



Oxygen platform: Interactive video services

D2see is the specialist video-to-mobile managed service provider. We work with content providers and new media publishers to enable them to deliver and commercialise video content onto mobiles. Our Oxygen platform streams pre-recorded and live content to and from the mobile phone, and includes a suite of applications for rapid service development, including interactive video portals, live-to-air TV participation and video blogging.

D2see offers a fully-managed service, and offers a risk-reward business model based on per minute usage charges or revenue share.

The 3G opportunity

Today there are over 8 million 3G handsets in the UK alone. With monthly growth rates around 10% the time has never been better to capitalise on the market opportunity offered by this new and dynamic sector.

As well as increased handset penetration, these 3G users are showing a strong appetite to consume rich media services. In the first quarter of 2006 video usage exceeded ringtone downloads amongst the 3G user base for the first time.

Now is the ideal time to launch direct-to-consumer (D2C) video services.

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Video services delivered by 3G video calling

7 compelling reasons for content publishers to use 3G video calling:

1. Easy promotion and discovery using the familiar 5 digit short-code.
2. 4 out of 5 mobile operators support 5 digit video shortcodes – the cross-operator D2C business model is enabled.
3. Consumers understand the per minute billing used in 3G video calling - no separate data charges, and no bill shock.
4. It's the only way to deliver free-to-consumer D2C advertising - video shortcodes can be zero-rated, whereby the advertiser pays the per minute charge.
5. All 3G phones have a video camera - 2-way video is inherent to video calling, enabling user-generated content.
6. It works on all 8.5m UK 3G handsets, with a guaranteed quality of service.
7. It works "out of the box" - every 3G phone is preconfigured to use 3G video calling services; no applications need to be downloaded.

The D2see Oxygen platform

The D2see Oxygen platform is the most flexible and scalable mobile video streaming platform in the market. It has been designed from the ground up to deliver over mobile networks, with flexible end-user billing capabilities and full compliance with operator and PhonepayPlus regulatory requirements.

The list of Oxygen capabilities means that we can meet all video streaming application requirements:

Portal	Video clips are played out – may include interactivity via keypad.
Live video	Video is streamed directly from a live source (eg. satellite channel).
2-way video	The video camera in a 3G phone can transmit a live stream to the D2see gateway, which can be transmitted to the service provider in batch or real-time (eg. participation TV, dating, video conferencing).
Age verification	Network operators have differing models to protect minors from viewing 18-rated content. We ensure that 18-rated content complies with operator AVS policies and technologies - and regulatory requirements.
Encoding	Real time (for live) or batch encoding of video sources.
Text overlay	Text is overlaid onto the video feed, either static or scrolling. This enables advertising messages or navigation options to be displayed.
Moderation	Certain applications, such as video chat or live-to-air TV programming, require moderation - we provide an interface for batch or real time moderation.
Split audio/video	During a video call, the audio stream can be separated and routed to another application, whilst the video continues to play (eg. user is transferred to a betting call-centre whilst watching live horse racing).

Mobile video applications

The Oxygen platform combines a leading architecture and complete range of video capabilities with a range of applications that enable services to be developed to meet business objectives. Mobile video is a new and exciting market, but the top four 'killer apps' are emerging. As the hot apps list grows, D2see will be the first to provide the enabling technology.

Killer app #1: premium streamed content

- The UK premium content market is valued at £650m per annum. Video services will contribute a substantial part of an enlarged premium content market.
- The premium video market functions commercially as premium voice or SMS services: revenue is shared from the consumer tariff and billed by the operator.
- Premium content is accessed by video calling a shortcode. Consumers understand shortcode service access. A menu of video streams enables consumers to choose from a variety of service options.
- For tracking advertising effectiveness, or in support of affiliate programmes, PIN access can be used
- Content is usually monetised by premium per minute charge. Where some content within a service is free, and some is premium, then supplementary billing via premium SMS is possible.
- Where 3G video services are an upsell from WAP picture services, a video call button can be embedded in any WAP page, and shown only to those site visitors with a 3G phone - this enables trial marketing of 3G video services with no incremental marketing spend.
- The D2see Oxygen platform provides excellent service reporting, enabling the effectiveness of advertising spend and content genres to be closely monitored.

Killer app #3: advertising / ad-funded content

- The youth market is a difficult audience to reach; mobile offers a highly-targeted approach to deliver a brand experience to 16 - 24 year olds.
- The only way to deliver cross-operator free-to-consumer video streaming is by using zero-rated video shortcodes. Consumers pay nothing, and the brand pays the price of a first class stamp to deliver a minute of branded video.
- Discovery can be from above-the-line call to action - dial a video shortcode, or embedded within a WAP site.
- By using the keypad on the 3G mobile, 'red button' interactivity is possible, with the added bonus of capturing MSISDN identity.

Killer app #2: user-generated content (UGC)

- UGC- based services satisfy a deep rooted human desire to communicate via sharing, and to 'show off'.
- Static webcams severely limit creativity. In every 3G phone there is a video camera - the D2see Oxygen platform makes every 3G video camera a mobile webcam, for integrations into internet, TV or pure mobile services:
 - Video blogging services (vlogging)
 - Next generation TV participation
- The user experience:
 - Dial a shortcode and hit the UGC video portal
 - Select 'record' to capture the clip
 - Select 'preview' to check the blog
 - Select 'upload' to load into the chosen internet, mobile or TV application
- A variety of commercial models are supported: free-to-consumer, standard rate or premium rate.

Killer app #4: video chat

- Chat has long been a core element of the premium market, either voice or SMS-based.
- Being able to see who you are talking to is massively more compelling than legacy formats.
- Ideal for converged webcam-to-mobile services - professional chat hosts chatting with users. To the user it's a simple and compelling proposition - dial a video shortcode and select from a range of chat hosts.
- Person-to-person web chat is a great way to meet and start communicating. When both parties want to get to know each a bit better, they can video call a chat number, and the Oxygen platform can bridge the two callers anonymously.
- The one-to-many video chat application enables exciting celebrity-centred services. Fans can video call in, and watch and listen to the celebrity. Each user can be given 1 minute, for example, of "chat time" with the celebrity, while the others watch and listen. Sport, glamour and music artists are obvious candidates for celebrity-centred services.

Speak to us *now* for a demo service on a 3G handset using *your* content!