

Sinnvolle Vertriebs- und Abrechnungs- wege für mobiles Lernen

Mobile Learning Day 2006 - Hagen

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Business Development Manager

The logo for Bango, featuring the word "bango" in a bold, lowercase, sans-serif font. The letters are a vibrant orange color. A registered trademark symbol (®) is located at the top right of the letter "o".

bango®

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www.bango.com

About Bango

- A global, mobile internet technology company
- Founded 1999
- London Stock Exchange float June 2005 (AIM: BGO)
- Offices in Cambridge (UK)
New York, San Francisco,
Madrid (ES), Köln (DE)

Chosen by leading content providers
to reach their mobile users



Chosen by leading mobile operators
to accelerate their business



Award winning technology



What we do



The Daily Telegraph



THE TIMES



The mobile internet selling machine

- The reach and revenues of mobile
- The power and simplicity of the internet
- The benefits of the Bango community

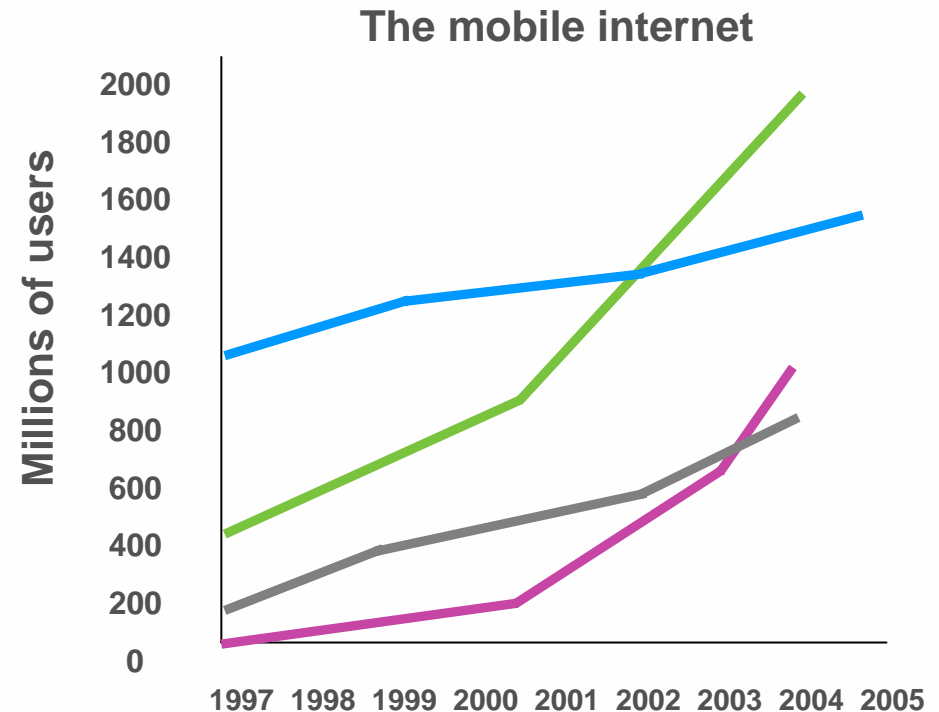
The mobile opportunity – facts and stats

World-wide

- 2.2 billion phones world-wide*
- \$19 billion spent on mobile content in 2005*
- By 2009 the figure is estimated to reach \$45 billion annually*

UK

- 114% mobile phone penetration - 68M phones for 60M people*
- Daily total of 41 million WAP page impressions*
- 70% revenue generated off-portal*



During 2005, the world-wide number of phone users connected to the internet exceeded the number connected from a PC

- Fixed phone lines ■
- Mobile subscribers ■
- Mobile internet ■
- Fixed internet ■

Your routes to the mobile market



On-portal
Commercial relationship with each operator



Direct-to-consumer
You promote and engage directly with the whole market

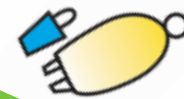
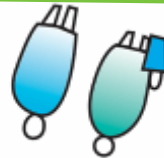


The total market

The problems you face...

