



PLAY MOBILE CASE STUDY



MOBIXELL ENABLED PLAY WITH AN END-TO-END TURN-KEY SOLUTION FOR ITS MOBILE ADVERTISING NEEDS, INCLUDING: AD-SALES, BUSINESS OPERATIONS AND THE MOBIXELL AD-IT™ PLATFORM.

“Mobixell’s solution enables us to measure and monitor our WAP inventory online and to see the impact of the Campaign. This activity allows us to see huge potential for mobile advertising and new revenue streams.”

*Marcin Gruszka, Marketing,
Play Mobile*

CUSTOMER:

Play Mobile, Poland

BUSINESS CHALLENGE:

- Declining ARPU from traditional voice and data services
- The need to find new complementing revenue stream without jeopardizing existing revenues or alienating existing users to any of Play's services

BUSINESS SOLUTION:

- A turnkey mobile advertising solution, based on the Mobixell Ad-It™ platform
- A managed end-to-end service, based on Mobixell's global network of media partners, Ad agencies and brands
- Enhanced campaign and inventory management service, trafficking and enhanced Ad-sales and business operation

BUSINESS BENEFITS:

- Immediate leverage of Play's existing inventory assets into real Ad revenues
- Average CTR of 4.3%, with as high as 13% CTR in some of the campaigns
- Enables to immediately kick-off Ad campaigns on various mobile channels in record time

PLAY MOBILE

Currently, Play serves over 2 million subscribers and is expected to gain another million subscribers by the end of 2009. Amongst the services Play provides, are: WAP Portal, Video Calls, RBT, Fun Greetings, Infotainment, and more.

Play Mobile has created a national distribution network of more than 500 Play shops and around 80,000 pre-paid Point-of-Sale.

THE CHALLENGE

Like other leading operators around the globe, Play is facing declining ARPU, lower VAS usage, and decreasing profitability.

Such pressure, which is not at all unique to Play, has pushed the Polish operator to look into additional revenue streams, such as Mobile Advertising, in order to compensate for relatively low ARPU.

For this purpose, Play searched for a partner that would:

- Enable them with immediate Mobile Advertising revenue streams
- Provide a turn-key solution in record time
- Provide a managed service solution
- Accommodate the relevant media partners and brands in order to increase Play's channel profitability as a valid media channel

THE SOLUTION

Play engaged in a partnership with Mobixell Networks to launch the Mobile Advertising activity, starting with the on-deck WAP channel on Play's portal.

The activity started in March 2009 as a soft launch, to gather understanding of the expected revenues (CPM/CPC), user behaviour, and response rates (CTR) in various placements on Play's portal, and more.

The solution provided to Play by Mobixell includes the following:

- Brand approach – Ad sales
- Inventory management
- Trafficking (business operation)
- Campaign management
- Ad Serving (Technology)

The initial launch period included 33 different advertising promotions, including a premium campaign designed by one of Mobixell's premium Ad-Agency partners – OgilvyOne, with Ogilvy Poland promoting the new Motorola MotoROKR E8 handset by OgilvyAction, the brand activation arm of the Ogilvy Group.

THE RESULTS

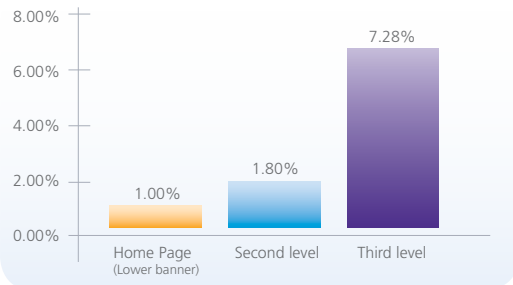
The campaigns during the soft launch yielded an average of 4.3% click-through rate, recorded throughout the campaign's period, with as high as 13% CTR in the MotoROKR campaign.

Moreover, the campaigns' results clearly indicated a strong response rate (CTR) tendency of Play users for some of the campaigns also within inner pages of the portal rather than only at the Play WAP home page.

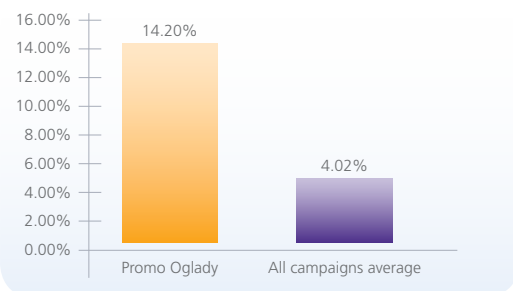
OgilvyAction

This can be explained, based on enhanced reports from the Mobixell Ad-It analysis module:

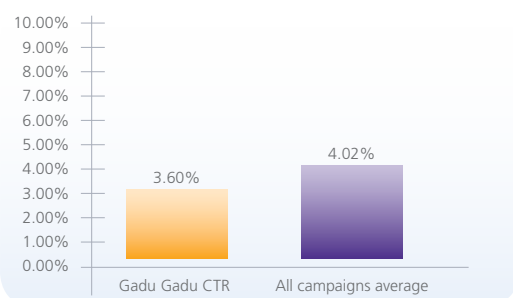
- **Relevance matters:** Better contextual targeting improves the average CTR, as it is more suitable to the viewing users than in a regular home page view:



- **Call-for-Action matters:** One of the leading campaigns in Play – the Mobile TV promotion campaign, – showed that an appealing call for action, with immediate results yields astounding CTR, as users are often keen to receive something in return sooner than later:



- **Brand matters:** although only a basic creative was used in the 'Gadu-Gadu' instant messaging campaign, without a call for action, the impressive response rate of 3.6% is explained by the power and appeal of this local brand to the relevant target audience. This shows that once the targeting criteria is well met, the response rates are adequate, regardless of the attractiveness of the creative or lack of call for action:



CONCLUSION

Following the successful completion of the soft launch period, Play Mobile has decided to proceed with the partnership with Mobixell towards a fully commercial launch.

Mobixell is enabling Play not only with the fully managed (hosting based) technology for its Advertising needs, but also with the Ad-Sales and business operations activities.



“We are extremely excited about the dramatic results achieved by our new music phone campaign. We are already using mobile advertising as part of our ongoing marketing mix for product promotions.”

Motorola’s Director of Marketing for Central Europe, Ms. Malgorzata Matusiewicz

ABOUT MOBIXELL ADVERTISING SERVICES

Mobixell Advertising Services provides a turn-key managed solution for mobile operators. Partnering with the world's leading media houses and ad agencies, Mobixell Advertising Services supplies the required boost to the operator's advertisement business. Operators can go on with premium ad sales, or add internal campaigns to the media mix. The service is hosted in a secure environment, and is managed by Mobixell's expert trafficking and operations team.

Mobixell Advertising Services is supplied by Mobixell Networks, a leading global provider of carrier grade multimedia, video, and advertising solutions. Mobixell systems are deployed at over 300 mobile operators and content players worldwide, including top tier carriers in five continents. Mobixell's solutions focus on enhancing the user experience to increase adoption, encourage customer loyalty, and build on the operators' assets to introduce new revenue streams. Founded in late 2000, Mobixell is a U. S based company with additional offices in the UK, Germany, China, and Israel.

Mobixell Networks Inc - USA

1735 Technology Drive, Suite 550, San Jose, CA 95110 •
Office: 650-353-3032 • Fax: 408-973-9657

Mobixell Networks UK

55 Station Road, Beaconsfield Bucks HP9 1QL, United Kingdom •
Office: +44 1494 683 737 • Fax: +44 1494 731 802

info@mobixell.com

www.mobixell.com



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