



**PROPOSAL
For The
MOBILETAINMENT
Through
SMS**



Proposal for Mobiletainment

This document is intended to present the Mobiletainment services which are managed by Positive Comsol and their value addition to the TV Channel.

INTRODUCTION

Positive Comsol Private Limited is the company engaged in the marketing and promotion of SMS based Mobiletainment Services. We take pride of launching and managing the first ever SMS based show in India, (Sadda Top ten on ETC Punjabi)

We are providing the Mobiletainment services to ETC Networks Limited for various shows at their ETC Hindi and ETC Punjabi Channel on National basis.

SMS PLATFORM

We have associated with Mobile Operators and have developed a SMS platform on the universal Number 303, on this number any of the viewers of the channel can communicate with the channel through SMS. In Mumbai the services are live on the BPL Mobile network.

Today we reach 25.17 percent of the mobile population of India. We have an absolute reach in Uttar Pradesh, Haryana , Rajasthan, Punjab and have presence in Kerela, Mumbai and Calcutta.

We have given the name 'mobiletainment' to this platform. In simple terms under the mobiletainment viewers at the Channel will be quizzed during the shows and the serials, to which they will respond on SMS.

SCOPE OF OUR SERVICES

- a) **Network Association** - The first step is the association with the network providers, basically operators. This requires the presentation of the product and arranging of the desired universal number.
- b) **Network Management** – Mobiletainment requires the management of the network communication with different mobile operators at different protocols. At present there about 22 circles in total with at least two operators in each circle. Then there are three different protocols followed by these operators



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- c) **Communication Management** – The networking with the operators has to be seamless. There has to be a perfect coordination with the message coming in and the message going out. It has to be ensured that we are not using the resources of one network to send the message to another operator network.
- d) **Key Word Management** – At any point of time there may be several contest or programs running at various channels. In order to distinguish and identify the message with the program and channel we use the key word system. Each program to the specific channel has to be given the unique keyword for the particular universal number.
- e) **MIS System** - We provide the MIS system to the media channel. The MIS system takes care of the SMS, Program & Channel coordination right from the stage of creation till the stage of delivery of report. The interface is provided to the media channel enabling them to feed the information about any upcoming contest or program with SMS. After the contest is over the report can be filtered from the interface itself. Reporting is also supported by other means of communication.
- f) **Online Systems** – Our systems are online with the advantage that the channel can have the reports the moment they require on the click. Any new contest can be entered and managed. Our systems provide complete independence to the channel.
- g) **Minimum Human Involvement** – Our systems require the human hand only at the time of creation of contest in terms of feeding in the parameters like keyword, right answer, name of channel and program, message, prize and relay timings. After one time entry the system works of its own and the reports can be taken out in the desired manner and the desired time.
- h) **Program design and management** - Although the program design is not in our scope, however our research section continuously works upon the concepts of launching the SMS based interactive programs on the media channels. The same are communicated to the channel and then taken forward by the channel. Similarly we provide our inputs towards the way the SMS is integrated in the program.
- i) **Prize Management** – Delivery of prize to the winner requires the name and address of the winner from the mobile operator and in some cases confirmation also as the winner might be the defaulter with the operator. The information from the operator is collected and delivered in the minimum time. Any complaint of non delivery of prize is also managed by us in coordination with the channel as we stand surety to the operator in this regard.



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VALUE OF OUR SERVICES

We hope that the Mobiletainment services proposed to be launched by us would provide a Platform of airing the views , aspirations, desire , opinion by the viewers to the Channel through SMS. The benefit flowing will be both tangible and intangible. The TV channel shall be benefited in the following manner

- 1. Change D' Genere programs** – Content drives the viewership, and change'd genere programs will sway away the viewers. (**Frames 2002 report**) . **SMS allows the channel to launch such kind of programs like music countdown on public voting, Live game shows on the channel, live music request shows . live awards nite etc.**
- 2. Viewers to Customers** – At present every one is the viewer of the channel but no one is customer. There is no identification or marking for the customer. However the mobiletainment tracks the record of the viewer. An incoming message comes with the signature of the mobile number. Further the query can be designed in such a manner that we receive more information about the sender. The information can be processed. Now these viewers can be termed as the customers of the channel.
- 3. Viewer' Participation** – Today is the age of interactive programs. Viewers should have their say in the programs they are watching and the channel who provides this opportunity earliest is bound to benefit. Our services will allow the to introduce the interactive programs through the fastest and effective medium of SMS.
- 4. Viewers Loyalty** - The ultimate strength of the TV channel are its viewers. By allowing the viewers to express themselves and have a say in the program in itself, the channel will develop viewer's loyalty. Viewers will ultimately convert into customers and more the number of viewers more is the strength of the channel.
- 5. Viewer Recall** – Each incoming SMS is matched by the outgoing thank you message. The thank you message can carry the name of the channel. The process creates the recall value for the CHANNEL
- 6. National Reach** –Our services have reach to mobile subscriber all across the country.
- 7. Easy Integration** – The integration of SMS in the program is very simple. A query needs to flashed before the viewers asking them to select the correct choice from the four choices and send SMS to the number displayed. We can also provide our inputs for implementing the same.