- No easy “call to action”
- Country by country
- Mobile advert monitoring
- SMS aggregators and shortcodes
- Diversity of search engines
- User identification
- Taxes and e-money regulation
- Settlements, un-payables
- Operator policies
- Currency conversion
- Loss of control to others
- Dual 3G/WiFi phones

Fragmented Complex Expensive



To be successful you need:



Mobile users visiting your site



Information about your visitors



Users paying for your valuable content

You need to control:

- your brand
- your marketing
- your site
- your pricing
- your content
- your rights

1 It's about visitors

Visits to your mobile learning site



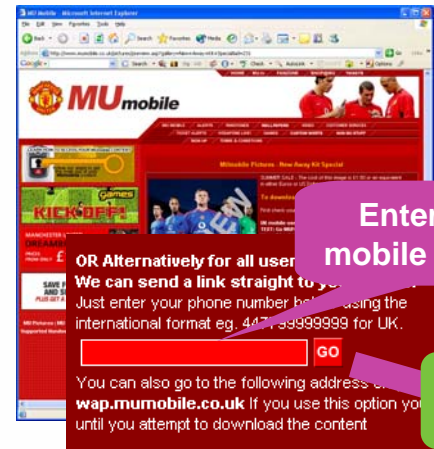
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Web, print, search, community, mobile ads, affiliation, radio, TV, viral, portals, call to action



The total market

Many marketing channels

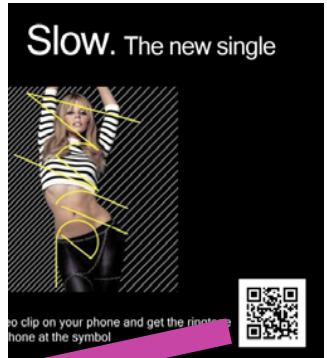


Websites

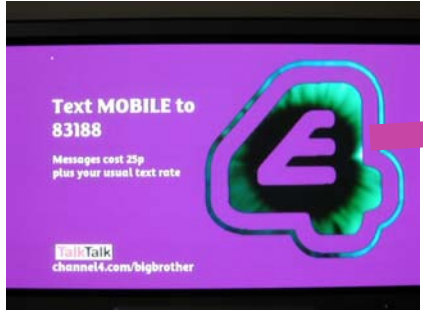
Visit
Gotestgo.wap.com

Direct URL

Push

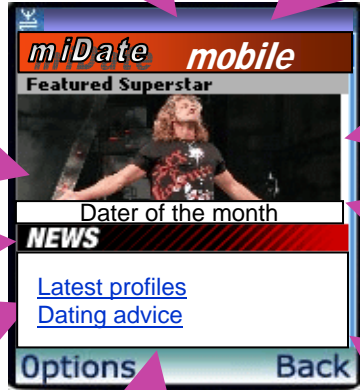


Bar code



TV

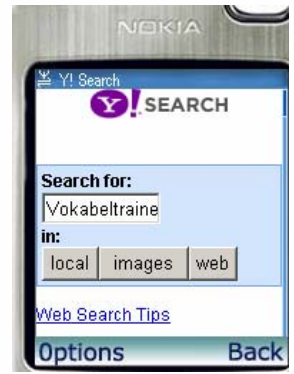
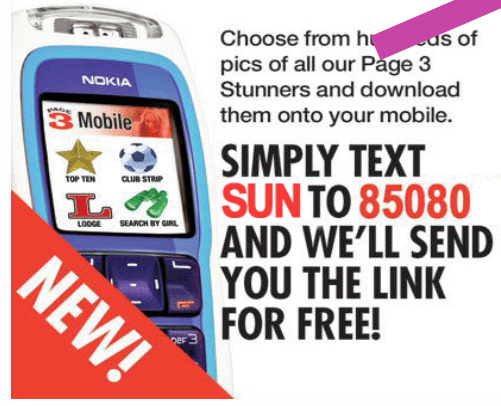
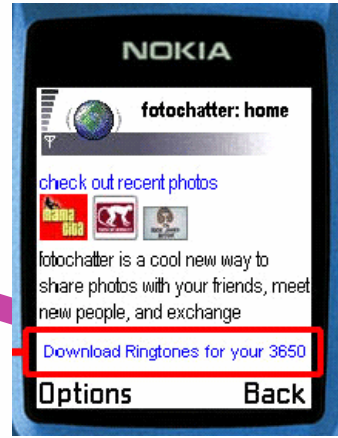
Print



