

Advanced Interfaces for High Volume and Multi-Media Mobile Services

BT agilemedia provides access to a number of mobile multi-media services and applications through defined application programming interfaces (APIs). These complement our messaging transmission APIs, enabling you to develop and provision new types of interactive mobile services by giving direct access to our application platform.

APIs

BT agilemedia currently provides two APIs:

- Inbound MMS (Multi-media Message Service) Campaign API
- High Volume Votes (or simple competitions) API.

Inbound MMS Campaigns

MMS messages transfer rich media items e.g. video, images, sound and text, from one mobile phone to another or to applications. The Inbound MMS campaign receives MMS messages from mobile users via a dedicated 11 digit MSISDN also known as an MMS virtual number and in the future, MMS short codes. Through the inbound MMS campaign API, messages can then be published to a remote computer system or application. Additionally, this service can generate revenue using premium SMS response messages to each MMS submission.

Using Inbound MMS Campaigns:

The services allow you to build custom interactive applications that use inbound MMS messages and their underlying media items. For example, MMS picture messages sent into the MMS virtual number can be pushed to an application where they can be displayed on a web page. In addition, an online dating application could be extended to collect personal images, audio and videos, submitted via the inbound MMS service.

Or a TV news channel could receive inbound MMS videos and pictures from the scene of breaking news stories from mobile users.

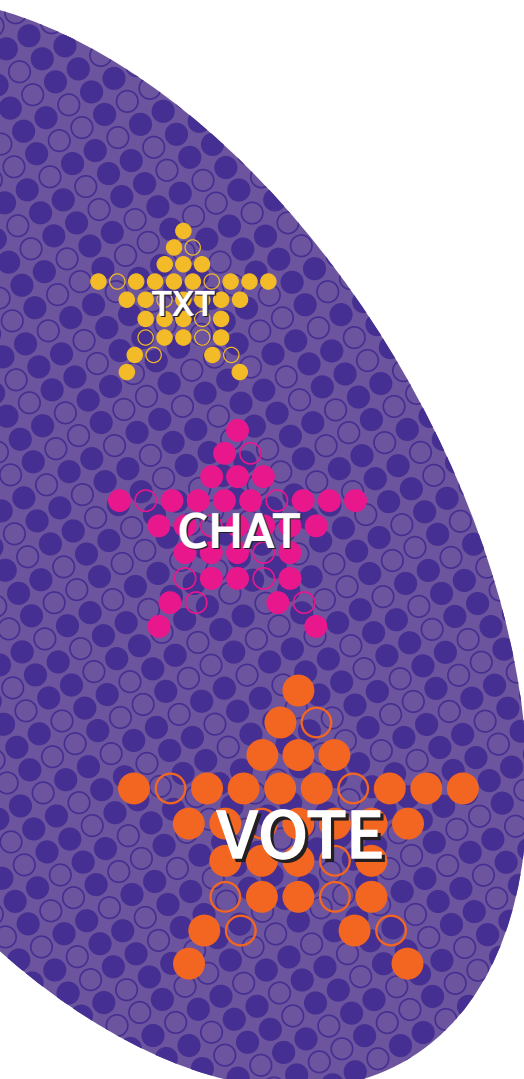
Service Benefits

The Inbound MMS Campaign API enables application developers to create or extend custom applications to work with MMS messages and the individual media items stored in the message. For service providers the API offers the ability to quickly create and implement new, innovative and revenue-generating mobile MMS services. The solution offers all the necessary components to deliver the MMS to a remote server for filtering or moderation prior to onward publishing or processing.

Service Features

Key features include:

- Rapid service set-up using dedicated virtual MMS numbers
- Proven underlying messaging infrastructure
- Self provisioning and set-up of the campaign mechanics via a secure web interface
- Ability to accept and forward various content types attached to an inbound MMS message, including images, audio, videos and text
- Ability to filter out unwanted content attached to the MMS



- MMS messages can be received from mobile users on all UK mobile networks
- Configure automatic response premium rate SMS messages to earn revenue from the interaction
- Provision SMS response messages to MMS submission errors
- The option to store and publish the received MMS in a hosted content library
- Publish inbound MMS media items to a remote application using these protocols: SMTP, HTTP/WebDAV, FTP, EAIF or MM7
- Prefix names of published MMS content with a mobile number and timestamp
- Configure the format used to publish forwarded messages using either individual files, a zipped archive or MIME encoding

High Volume Vote API

The High Volume vote API is used to retrieve the real-time results of high volume SMS voting campaigns running on the BT agilemedia application portal. This API is an extension of the core SMS voting functionality and allows for remote access to the data without impacting the actual high volume vote application. Real-time voting statistics can be supplied to remote applications using an HTTP-based interface via a defined HTTPS call. The format of the returned vote data is either in HTML or XML.

Using High Volume Vote APIs

There are 2 main types of use:

1. Aggregation of the SMS voting results into a remote application platform. Here, the data is delivered to the remote system in XML format. For example, a TV company running a prime-time TV vote collects votes from both inbound SMS and

fixed line users. Votes using SMS are collected by the BT agilemedia platform and sent via the High Volume Vote (HVV) API, where they can be aggregated into a single view with the collected votes from other channels. BT agilemedia can also supply this vote aggregation capability through its Winner Selector service.

2. The API enables you to request voting data regularly, displaying the response as an HTML page. This can be inserted into a web page showing the real-time voting results. The resulting web page could look like this:

Campaign name: Real Time Vote
2005-03-09 14:15:05
Start period: 04/03/2005 14:21:58,
Started: start
Stop period: 05/03/2005 14:21:58,
Stopped: stop 1
Shortcode: 60077
Keyword: VOTE

Name	Alice	Bob
Total for Selected Period	12345	9706
% for Selected Period	55.98	44.02
Votes Today	5007	6914
% Votes Today	42.00	58.00
Total Votes	25789	29081
% Total Votes	47.00	53.00

Service Benefits

The High Volume Vote API enables application developers to take voting results from our high volume voting solution into one platform. This means that the provider of the voting service can show a consolidated view of the number of votes received from SMS and other channels without having to monitor and manually collect voting results from a number of disparate systems.

Additionally, service providers can retrieve voting results in HTML format and easily integrate them into a web page.

Service Features

Key service features include:

1. Rapid service set up using easy to use, standards-based APIs
2. An underlying voting application, tested and proven on the highest volume SMS voting campaigns
3. API response data in computer friendly XML or HTML format
4. Output from the API request contains the following data:
 - Repost on the success of the HTTPS call
 - Campaign status
 - Shortcode
 - Campaign keyword
 - Start and stop tag information to indicate the period in which the results are being collated
 - You can also get results for any specified period.
5. Various responses can be retrieved using the API:
 - **Standard:** obtains vote results for each contestant over a defined period
 - **Aggregation:** obtains total aggregated votes for a defined period
 - **Period Tags:** configure a defined voting period enabling the retrieval of real-time vote data for that period
 - **Sorted:** The vote response can be sorted using a defined pattern as specified in the HTTPS call.



Offices worldwide

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www.agile-media.co.uk

For more in-depth information, call us on 0800 731 3050 or send an email to info@agile-media.co.uk