

iGuanaMobile Uses NCD to Drive Content Revenue in Southeast Asia



The iGuanaMobile catalog, localized for the consumer's geographic area, is available to consumers in the Singapore, Malaysia, and Indonesian markets through the NCD client application.

The Challenge: Get SE Asian consumers to discover and purchase mobile content

iGuanaMobile Sdn Bhd is one of the largest content aggregators for mobile entertainment in the Southeast Asia region. It selects mobile content based on its popularity with consumers in the local markets of Singapore, Malaysia, and Indonesia. The challenge that iGuanaMobile faced was to make it easy for consumers to discover the content that iGuanaMobile offers and easy to purchase, download, and install it.

In addition, iGuanaMobile faced another challenge, that of presenting localized content in each of three different countries in the Asia-Pacific (APAC) region. The Asian consumer market is very fragmented, with consumer tastes and preferences varying from country to country. Since there is no one-size-fits-all solution for this diverse market, iGuanaMobile must present different catalogs of content to the different local markets.

“We brand our catalog as Iguana, and it gives us the best opportunity to capture sales from the first-time users who are personalizing their new phones.”

— Tai Shihchau, CEO, APIC Systems Pte Ltd.

The Solution: NCD

To help consumers discover and purchase iGuanaMobile's content, the company launched all of its entertainment offerings on Nokia Content Discoverer (NCD), the on-device portal application commercially known as Catalogs. Catalogs is embedded in all new Series 40 and S60 Nokia devices shipped in the APAC region. The iGuanaMobile catalog is entirely skinned with iGuanaMobile's brand. “We believe that Nokia Content Discoverer provides us with an excellent marketing channel for reaching out to the owners of new handsets,” says Tai ShiChau, CEO at APIC Systems Pte Ltd. of Singapore, who implemented the service integration for iGuanaMobile.com.

Tai feels the best time to sell content to consumers is immediately after they have purchased their Nokia devices, stating that “we brand our catalog as Iguana, and it gives us the best opportunity to capture sales from the first-time users who are personalizing their new phones. With the launch of the iGuanaMobile catalog last year, we have been seeing a healthy growth in these types of sales transactions.” He adds, “This is very encouraging, and we expect to see it continue to grow as more new handsets are rolled out in the coming months.”



iGuanaMobile Sdn Bhd
Puchong, Malaysia
www.iguanamobile.com



“With the launch of the iGuanaMobile catalog last year, we have been seeing a healthy growth in these types of sales transactions. This is very encouraging, and we expect to see it continue to grow as more new handsets are rolled out in the coming months,” says Tai Shihchau, CEO at APIC Systems Pte Ltd.

Looking ahead:

Tai is optimistic about the future impact of NCD, saying that “we believe that users tend to be more interested in downloading content when they have just bought their mobile devices. The on-device portal, Catalogs, provides the best opportunity to capture the first-timers who are in the process of personalizing their mobile phones. Because of this, we believe that Nokia Content Discoverer will do a great job in complementing our business objectives.”

Forum Nokia Pro Success Story

Continue

After purchasing a new device, the consumer activates it with a subscriber identity module (SIM) card, and NCD automatically connects to the Nokia Configuration Data Base (CDB). From the encrypted user information sent, the CDB will determine which catalogs this consumer will be able to see. For example, the iGuanaMobile catalog in Singapore offers different localized content than the catalog in Indonesia.

NCD is embedded on all new devices sold in the region, and users have access to it regardless of with which operator they have signed up, including MobileOne Ltd. (M1), Singtel, StarHub, Maxis Communications Berhad, Celcom Berhad, DiGi Telecommunications Sdn Bhd, PT Telekomunikasi Selular (Telkomsel), Xicom, and PT Indosat, Tbk. For older models such as S60 2nd Edition devices, consumers can download the NCD client application from the Nokia Web site and access the iGuanaMobile catalog through it.

“The trend towards the mobile-games market is going strong, and more new and interesting content is being created for the 3rd Edition devices.”

— Tai Shihchau, CEO, APIC Systems Pte Ltd.

The Benefits:

Nokia Catalogs facilitates easy access to downloadable content through a collection of shopping mall “stores” run by branded-content providers, leading content aggregators, and mobile service providers. Content providers are able to build their own branded mobile shopping mall, with better positioning of content and the presence of the provider’s brand on the device, thus generating higher adoption rates. Consumers’ experience of content shopping is greatly enhanced through Catalogs’ advanced on-device caching of content metadata. This allows free browsing of the content stores in the mobile mall, as well as frequent content updates, integrated preview/prelisten, and proficient content installation capabilities.

Impact of S60 3rd Edition and Series 40 3rd Edition

In the countries where iGuanaMobile operates, the lower-cost Series 40 devices are still the most prevalent, while the S60 devices present the possibilities of greatest functionality. “It was important for us to launch the iGuanaMobile catalogs on both S60 and Series 40 3rd Edition devices,” says Tai. “With Nokia shifting to the 3rd Edition, it was very important for us to keep up with that by making sure that we have the latest content supported by these handsets. The trend towards the mobile-games market is going strong, and more new and interesting content is being created for the 3rd Edition devices.”

How Forum Nokia helps iGuanaMobile

Throughout the project with Nokia, iGuanaMobile has received various kinds of support from Forum Nokia, says Tai. “The Forum Nokia team has been very helpful, from providing early access to test phones, to updating the Nokia Content Discoverer versions as they have evolved, to establishing valuable contacts for us with content developers in the industry. That is very important to us as an aggregator. Through those contacts, there are also opportunities for us to get marketing support from the content developers,” he says.

Devices preloaded with NCD

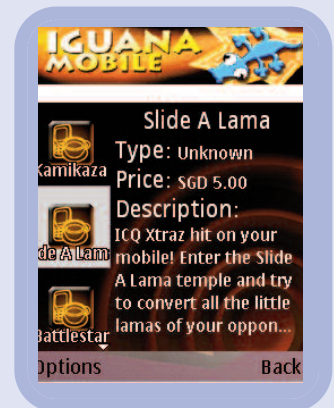
All new Series 40 and S60 devices sold in the APAC region are now preloaded with the NCD client, including S60 2nd Edition and S60 3rd Edition devices. An over-the-air (OTA) download of the client application is also available for owners of many legacy devices.

For more information, go to:

www.nokia.com/developer



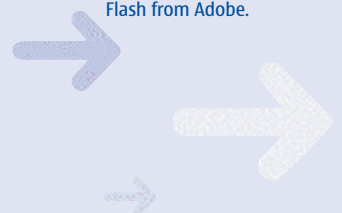
The iGuanaMobile catalog offers music and videos that are selected to appeal to the localized areas in Singapore, Malaysia, and Indonesia.



It includes Slide A Lama, a photo-sharing application.



...and a variety of applications using Flash from Adobe.



NOKIA