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8. **Touch the Market** – SMS is the fastest and the interactive means of communication today. By using the SMS as the communication medium between the Channel and the viewer, the Channel moves closer to the viewers.

9. **Customer Database** – In the process of sending and receiving the messages during the promotional campaigns, a useful database of mobile numbers is created. This database can be used to flash in the messages as soon as the new program is released.

10. **Market Reports** - Intelligent use of contest can generate useful data from which our application can generate useful market reports. The mobiletainment process generates following parameters:

- Name of the Show/contest
- Timings
- Host (VJ, DJ)
- Sender of the message
- Time of the message
- Location of the Sender
- Number of the messages
- Feedback or queries
- Number of time a message sent from a single mobile number

We can design various reports based on these parameters. These reports shall make clear the viewership pattern of the Channel, most asked album, location based viewership etc.

All these reports shall be available immediately upon click of a button. A login and password shall be provided on our site wherefrom the data and the reports can be downloaded.



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SERVICE MODELS

We have given below list of various modules, however these are only examples and the final modules have to be decided in discussion with the TV channel.

- a) **Music Quiz-** This show will invite the user preference for the song to be played and accordingly the song will be played. User can also cast their votes on the particular song ratings.
- b) **Music Countdown.** This show will depend on the user's rating . Songs will be displayed in the series and then depending upon the user rating received through SMS, the songs will be played.
- c) **Message Airing With A Song -** This will be the program on which user can send their message to be aired along with the song requests. The message will be aired and the song will be played the show will be live.
- d) **Prize Questions -** These are the question which will asked after the end of any serial quizzing user about the event in the relayed serial of show or the guess work on the relayed serial.

SMS – Contests

Corporates are accepting SMS as a part of their marketing and promotional campaigns. Cadbury , Coke , Hyundai and Nescafe integrate the SMS with the promotional campaigns.

Now A channel can offer the SMS as a platform to the corporate sponsors to invite the responses from the public to their contests. Corporate benefit as they get the data of the participant in the processed format and the SMS provides an edge to their contest.

As a value add A channel can also offer to the corporate to add on the ad line of the sponsor in the SMS that goes back as the thank you message to the sender of the message. However the same requires the approval and revenue sharing per message with the operator.



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SMS-Live

- a) **Live Game Show** – An online game show can be organized in which the questions are queried from the viewers in the form of fastest finger fist and whosoever can first 10 correct entries are given away prizes. Meanwhile in the mid-period some songs are being played, etc.
- b) **Live Events** – Live events may be Star Shows such as film star nite or say beauty pea gent OR it may be a Cricket match live. In such kind of shows there is immense possible usage of SMS services. Varied question can be flashed on the media screen and the predictive responses can be queried. Like who will be the first 5 in the Miss World contest. How many runs in the over, who won the match. And so on.

SMS-Polls

Positive Comsol offers the following modules of SMSpolls solution. They can be integrated with the Polls depending upon the nature of the polls.

- a) **Opinion Polls** - After every **news hour** a question of general public interest based upon the correct affairs can be posted. The responses will be collected and then the result will be broadcasted.
- b) **View Polls** – A popular serial will be chosen out of the list of serials being aired by the channel and the viewers comment and opinion will be asked by formulating the queries. The module will also reflect the popularity of the serial and based on the viewers comments useful feedback can be received. Viewers also get their means of expressing themselves.
- c) **Customer Polls** – A short show can be aired containing display of any consumer product such as a Geyser / Kitchen Utility / Health Products and the requests from the customer can be queried for their interest / clarification/ or a sales query. In this manner live customer quires can be generated which can be resolved or taken care off.



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BASIC PARAMETERS.

Following are the basic parameters for launching mobiletainment

Number – The number on which the public shall send SMS will be a single number. We are in touch with mobile operators to provide us a three digit no and we expect to get the same by this fiscal end.

Word Limit – There is word limit of 160 characters for a single SMS. Therefore a response should not be asked which may go beyond 160 words.

Simplicity - For the sake of simplicity and fast processing , the response should be asked in the form of choices.

THE METHODOLOGY

Understanding – We reach to an understanding to launch the Mobiletainment for the Channel. Within four weeks we create the network for the Channel on the desired Number across India.

Finalisation of the programs – Simultaneously our creative team finalise the program in which the SMS is to be integrated and the module of integration. We propose joint meeting with the programming and creative team of CHANNEL to finalise the same.

Launch of Mobiletainment – A PR exercise is carried out on national basis announcing the launch of Mobiletainment on the Channel , which is matched by promotion done on the SMS by the operators.

The program goes on Air.

Collection of messages – Our application start collection of message and network handling

Program Reports – The application processes the report as per the requirement.



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CONCLUSIONS

- Additional Source of revenue
 - Marketing edge to Sponsors in return of the valuable reports based on true data.
 - Resistance to Channel-Switching.
 - Valuable Viewer's Reports
 - Converting viewers to customers
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