

# Monstermob Channel Success Case

- Monstermob is among UK's best selling mobile content brands, having delivered products and services to **3.2 million mobile customers**
- The channel offers large selection of games, ring tones, images and specialized community chat services, gaining **monthly turnover of ~£1.2 million**



Wallpapers



Ringtones



Java games

- **Monstermob NOW!** is innovative credit based '4 for the price of 1' mobile content club offering. Launched mid'03, the application has **~100.000 active users** each paying **£4.50 / month** to receive content credits with value of £18.
- **Monstermob SEEMEE** is innovative WAP based chat / community product. Launched in Jan'04, the application has attracted **~10.000 messages / upload photos etc.** End-users get 1st week free of charge, paying thereafter **£3 / month.**