS poems.
- **Content Delivery System**—VeriSign supports a variety of delivery mechanisms (SMS, MMS, WAP push, email, Web, HTML, custom HTTP and XML feed methods). Depending on the operator's needs, either an integration with incumbent systems or a hosted and managed WAP gateway (through the white label offering) are available.
- **Device Management**—Mobile Content Services are compatible with over 400 handsets predominant in the marketplace today. Device management continues to expand through extensive handset compatibility and usability testing.
- **Billing**—VeriSign maintains a unique and scalable premium SMS billing system that has flexible pricing and purchase support, including subscription and transaction management.

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

\*Jamba! and Jamster! each offer services in different parts of the world as a part of the VeriSign global mobile content service offerings. Ask your VeriSign representative for additional information about the content and particular services available in your country.

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