

Mobile Media Messaging Solution

WHY TOP GLOBAL'S MOBILE MESSAGING SOLUTION?

- Create new revenue streams with promotions, ads & interactive applications.
- Immediate & High ROI.
- Strong audit trails for measurable reports on sales uplift, promotions.
- Target shoppers by time-of-day, demographics & inventory.
- High-impact, visuals at high traffic, high wait zones.
- Maximize the use & investment return of your dynamic display assets.
- Promotions: Special Offers/Coupons, Loyalty programs.
- "Nice-to-Know" content (News, Sports Scores, Weather, Maps)
- Interact with customers' handsets, send coupons, get feedback, and engage shoppers.
- Better control of Branding, Low cost entry to a powerful, flexible, private display network.
- Cross-sell & Cross-brand (3rd Party Promotions, joint marketing with other businesses)
- Easily create your own promotions or broadcast 3rd party advertising and joint marketing.
- Evacuation tool (Fire, Security, Public message, etc.)

Possible Uses of SMS Messaging

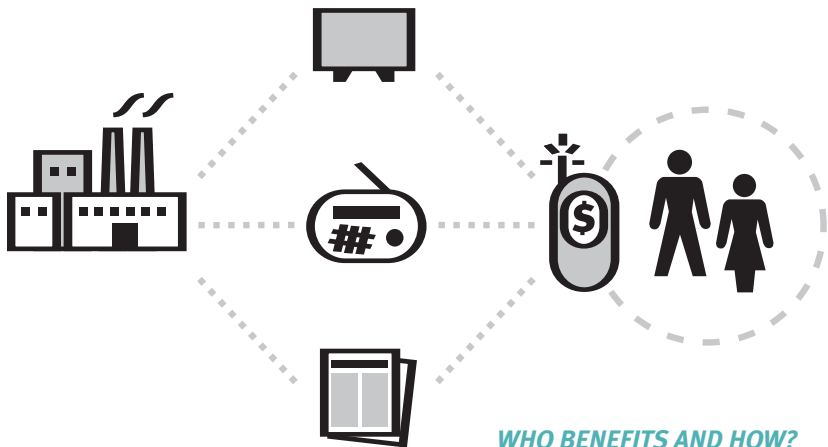
- Text-to-Win Campaigns
- Product Production
- Subscriptions
- Coupons
- Chat
- Polls
- Games
- Surveys
- Donations

Mobile marketing can reach specific target audiences faster and easier than any conventional marketing medium. What's more, mobile marketing is more cost effective than traditional media, costing as little as \$35 per 1,000 views. Used in conjunction with other marketing channels, mobile marketing can help your company achieve its marketing goals.

MOBILE MARKETING COMPONENTS

Top Global delivers complete mobile solutions built upon our next-generation mobile marketing and application platform. With our proven suite of global products and tools—and relying on our extensive experience managing thousands of campaigns for hundreds of mobile brands—Top Global is uniquely qualified to assist in the creation, management, and financial clearing of all global mobile campaigns and applications. In addition, Top Global's solution offerings are both flexible and customizable to handle the ever-evolving landscape of mobile messaging and marketing.

Top Global has partnered with some of the most prominent SMS aggregators in the world to broadly deploy messaging campaigns. Top Global clients can easily create customized mobile applications that are available to the maximum number of end users, all without having to deal with each wireless carrier directly. Our marketing platform enables a complete mobile transaction to take place in a secure, easy and discreet environment.



PRICING

Setup Fee per Short Code:\$250.00
 Per Text Message Charge:\$0.15
 Per Picture Message Charge:\$0.30

**Volume Messaging Discounts Available*

C O M M U N I C A T I O N



M A N A G E M E N T S E R V I C E S

WHO BENEFITS AND HOW?

MEDIA/BROADCASTING

- Additional Sponsorship opportunities
- Cross-sell sponsors products/ services/content
- Engage viewers, provide interactivity and increase loyalty

MARKETERS

- Enables impulse buying
- Targeted promotions

CARRIERS

- Generate additional data revenues
- Drive messaging traffic

Top Global Mobile Media Messaging Solution



SHORT CODES (CSCs)

Common Short Codes (CSCs) are short numeric codes to which text messages can be sent from a mobile phone. Wireless subscribers send text messages to short codes to access a wide variety of mobile content. Common short codes are easy to remember and they are compatible across all participating carriers. CSCs are either five-digit or six-digit numbers.

Short codes provide the perfect opportunity to connect with the 200 million wireless users through fun, interactive applications. Generally, they are used for entertainment, marketing, advertising and commerce, but the possibilities are endless and the potential revenues are unlimited.

In June 2005, 7.2 billion mobile messages were sent in the United States, up from 2.8 billion the previous year, according to CSCA, the Common Short Code Administration. Worldwide, CSCA predicts that 1.5 trillion mobile messages will be sent in 2008.

Behind the scenes, applications take advantage of CSCs to provide an interactive wireless experience. The application routes all messages addressed to its registered CSC number from any and all wireless networks initiating a message. Similar to a website URL, a CSC can be promoted to drive end users to a common method of interaction.

SMS TV

The newest revenue opportunity for broadcasting is what's known as SMS TV, programming that allows viewers to interact through text messages. As conventional on-air marketing revenue dwindles, the revenue generated by SMS television programs is steadily increasing.

SMS programs work by prompting viewers to send their votes and opinions to their favorite shows via text messaging. Especially popular with the youth demographic, SMS TV is increasing program viewership and loyalty. Every large television network has some aspect of mobile marketing in their fall 2006 lineups, according to Jim Manis, chairman emeritus of the Mobile Marketing Association. Furthermore, several networks are formulating MMS (multimedia message service) programs for 2007.

A great way to incorporate on-air marketing is to offer viewers the chance to win cash prizes for participating in contests concurrent with a program's broadcast, an especially effective marketing strategy for game shows. For comedies and dramas, let viewers vote on an episode's outcome or perhaps even decide a character's fate. Offering ring tones, trivia questions or even messages from television personalities are also some great on-air marketing strategies.

CATEGORY

DESCRIPTION

ENTERTAINMENT	Premium rate messages, subscription service for TV and radio polling, games, chat, dating, quizzes.
MARKETING	Premium billed contests, subscription services and promotional dollars for reminders, group functions, incentives and promotions.
ADVERTISING	Drive purchases to targeted markets, create affinity groups and ongoing communications of new products using broadcast (TV, Radio), print (online, newspaper, magazine).
COMMERCE	Transaction fees for the redemption of coupons, point of sale purchases and micro-payments; subscriber rate plans.