Community / Viral

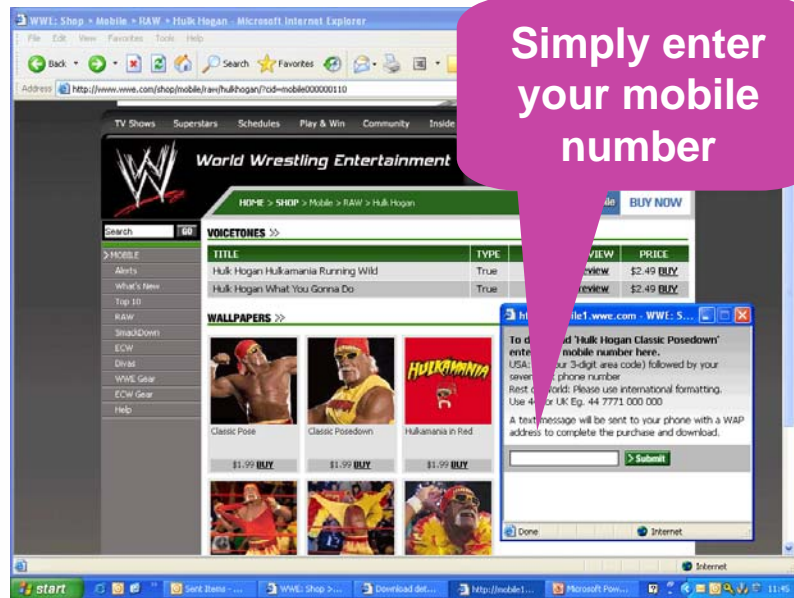
Mobile advertising

Mobile search



2005: Improved “call to action”

Web Trigger



Simply enter your mobile number

Direct URL

Wapedia.org



Txt Trigger (shortcode)



