



## **COMPANY PROFILE**

Monstermob is the UK's leading independent content brand. Key brand promise is for users to get unique and exclusive content – therefore we are always looking for innovative content providers who are able to offer something original. We currently offer large selection of games, ring tones, images and specialized community chat service.

## **MAIN BUSINESS AREAS**

Company's monthly turnover is circa £1.2 million. Approximately 50 % of the turnover is coming from prize competition services, remainder is a mixture of single transition and subscribtional revenues deriving from sales of ring tones (circa 40 %), images (circa 40 %) and games (circa 10 %).

## **TARGETED END-USER SEGMENTS**

Monstermob targets 16-25 years old youth audience with mixed gender and broad demographic.

## **NUMBER OF AVAILABLE APPLICATIONS**

Number of applications currently available in the channel is circa 30, with many service variations.

## **EXAMPLES OF SUCCESSFUL APPLICATIONS**

We have two big successes today based on single MO, multiple MT subscription mode:

### **1) Monstermob NOW!**

Innovative credit based '4 for the price of 1' mobile content club offering. Launched mid'03, the application has circa 100.000 active users as of today each paying £4.50 per month to receive content credits with retail value of £18 (format includes free credits when users registers).

## **2) Monsternob SEEMEE**

Innovative WAP based chat / community product. Launched Jan'04, the application has attracted circa 10.000 messages / upload photos etc. End-users get 1<sup>st</sup> week free of charge, paying thereafter £3 per month.

### **NUMBER OF REGISTERED USERS**

Monsternob has delivered products and services to 3.2 million mobile customers.

### **REASONS TO ENTER THE CHANNEL**

We can offer developers potential for high volume distribution in the UK via both our own advertising (direct mail / direct to mobile / print media) and via numerous partners (e.g. the Link – 2<sup>nd</sup> largest mobile handset retailer in the UK with 300 stores, HMV, various 'Lads Mag' magazine clients) where we market Monsternob products on either solus or preferably co-branded basis.

Monsternob has huge amount of experience in marketing / packaging and our innovative approach delivers responses way in excess of industry normal.

Our Website (circa 60.000 unique visitors PCM) and the Monsternob catalogue (64 pages – all created in-house, with a new issue mailed out free of cost to circa 300.000 users every 8 weeks) give us a low cost way to showcase any new applications / content offerings, and anything that gets a good response would subsequently be rolled out via our direct advertising and partner channels.

### **CHANNEL COST FOR THE DEVELOPER**

Channel cost for the developer is application / content dependant. We always look for quick / easy ways to test market – and seek to minimize initial costs for both developers and Monsternob.

### **USED BILLING SYSTEM**

Used billing systems include PRS IVR and PR SMS 'MT' billing.

### **REVENUE SHARE MODELS**

Revenue share preference is fixed fee per download.

## **REPORTING SYSTEMS OF THE APPLICATION SALES**

We have in-house hosting, delivery, billing and reporting. Existing content suppliers can access content royalty / download reports online.

## **APPLICATION SELECTION CRITERIA**

Unique + original content, ideally on exclusive (or limited period of exclusivity) basis, Right price. High appeal factor (we can obviously advice on this).

## **TIME TO MARKET**

Typically it takes circa 6 weeks to initiate trial marketing.

## **CONTACT INFORMATION**

Please contact, [gavin.white@monstermob.com](mailto:gavin.white@monstermob.com)