

Mobile Transmission Services

BT agilemedia provides a range of mobility services to support premium-rate content delivery, interactive services and marketing campaigns. Our message aggregation and termination platform incorporates market-leading mobile services with easy-to-use functionality and reporting tools.

The Messaging Market

Contrary to some predictions, the popularity and success of SMS (text) as both a peer-to-peer interaction and a billing method continues to grow. Figures from the Mobile Data Association show that SMS traffic is now around 100 million texts per day in the UK. It's easy to understand why this is the case – SMS is universally available, easy to use and is widely accepted amongst the younger age groups.

SMS has also been successful as the primary billing method for digital mobile content. The recent failure of Simpay, the ongoing fragmentation of alternative mobile payment methods and the UK's interpretation of the eMoney directive has given a renewed impetus to premium rate SMS. It is estimated that the UK PSMS market value in 2005 is £400 million and it is predicted to grow by at least 20% year on year for the foreseeable future.

BT agilemedia & Message Transmission Services

To help you tap into this market, BT agilemedia offers a full range of SMS and MMS messaging services supplemented by detailed monthly reports and statements, all backed by a payment guarantee. Our services include:

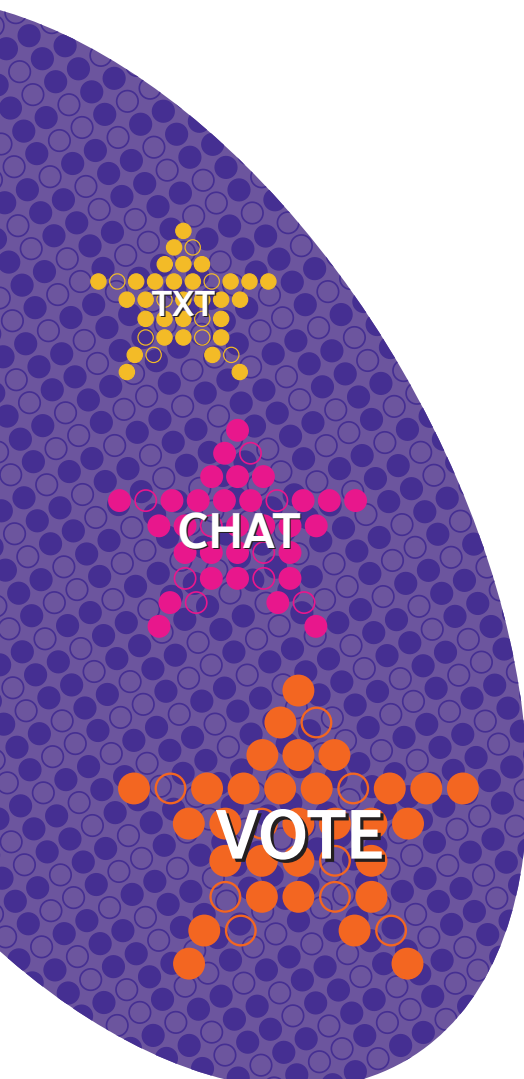
Standard Rate SMS

We provide one-way and two-way SMS messaging to support either one-off outbound campaigns or for ongoing consumer interactions. The features consist of:

- Support for plain text, Unicode, over-the-air (OTA) and binary messaging
- Short code, virtual number or external message entity sourced/delivery
- UK sourced, low latency, originator address (OA) substitution and delivery receipting
- Multiple links for redundancy and off-shore routing options
- Delivery to email and two-way return path options
- Our application portal also provides a range of campaigns to make best use of SMS services such as broadcasts, votes auctions and quizzes.

Premium Rate SMS

Cross-operator premium SMS requires separate links to all operators in the UK. Our messaging platform has high performance and redundant links to all the operators enabling us to run high volume premium services such as TV voting. Our customers can access premium rate SMS services either from our application portal or from our application interfaces (API).



“Live 8 Africa Calling was a huge event for us but we pulled it off. However, we could never have done it, perhaps would never have embarked upon it, without the support, commitment and belief that was so evident from BT.”

Howard Jones

Eden Project Organisational Development Director

Features provided include:

- Full UK coverage and international reach including France, Germany, Republic of Ireland, Australia and South Africa
- Support for all premium rate tariffs from standard rate to £10
- Shared short codes at the most popular tariffs (25p, 50p, £1, £1.5) for reverse billing and for inbound routing (subject to availability of keywords)
- High volume links and application services that can support TV voting
- High billing success rates, typically over 96%, through number portability checking and aggressive re-try strategies (subject to operator constraints)
- Fully featured APIs including the ability to set cost centres for sub-account tracking.

Multi-Media Messaging

Despite launching some time ago MMS is yet to gain momentum both in peer to peer and application to peer modes. This has been due to a number of reasons such as delayed operator interconnect, high perceived pricing, and a lack of premium rate billing. However, the proliferation of camera and video enabled phones (now around 50% of all handsets in the UK) and the increased awareness of this functionality, brought about by events such as Live 8 and the London bombings in July 2005, means the service can be capitalised on.

BT agilemedia provides both inbound and outbound MMS services:

- Cross-operator inbound collection via MMS long numbers
- MMS short code delivery for selected operators

- Outbound MMS delivery via direct operator connections. Opportunity to use MMS Push (for some operators) at lower cost
- email to MMS delivery for desktop creation/distribution of MMS content
- Inbound MMS applications for extraction of MMS payload (pictures, video, audio, applications, text) and either storage or forwarding of payload to external destinations (email, ftp, http)
- Premium rate billing by combining MMS campaigns with premium rate SMS
- Outbound MMS via APIs supporting EAIF, MM7 and http protocols.

Application Programming Interfaces

For those customers who want to use our gateways to power their own mobile applications and services, we also have a number of APIs that provide access to standard and premium rate SMS and MMS messaging paths. Our APIs support the standard protocols of SMPP, http (with SOAP/XML methods) and SMTP for email connectivity. Our APIs also provide access to shared premium rate short codes in the UK and other international locations.

Benefits of the BT agilemedia Service

Simplified pricing – We offer volume pricing without volume commitment. Our simplified pricing and first-rate commercials give you clarity on actual and anticipated revenue.

Online Management Information – through our MIS service you can look into the detail of specific message deliveries and look at overall traffic.

Reporting

BT agilemedia provides you with statements on your previous month’s traffic within 30 days and we pay within 60 days. We can also support delivery of CDRs direct to your ftp server.

Support

Our operational team is available 24/7 for critical problems and on hand for support with setting up services and discussing new requirements

Guaranteed Payment by BT

We offer competitive out-payments on all successfully billed messages and we’ll guarantee payments within 60 days.

BT agilemedia delivers

BT agilemedia has a proven track record for delivering innovative functionality and services with rapid turnarounds. Past successes include:

- Comic Relief Does Fame Academy – text voting
- Big Brother 6 – text voting
- Live 8 Africa Calling – ticket applications by text.

In all of these cases we worked to very tight timescales and delivered great solutions – in the case of Live 8, this was 24 hours.

Contact us to discuss your ideas and see how we can help you turn them into revenue generating opportunities using our wide range of premium rate services.



Offices worldwide

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Registered office: 81 Newgate Street, London EC1A 7AJ
Registered in England No: 1800000
Produced by BT Group
Designed by Westhill Communications

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