Text “cginfo” to 83200

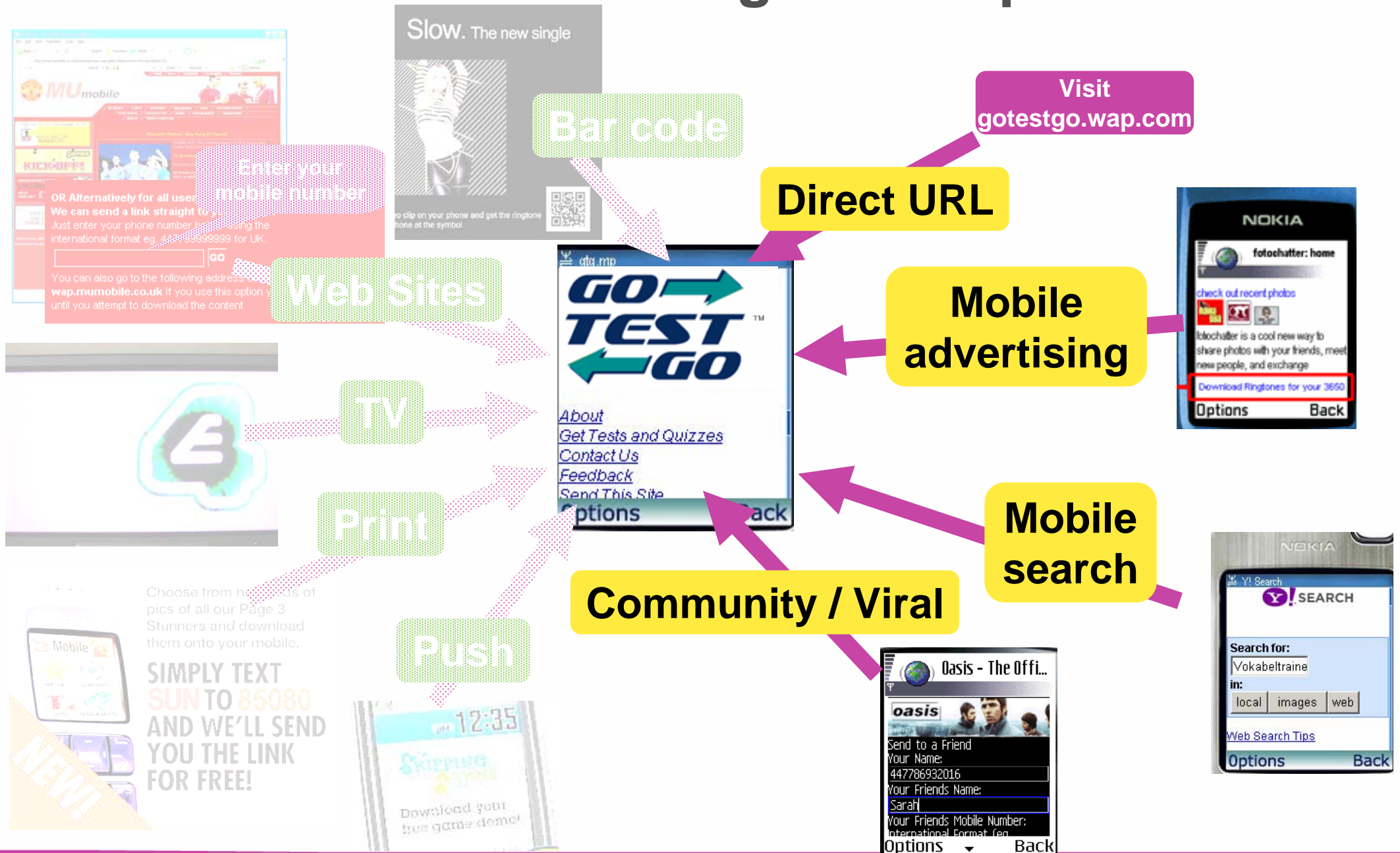
On your website

- Great for high traffic website
- User enters phone #
- Receives link to mobile site

From print, TV, radio

- Simple call to action
- User sends text message
- Receives link to mobile site

2006: Internet marketing heats up



2 Its about information

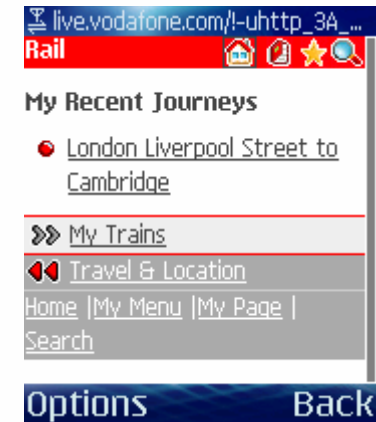
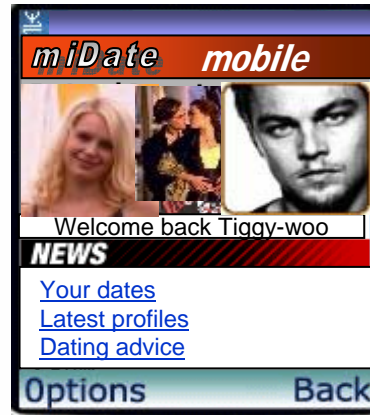
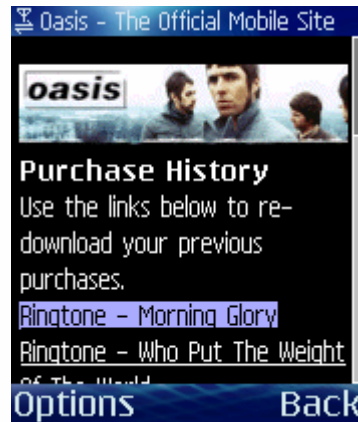
Your mobile learning site



Identity, operator, currency, history, ... to provide the best user experience.



