



## Frequently Asked Questions

### **How can I increase content sales?**

You can increase the amount, diversity and competitiveness of pricing for content by using [multiple content providers](#). Providers may be specialized in different types of content and carve out their own niche. More content = more sales.

### **You want to offer ring back services but do not feel expert enough in the music business?**

You can let experts take care of the [content](#) and you stick to your core business. Content providers can choose, price and edit content and upload it onto your system. You will get a share of any revenue they generate.

### **Can I promote and make available different ring back content only in specific regions?**

Yes, our solution allows you to have [regional content](#). This way you can offer content selectively.

### **What if different pieces of content are more expensive to produce due to digital rights?**

You can have different prices for different content. You can also have promotional prices valid during a certain period of time.

### **How can I offer subscribers automatically up-to-date content?**

You can offer to choose content on their behalf. With the [content channels](#) they can subscribe to a channel which will be maintained by you or your content provider. As a result, these subscribers will constantly have new music.

### **Is it possible to play a video as a ring back when I get video calls?**

Yes, it is - you can play [Multimedia Ring Back content](#) if you have an IMS or other SIP based network. This includes audio, video and pictures.

### **Some of the callers are confusing the ring back tone with music on-hold and hang up before the subscriber answers. What can I do?**

You can let them know about the service by playing a short announcement before the ring back tone starts playing. This is known as a [carrier greeting](#).