

# Preminet Solution Business FAQ

version 1.1



## Contents

- 2 **Preminet Solution Overview**
- 3 **Content Testing**
- 3 **Content Management**
- 4 **Business Considerations**
- 5 **The Preminet Purchasing Client Application**
- 7 **Preminet Solution: Your Business. Your Control**

## Preminet Solution Overview

### ***Q. What business problems does Preminet Solution solve?***

A. Preminet makes it much easier for the end user to find, select, and acquire content and applications through a mobile device. It facilitates operator–developer deal-making logistics. It regularizes application testing, materials preparation, and content delivery processes. It also lowers the cost of operating a mobile content or applications delivery business.

### ***Q. What is Preminet Solution?***

A. Preminet is a hosted, end-to-end content provisioning system that comprises a Master Catalog of content, a Service Delivery Platform, and a retail Purchasing Client application. Preminet can be integrated with most billing gateways, authentication databases, WAP or Web retail portals, and mobile devices to provide a seamless solution. It also provides the flexibility of allowing the operator to host the retail storefront, should the operator so desire.

### ***Q. What does Preminet Solution do?***

A. Preminet facilitates wholesale distribution of content from developers to operators or other retailers, and retail sales of content to subscribers. Using the Preminet Master Catalog, developers upload their content, include marketing information, and set a target wholesale price. Operators browse the catalog, select the content they want to offer their subscribers, and negotiate the final wholesale price. The Preminet Service Delivery Platform, apart from distributing content to subscribers, gives operators tools to market and maintain content. The retail Preminet Purchasing Client application resides on the device and lets users browse and purchase content from both Preminet and operator-controlled custom libraries.

### ***Q. Who can become a Preminet Solution customer?***

A. Wireless operators and other businesses or communities currently offering or desiring to offer mobile content for sale.

### ***Q. What air interface technologies does Preminet Solution support?***

A. Preminet is air-interface agnostic; this is one of its key competitive advantages.

### ***Q. What kinds of mobile devices does Preminet Solution support?***

A. Preminet can deliver content to any connected device that supports Open Mobile Alliance (OMA) download standards, including those with Java™ MIDP or Symbian OS C++ application environments. The initial focus is to make the Preminet business ecosystem work with Series 60 devices and Java MIDlet-compliant devices. As Preminet evolves, we will include a wider range of devices and device manufacturers.



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***Q. Who will perform the system integration of Preminet Solution with my network?***

A. At the operator's request, Preminet professional services is capable of managing and executing all system integration tasks.

***Q. Will Preminet Solution provide ongoing support after integration is completed?***

A. As a managed solution, Preminet makes it easier for operators to discover and merchandise content. Preminet also manages the royalty and settlement process among all parties.

***Q. How is content-related customer support managed?***

A: The operator handles first-tier application support; the developer should handle second- and third-tier application support.

***Q. Do developers work directly with Preminet Solution or with the operator?***

A. Both — the basic deal is done as a content reseller frame agreement (CRFA) between the developer and Preminet, and content is submitted to Preminet through the Master Catalog. Preminet provides a single entry point to multiple operator channels. It standardizes the CRFA process and the billing settlement process. Rather than negotiating with every operator, the developer negotiates one CRFA with Preminet. However, individual retailers and content providers are still free to negotiate individual prices. These negotiations can take place electronically through the Preminet system.

**Content Testing**

***Q. Is the content tested?***

A. All content in the Preminet Master Catalog undergoes some level of testing. Mobile Information Device Profile (MIDP) applications undergo Java Verified™ testing. Symbian OS C++ applications must be Symbian Signed. Non-executable content is tested for device compatibility.

***Q. Who is responsible for testing content?***

A. Typically, developers are responsible for obtaining certification. During system integration, Preminet Solution will help developers and operators acquire certification for content in existing portfolios. Preminet will also help developers and operators test non-executable content.

**Content Management**

***Q. What types of content can Preminet Solution deliver?***

A. Preminet can be used to provision games, media and music, and personal productivity applications — basically anything written using Java™ MIDP or Symbian C++, and conforming to Open Mobile Alliance (OMA) standards. Support for new content types can be dynamically generated.



***Q. Does Preminet Solution support client/server solutions?***

A. Specific operators may decide to promote client/server solutions within their consumer offering. When that becomes the case, the client portion of the solution becomes eligible for marketing and downloading within the Preminet service. No client/server content can be promoted through Preminet until the server component has an operator commitment. These commitments will be established with direct contact between operators and developers, and the client application will be loaded into the Preminet catalog upon the request of the operator.

***Q. Can Digital Rights Management (DRM) be implemented?***

A: Preminet Solution supports the Open Mobile Alliance (OMA) standards regarding DRM. Exact capabilities depend on the DRM functionality implemented on each handset model.

***Q. What are the mechanisms planned to manage content and, in particular, to present content in a coherent way to subscribers?***

A: Content is managed by Preminet Solution. Developers are asked to submit new and update existing content continually. Local content selected by the operator is managed in the same way. Preminet will work closely with operators to develop and manage all marketing efforts, including retail portal customization, content discovery, and cross-promotional activities.

***Q. What choices are available for offering content to subscribers?***

A. Content can be offered to subscribers through WAP, Web, Short Message Service (SMS), and the Preminet Purchasing Client. All of these retail channels can be branded based on operator specification to create a seamless retail experience.

***Q. Is the operator required to host a retail storefront to source content from Preminet Solution?***

A: No, operators do not need to host any retail storefronts. Nokia offers a turnkey hosted storefront solution that directly sources content from the Preminet Master Catalog and delivers content via WAP, Web, Short Message Service (SMS), or Preminet Purchasing Client.