Information powers usability



“Welcome back Jonny”

“Your dating profile”

“Your horoscope”

“Your subscriptions”

“US\$ vs EUR”

“Referral bonus”

“Service not available”

recognize your user

give the best return experience

remember user information and preferences

allow easy account management

use the currency the user understands

encourage user referrals

restrict usage to certain countries

3 Its about collecting the payments

Your mobile learning site



Global reach, maximum revenues, low risk lowest billing cost, reliable service

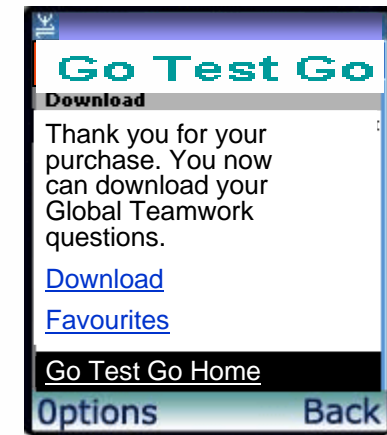
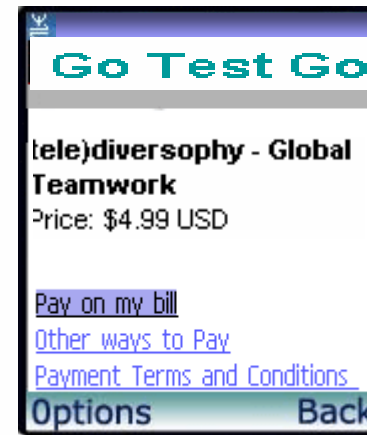


Off-portal browse and buy/sign up

User navigates your mobile learning site

Collect payment for Content or learning service

You provide access or download page



- Operator-like shopping experience
- Billing within the WAP session
- Pay per event or download
- Opt in to subscriptions
- No hidden costs
- T&Cs clearly displayed
- Build consumer trust
- Works world-wide



Mobile Search

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Search and Advertising opportunities

If you have a learning site with heavy mobile traffic, either monetise directly or sell advertising space.....

- Sell products – ringtones, videos, pictures
- Sell competitions – sweepstakes, skill games ...
- Sell travel – hotels, flights, premium concierge
- Sell goods – magazines, tickets, flowers
- Build brand – free games, music, information

.....Or you can buy learning search traffic

Search Marketing

“I want to buy learning traffic”

