

## **arvato mobile – the future of entertainment**

arvato mobile offers digital entertainment contents to its customers around the world, together with innovative concepts and interactive applications. At the same time, the company sees itself as a 360° manager right along the value added chain. The subsidiary of the international media and communications service provider arvato, a business area of Bertelsmann AG, works for network operators, Internet service providers, media companies and brands. arvato mobile is a partner to all major music labels and rights owners from the film, television and games industry and guarantees full content, category and royalty management for its customers. With gnab and the Entertainment Platform 2 (EP2), the company has state-of-the-art platforms at its disposal for the processing and distribution of digital contents – network and device independent. Three successful mobile entertainment portals belong to arvato mobile in the form of the customer brands handy.de, games.handy.de and tj.net.

arvato mobile is gearing its activities towards developing solutions that meet the requirements of end customers and represent added value for them. The company offers their customers in all industries network-independent digital content and interactive applications for every device, from PCs to MP3 players and from mobile phones to television sets. Our products are standardised modular components that are converted into entertainment solutions according to the individual requirements of our customers. For arvato mobile the convergence of media and technologies is the market of the future!

### **The locations**

The company is now active in more than 75 countries on five continents and has its own locations in Germany, Great Britain, Italy, Spain, the Netherlands, Russia, Brazil and the United Arab Emirates.

### **The business areas**

#### **Mobile Entertainment**

With its comprehensive products and services arvato mobile supports leading mobile telephony companies, numerous Internet and mobile service providers, mobile telephony device manufacturers and media companies when offering their end customers high-quality mobile contents and innovative applications.

The Entertainment Platform EP2 guarantees the delivery of mobile contents via Web and WAP to all commercially available mobile terminals and ensures problem-free completion of payment

processes (including mobile factoring). The area of digital rights management is covered as well: licensing, royalty management, reporting and statistics. In order to achieve optimum results in this respect, arvato mobile works closely with the music industry and rights owners from the world of film, television and games. Complex WAP portals are provided professionally as well as complementary websites or mobile client applications.

In the area of mobile entertainment, the company offers its customers the full content portfolio, which is constantly extended by new products and themes by means of intensive trend research. Content management (sales optimisation, category management, quality assurance, customisation and promotion) is provided via the EP2 platform.

### **Interactive Media**

In all forms of mass media such as TV, radio and print, ever greater importance is being assigned to value-added profits via interactive services, in addition to traditional marketing. arvato mobile realises interactive media applications, such as bulk-capable call-in or SMS promotions, mobile content offers and complex interactive applications, via WAP or Java Clients.

### **Mobile Marketing**

arvato mobile deploys digital media for its customers as interactive addressing tools with lasting added value for the needs of their end customers. This also includes integrating mobile campaigns into the previous communication strategy. Measures, for example a sweepstake, are realised in an attractive and target group-savvy way via SMS, voice or Internet.. With *ad flex* arvato mobile is provider of a comprehensive mobile ad server solution. The finished solution which has been successfully introduced does not simply copy the advertising forms known from Online Advertising but the extended possibilities of the mobile Internet from the start. We use a flexible system architecture and offer a future-compatible platform, which can also reliably display new forms of mobile advertising.

### **Online Entertainment**

arvato mobile has developed a new technology in digital downloading in the form of gnab. The innovative system combines a central platform with a decentralised peer-to-peer network (P2P network) so that downloading all forms of digital content (e.g. films, music, games etc.) can be guaranteed rapidly, efficiently and in high quality. The “community” concept is also addressed through the integration of the P2P network. gnab is a white label platform which is offered on the market in the look & feel of the arvato mobile customer and enables licensed, secure and effective downloading of music, videos, games and software.

### **Consumer Brands**

In the form of handy.de, games.handy and tj.net, three of the strongest mobile entertainment brands in Germany and Italy belong to the company, covering an enormous range of offers in ringtones and music, logos and images, right through to videos and games. In addition, users are offered a large selection of mobile terminals, accessories and mobile telephony contracts.

With this high-coverage portals arvato mobile reaches a mobile phone-savvy target group on a daily basis, therefore providing the optimum point of departure for specific marketing activities. From traditional online marketing, through one-to-one marketing (SMS, e-mail), right up to content integration, B2B customers have many opportunities for integration, professionally realised by arvato mobile.

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