**Business Considerations*****Q: What kinds of pricing plans are supported?***

A: Price plans include per-download, per-use, and per-period of time (subscription). Content providers can offer "try-before-you-buy" versions of content for subscribers, as well as retailer trials for operators to evaluate content before selection. Some price plans may require appropriate Digital Rights Management (DRM) capability on the mobile device. The availability of some pricing plans may vary, according to geographic region.

***Q: Does the Preminet Master Catalog support multiple currencies?***

A: Yes, the Preminet Master Catalog supports multiple currencies.



**Q: What types of retail distribution models does Preminet Solution support?**

A: Preminet supports most standard retail distribution models including try-and-buy, subscription-based, pay-per-download, and time- or usage-based models. Developers may recommend their preferred model, but operators ultimately decide on the appropriate model because they are responsible for marketing to subscribers. Again, the availability of these models may vary according to geographic region.

**Q: Can the operator apply retail markup to the wholesale price?**

A: The operator can mark up the application's wholesale price to the retail price appropriate for a given customer base. The entire retail markup belongs to the operator.

**Q: Who pays revenue to developers and with what frequency?**

A: Preminet Solution will aggregate all developer revenues and distribute payments on a monthly or quarterly basis. Developers are paid after Preminet receives payments from the operators.

**Q: What kinds of reports can be generated related to activity in the Preminet Master Catalog?**

A: The Master Catalog offers monthly content activity reports to content providers and invoices for retailers. A custom reporting interface allows content providers and retailers to create content activity reports.

**The Preminet Purchasing Client Application****Q: What is the Preminet Purchasing Client application?**

A: The Preminet Purchasing Client is an operator-branded application that runs on the mobile device to improve the shopping experience for users, and therefore to increase the sale of content. It is available initially for Series 60 devices and for Java™ MIDP 2.0-compliant mobile devices.

**Q: How does the operator get the Preminet Purchasing Client and what is the cost?**

A: The Preminet Purchasing Client is free of charge. It can be downloaded over the air (OTA) or embedded in operator-controlled devices.

**Q: What if the operator already has a retail client?**

A: The Preminet Purchasing Client can be used in conjunction with any other retail clients. It is complementary to existing retail client applications. The existing client and Preminet Purchasing Client can co-exist in one device. With the Preminet Purchasing Client, all of an operator's catalogs, including both Preminet and non-Preminet content, can be represented in the Preminet Purchasing Client.



***Q: What does the operator need to integrate the Preminet Purchasing Client application with its network?***

A: Preminet will facilitate the initial integration of the client application with the operator's network. We can also supply technical resources to operators who may want to perform this integration themselves. The operator will supply its own branding icons and logos for integration into the Preminet Purchasing Client application.

***Q: Who manages the Preminet Purchasing Client?***

A: The Preminet Purchasing Client is managed by the distributor or retailer (e.g., operator or device distributor). The Preminet Purchasing Client carries the retailer's brand throughout.

***Q: What types of content can be offered to subscribers through the Preminet Purchasing Client?***

A: The Preminet Purchasing Client is content agnostic, but the target content types are: graphics (logos, background images), sounds (ring tones, polyphonic ring tones, and True Tones), Java™ MIDP applications (games and productivity applications), Series 60 applications (Symbian C++), and videos (clips and files).

***Q: Can subscribers browse for content with the Preminet Purchasing Client out of the box, or do they have to connect to a server first?***

A: Subscribers must connect to a server to populate the Purchasing Client catalog the first time it is launched. Once a catalog is downloaded, subscribers can browse content online or offline.

***Q: Can the Preminet Purchasing Client be custom branded?***

A: Yes. The Preminet Purchasing Client is 100 percent branded by the operator. In addition, the content merchandised in the Purchasing Client catalog(s) can be branded based on market segments or cross-promotional campaigns.

***Q: Is the Preminet Purchasing Client proprietary technology?***

A: No. The Preminet Purchasing Client utilizes standardized Open Mobile Alliance (OMA) platform enablers. The actual interaction protocol is based on HTTP and XML and is available to Preminet licensees.

***Q: Does the Preminet Purchasing Client optimize all the required steps to drive content purchases in Nokia devices?***

A: Yes. The Preminet Purchasing Client supports find, discovery, try, buy, and update steps and provides these in a consistent and user-friendly manner to the end user.



***Q: Is the Preminet Purchasing Client available for all Nokia platforms?***

A: Not initially. The initial versions of the Preminet Purchasing Client are available for the Series 40 Developer Platform (MIDP 2.0) and the Series 60 Platform (native implementation).

**Preminet Solution: Your Business. Your Control.**

Creating an end-to-end sales channel is only the beginning. Preminet Solution works because it makes the entire mobile content sales process simpler, more flexible, and more profitable for everyone involved. Developers have a one-stop method for extending their applications to millions of users and operators around the globe. They aren't slowed down by multistep testing protocols. Test and verify once, load it into the catalog, sell. Operators get the freedom to pick and choose from one premier mobile content catalog, mix in their own offerings, and brand the entire storefront, using as much or as little of their existing infrastructure as needed. End users get a simple, powerful client that puts the most innovative mobile applications and content right into their hands, available through a quick browse or key word search.

Preminet lets innovation drive mobile development, freeing operators and developers to respond quickly to a growing, changing market.

Visit [www.nokia.com/preminet](http://www.nokia.com/preminet) today and take full control of your mobile application business.



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