

Handango Content Partner Program™

The Handango Content Partner Program™ gives S60 application developers and content owners direct access to millions of customers through the mobile industry's largest and most successful multi-channel distribution network. By working with Handango, content providers get a streamlined route to market. Plus, we simplify marketing, delivery and customer care, allowing you to focus on what you do best – building great content.

Shine With It!

With Handango, you get the wide distribution and tools needed to outshine your competition. Leverage our seven years of experience and in-depth relationships with the best in the business to reach customers across the S60 platform. Handango will successfully deliver your content through our multi-channel network, which includes the following channels:

1) Consumer Web Properties – Our Web site at www.handango.com serves millions of customers as the best source of S60 content

2) Handset Manufacturers – Handango has been chosen as the preferred S60 content provider by Nokia and Samsung

3) Mobile Operators – Carriers, including Cingular Wireless, O2 and 3 use Handango AMPP™ and Handango InHand™ to provide S60 content to their subscribers

4) Internet Portals and Industry Enthusiasts – AOL, My-Symbian, All About Symbian, AvantGo, Tucows and dozens of others trust Handango to power their S60 content catalogs

5) International Channels – Handango's international presence includes extensions of the Handango Web site for France, Germany, the United Kingdom, Italy and Europe as well as global partners with major mobile and media brands

"My respect for Handango lies in its insight into future opportunities, its non-stop progress toward the betterment of services and developer programs, and its extensive growth into new ideas, markets and arenas.

Rachel Grossman
Product Marketing Manager
MobiMate, Ltd.

shine with it!



Handango Content Partner Program continued

With the Handango Content Partner Program, you get access to a plethora of marketing programs and services designed to increase your exposure with customers. Sign up today to enjoy the following program features and benefits:

Robust Content Extranet

- ✧ **Product Management and Merchandising** – Upload, update, price and customize your products at any time through your online account
- ✧ **Digital Rights Management** – Choose from six licensing options and provide a licensing algorithm for real-time registration key generation
- ✧ **Comprehensive Sales Reporting** – Access customer data online and generate online sales reports for the past 14 months
- ✧ **Marketing Tools** – Sign up for a wide range of Handango marketing programs including product launch promotions, monthly specials and more

Timely Payments

Handango pays our content providers on time, every time. Choose to receive payments via wire, auto-deposit or check on a monthly basis.

Expert Customer Care

Handango's professional customer care team delivers first-level support to help customers purchase, download and install your software – saving you time and money.

Exclusive Marketing Opportunities

Get your content noticed through personalized newsletters sent weekly to thousands of opted-in S60 content buyers. Participate in cooperative promotional campaigns with Handango's extensive network of channel partners and content providers. Utilize Handango's robust promotion code system to provide unique discounts and promotions.

Trusted E-Commerce Solution

As a Handango Content Partner, you can utilize the Handango Commerce Engine™ to process sales on your Web site. We provide everything you need to expand your business through a reliable, online storefront.

Learn More

For more information or to join the Handango Content Partner Program, visit www.handango.com/partners.

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The world's most deployed mobile content delivery platform