

Sam Click Deploys Nokia Content Discoverer in Thailand



The Nokia Content Discoverer platform enables consumers in Thailand to easily discover and purchase content from Sam Click's Magik Mobil catalog

The Challenge: Presenting consumers with content discovery while achieving adequate revenue sharing

Sam Click Ltd., a leading content aggregator in Thailand, is constantly looking for better ways to enable consumers to discover and purchase content. "The business situation for content providers in Thailand has become much tougher in the past two years, due to fierce competition as well as changes in the revenue sharing policies of operators," says Vivat Pitaksuwan, operations director of Sam Click.

Sam Click maintains its own Internet-based sales channel at Tigermob.com as well as a key distribution channel via the printed media, but faced the additional challenge of driving customers to its Web site to discover content and make purchases directly. To accomplish this, Sam Click created a branded catalog called Magik Mobil, which is available to consumers through Nokia Content Discoverer (NCD).

"We liked the simplified discovery process and the one-stop-shopping mechanism that Nokia Content Discoverer brings," says Vivat. "It is an on-device portal that, through very few clicks, links mobile users directly to our content and services."

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The Solution: Nokia Content Discoverer

In late 2006, Sam Click and other content aggregators in the Asia-Pacific (APAC) region were presented with a new opportunity to reach consumers profitably via NCD. This solution and the on-device client known as Catalogs are now shipped on many new Nokia devices sold in the APAC region. When the consumer inserts his or her subscriber identity module (SIM) card into a Nokia device and clicks the Catalogs icon, it launches the client application, which immediately connects to the Nokia Configuration Data Base (CDB). After receiving the encrypted user information, the CDB matches that consumer's locality to the catalogs of content that are available to him or her. In Thailand, for example, the consumer would be presented with Sam Click's Magik Mobil catalog and others that are locally relevant.



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"Since the launch of the Magik Mobil catalog [through Nokia Content Discoverer], Sam Click has introduced several marketing campaigns to educate the consumer about the catalog and to induce the consumer to make repeat purchases," says Vivat Pitaksuwan, operations director, Sam Click.

Looking ahead:

"As we move forward, we are developing the Magik Mobil catalog for other territories, and for other Nokia devices that can support the NCD," says Vivat. "For example, we are already in the process of preparing a catalog for South Africa. Furthermore, we expect to introduce some new and innovative streaming services on Magik Mobil through an NCD implementation. We plan to offer some exclusive and very exciting content through branded license sources, and to make Magik Mobil a one-stop shopping catalog for all forms of content."

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“Over the past two years, the consumer market has become more educated to Web page browsing in addition to the SMS [short message service] metaphor with which they were already familiar,” says Vivat. “These were the factors at play when Catalogs was introduced to our market and when we launched it in late 2006. It not only matches our business strategy, but also the strategy of the main operators in the region as well.”

The benefits: Establishing a new metaphor for mobile shopping

Vivat says that the education of the consumer is an ongoing process, and that the participation of a world-class brand such as Nokia in the process is helpful. “This online shop metaphor on mobile phones is still something very new to consumers, but having the Nokia brand behind it gives the consumer some confidence that it is worth trying,” he says. “We believe that it will have a significant positive impact on our business. First and foremost, there is the convenience factor, because the Catalogs client application is already on the devices when they buy them, and the devices automatically connect and display our catalog when the consumer clicks on the icon. Still, the whole idea of added content and applications on the more-advanced phones is a relatively new one.”

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Sam Click’s strategy for helping to make the consumer aware of the new channel included using the familiar SMS broadcast mechanisms. “The SMS message leads the consumer to the dedicated WAP portal page, which gives the customer information about the content and services that Magik Mobil catalog offers, and where it is located on their handsets,” says Vivat. “For earlier models that do not have Catalogs embedded, it will give them information on how to download the client in the most convenient way.”

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How Forum Nokia helps Sam Click

Along the way, Sam Click has also received some help. “We have received a great deal of support from Forum Nokia in this process, primarily from the Forum Nokia Branded Content and Aggregators team,” says Vivat. “They have been very quick to respond to our technical and business questions, and they have helped us with the technical development of our Magik Mobil shop. They have also given us early access to new devices for testing purposes.”

For more information, go to:

www.nokia.com/developer

Sam Click’s Magik Mobil catalog includes a large, localized collection of games...



... music, videos, ...



...wallpapers, and more.



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