



COMPANY PROFILE

Player X is dynamic company distributing mobile content via Mobile Network Operators, Retailers, Handset Manufacturers and Internet Portals. Player X offers a brokerage service to mobile content developers and can work directly with developers or large IP owners of games and other mobile entertainment services to introduce their content to the leading mobile network operators, retailers and portals throughout Europe, Middle East, South Africa and Asia.

MAIN BUSINESS AREAS

- Distribution contracts in place with the key Tier 1 Operators in Europe, Asia and North America
- Market knowledge – understanding of the complexities of the mobile industry and vital customer specific information
- Able to offer developers the ability to launch content quickly and professionally across different channels (Globally)
- Management of the entire production & sales cycle – mobile entertainment processes require years of learning in order to gain leadership in the market and Player X has the operator relationships and experience transfer this knowledge to their partners
- Products distributed by Player X include branded and globally known Java games as well as 'lifestyle' applications such as Berlitz and CNN Translations mobile phone applications.

TARGETED END-USER SEGMENTS

Player X's products cover a wide variety of age groups. Player X offers educational titles for kids aged 8-12 yr old, through to arcade and Multiplayer games aimed at 12-25 as well as lifestyle content for +25 year old.

NUMBER OF AVAILABLE APPLICATIONS

48 java games
20 Berlitz translation guides
4 Eduactional Maths and Spelling games
5 Multiplayer Games

VALUE PROPOSITION FOR THE DEVELOPERS

Player X can distribute developer's games into multiple channels worldwide.

Channel and Sales cost are covered by Player X.

Player X can offer different scales of revenue sharing depending on the channels that the developer requires distribution.

Management of the entire sales and marketing cycle. Download reports from the operators are reported back to the developer immediately upon which the developer can invoice Player X for immediate payment.

CHANNEL ENTRY INSTRUCTIONS FOR THE DEVELOPERS

Contact: Ari Honka (sales Director) ari.honka@playerx.co.uk

Selection criteria contact: Steve Whittle (Head Of Development)
steve.whittle@playerx.co.uk

Selection process contact: Rob Mercer (QA) rob.mercer@playerx.co.uk

Once your product has been selected and commercials agreed in takes approx 2-3 months to get titles live on operator portals.