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Measure returns

4



Make the sale

Select search terms

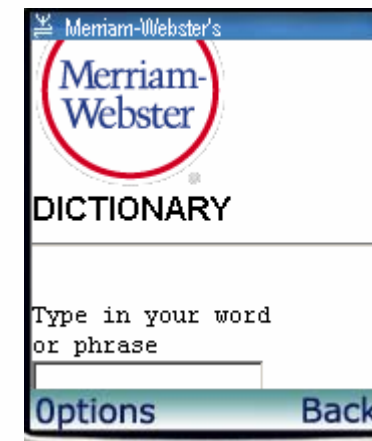
1

Select search channel



2

Users link to results

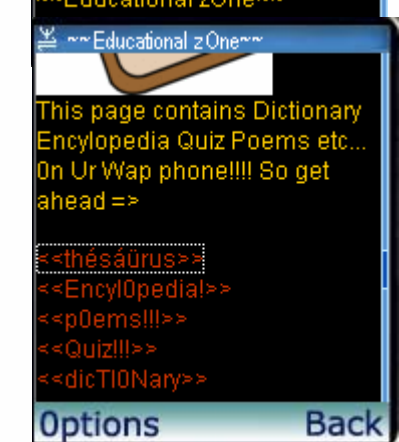
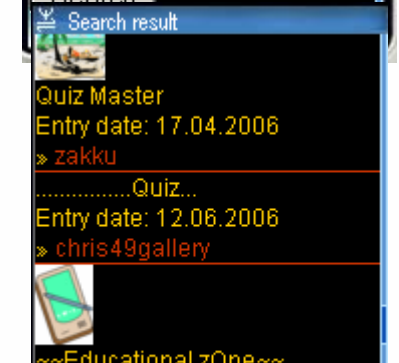
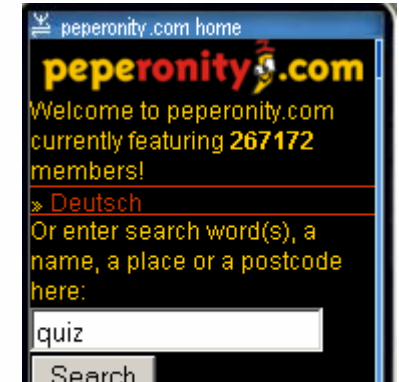
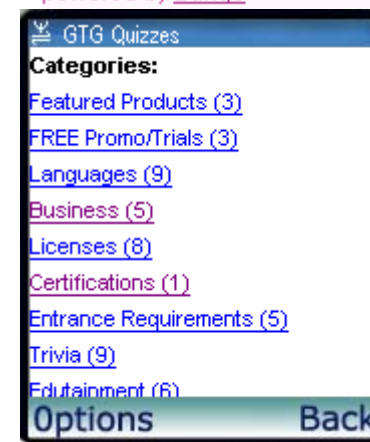
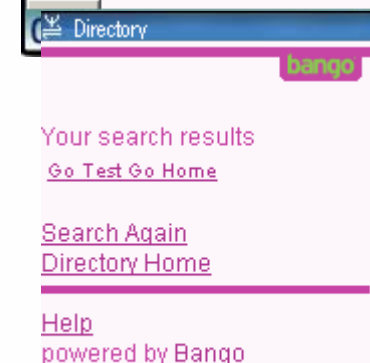
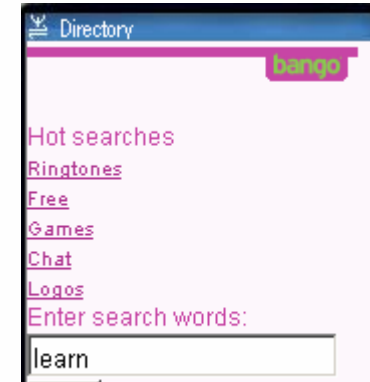
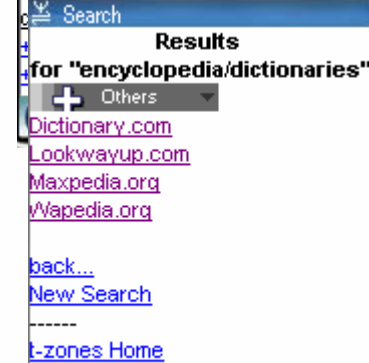
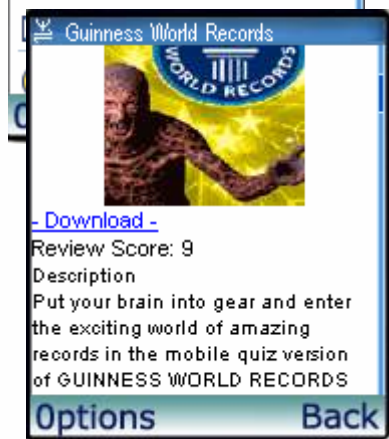
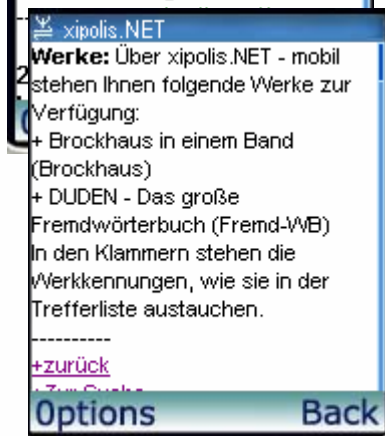


3

You sell to users



Mobile Search



Summary

- The global mobile learning market is already big
- but still represents a massive growth opportunity
- You can monetise mobile consumers around the world
- Information and identification is the key to a great user experience
- It is easy to upsell or cross sell mobile content
- Mobile users are becoming more specific
dictionary -> dictionary english german
- Search traffic can now generate much higher returns

Vielen Dank

Q & A

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