MULTIMEDIA RINGBACK

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Consumers spend more and more time on-mobile while at the same time their way of communicating is changing from making announcements to sharing everyday experiences.

Lifestyle, self-expression, personalization and advertising benefits outline the main characteristics of Ericsson's Ringback Solution.

The Ericsson Ringback Solution enables operators to not only deploy Ringback Tone but moreover to extend their offering with Ringback Picture, Ringback Video and Ringback Advertising.

ERICSSON

ERICSSON RINGBACK - APPLICATION CONCEPT

Ericsson Multimedia Ringback replaces the traditional ringback-tone a caller hears, until the called party answers. It is a fun service that gives users a way of expressing their individuality with a video, picture or sound greeting to the caller.

An example: A Ringback subscriber selects a popular performer's video as his standard ringback clip. When someone calls, the caller will not hear the standard ringback-tone but instead will see and hear the performer until the called party answers the phone or the mailbox takes over.

A Ringback subscriber can register through the Web, WAP, SMS or IVR.

With the same access methods, the user can make changes and select his or her preferred ringback clip from a wide range of video's, pictures, audio tunes or advertisements. For each selected ringback clip, the user can choose if it will be played for all callers or for a certain person only, played at a certain time of day, or only played on a specific holiday, for example.

GENERAL SERVICE PROVIDER BUSINESS BENEFITS

The Service Provider benefits through introduction or extension of his ringback-tone business with Ericsson Multimedia Ringback, unlocking new revenue streams.

- The service can be targeted at a variety of market segments – teenagers and adults alike – as a pace-setting image personalization tool
- Generate new media revenue streams, increase ARPU and obtain quick returns on investments through Ringback service- and content revenue fees
- Strengthen brand names by offering an innovative, entertaining and distinctive service.
- Attract and retain today's youth and teen demographic and increase customer loyalty.
- Professional users can also utilize the service as a target-specific, customer messaging tool (e.g., Enterprise Ringback)
- Expand into the emerging Mobile Advertising market by launching Ringback Advertising based offerings

END-USER BENEFITS

Multimedia Ringback is a great way for people to express their individuality through personalized content a caller sees or hears before being connected. It enables subscribers to make declarative mood statements with video or audio content, and to project a personalized image before a connection is made.

When opting in to playing advertisements, end-users benefits are depending on operator or brand chosen incentives. Incentives can range from cheaper rates on subscriptions, call minutes, sms/mms message bundles or advanced multimedia services (e.g., mobile TV) to free multimedia content or non-telecom goods such as movie tickets.

THE ERICSSON ENABLER

The Ericsson Ringback Solution is made up of a number of building blocks, giving maximum flexibility to address specific operator needs and requirements.

Full flexibility is offered on how operators want to deploy Multimedia Ringback. Playback triggering of a clip can either be by a calling- or a called subscriber. A Ringback clip can either be a video, picture or audio clip and targeting of ads can either be soft- or fully targeted. Fully targeted means the solution operates in an integrated manner with a Mobile Advertising platform.

Compliance with 3GPP standards ensures that the Ericsson Ringback Solution can be deployed on any 3GPP compliant IP Multimedia Subsystem (IMS) core network (fixed, cable or mobile) supporting *Multimedia Ringback*.

3G support enables *Video Ringback* in 3G circuit switched networks while voice support towards existing GSM/WCDMA access networks supports *Ringback Tone.*

SOLUTION COMPONENTS

The main component in the solution is the Personalized Greeting Service (PGS) which provides:

- Efficient call routing (no tromboning)
- Efficient Content Management System resource usage (flexible playback system selection)
- A fallback capability from full multimedia to audio playback only, in case of limited access network or terminal capabilities
- Extendibility (e.g., special call cases)

The content management part of the solution manages the actual content clips and implements a broad range of content functions. This part of the solution allows end-users to setup their preferences via various user interfaces (Web, WAP, SMS, IVR, etc.) as well as add new content (video, picture, music) to the network.

Ericsson provides an end-to-end solution based on own products strengthened with partner products such as multimedia and content functions, complemented with Professional Services.

Professional Services range from Installation and Roll-out, Hosting, Advice and Lifecycle Management to Systems Integration, fully integrating the solution into a customer's network environment.