

# Moben view2surf™

Next Generation Ads Space  
On Mobile Internet



# Cutting Edge Innovation

Mobile operator becomes the publisher of advertisements placed in the data stream

Mobile operator gets new revenue stream originates in on-line advertising

# Challenge

## **Interweave browsing with mobile ads :**

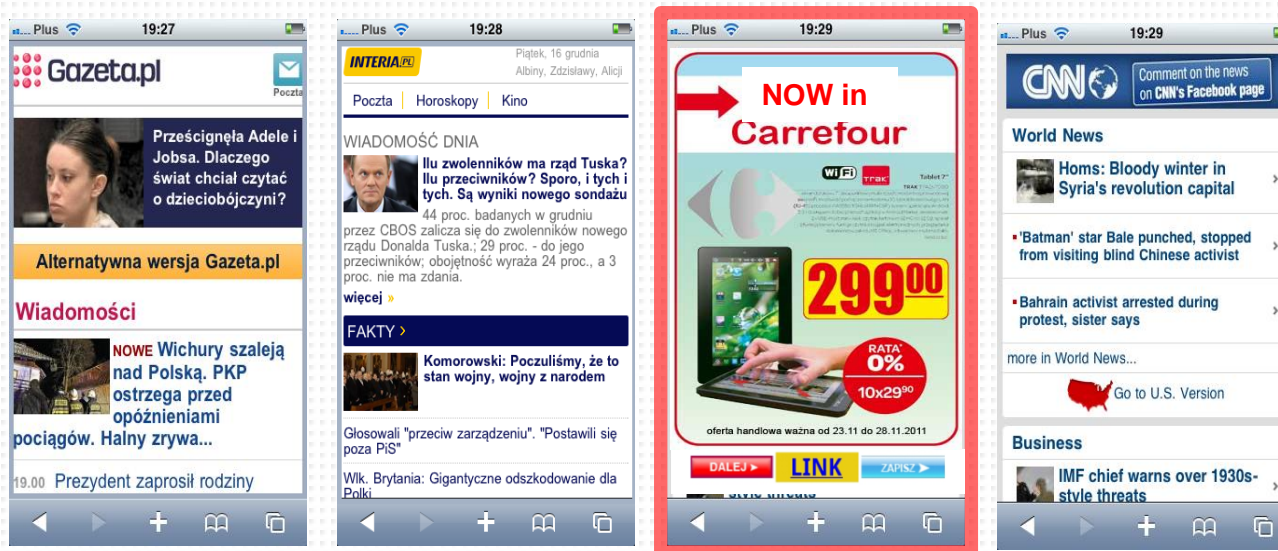
- Full screen rich media
- In context with actual subscriber behavior
- Interactive
- Non intrusive
- Attractive for the subscriber
- Efficient for advertiser
- No spam residues



# Possible ? YES !

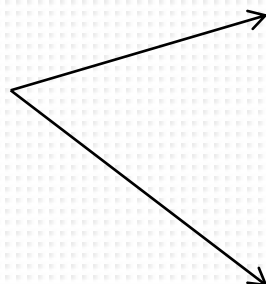
## view2surf™ Platform:

- Controls individual subscriber mobile data flow
- Intersperses browsed content with full-screen rich-media ads



content → content → adverts → Content

# Next Generation Ads Space



You see while you drive.....

... you see while you browse

# Next Generation Ads Space

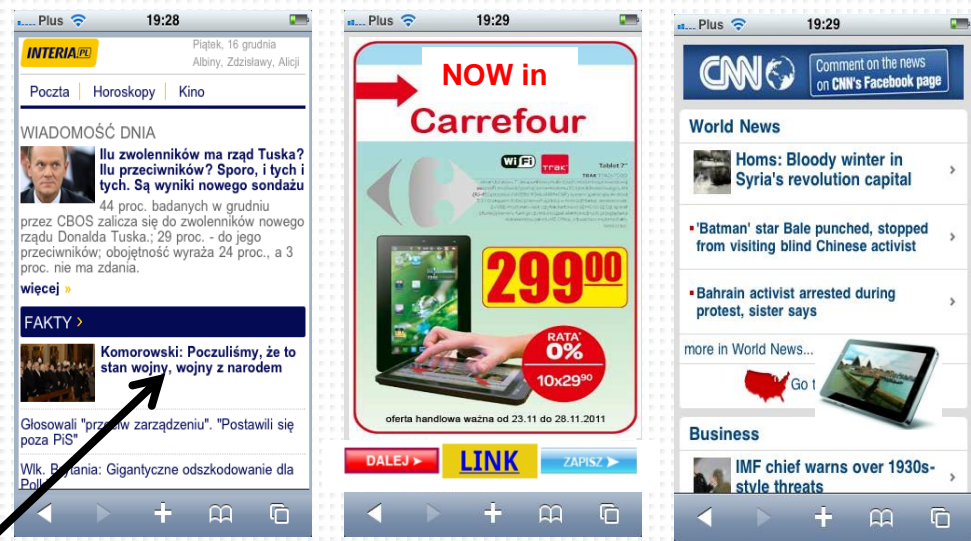
## Mobile Full Screen Advertisement

### Advantages :

- ads views generated 'on the way' to final destination
- full screen ads views in standard browser
- ads in context to actual browsed content
- virtually unlimited ads space (ads space generated dynamically)
- no competitors
- 4 direct interaction channels : view, confirm, save and link
- precise ads viewers selection (demographic and location)
- objective measurements and campaign effectiveness



# Ads in context to browsed content



Link : <http://cnn.com/promo-tablet-sale.html>

click →

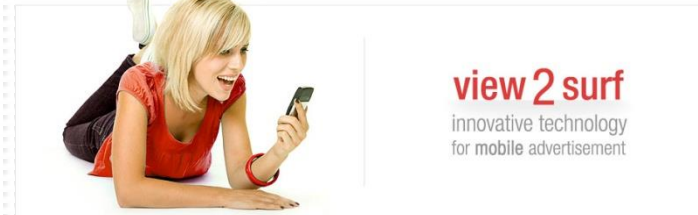
→ click

advertisement tag : **tablet**

# view2surf™ dynamic ads space

## Smart way of placing ads

- View2surf™ platform controls individual subscriber mobile data flow
- Intersperses browsed content with full-screen rich-media ads
- Ads space dynamically created as a result of data flow, irrelevant of users' destination page
- Works with any native browser of device, compatible with any handset, tablet, netbook - no application needed
- 'Next' feature for continue browsing
- 'Save' feature for storing promotions
- 'Link' feature for direct access to advertiser web page
- Dedicated ad server support





# Mobile Ads Sources

## Dedicated Ads Server

- full features ads server
- Web UI management tool
- Self Service campaign placement support



## Local agencies

- Interface for local ads supplier

## Global advertise integrators

- Interface with InMobi and Google AdSense
- Unlimited ads supplier
- Immediate monetization



# Implemented and tested !



Polish MVNO  
working on



infrastructure

<http://www.freem.pl>

<http://www.facebook.com/freempl>



UK MVNO  
working on



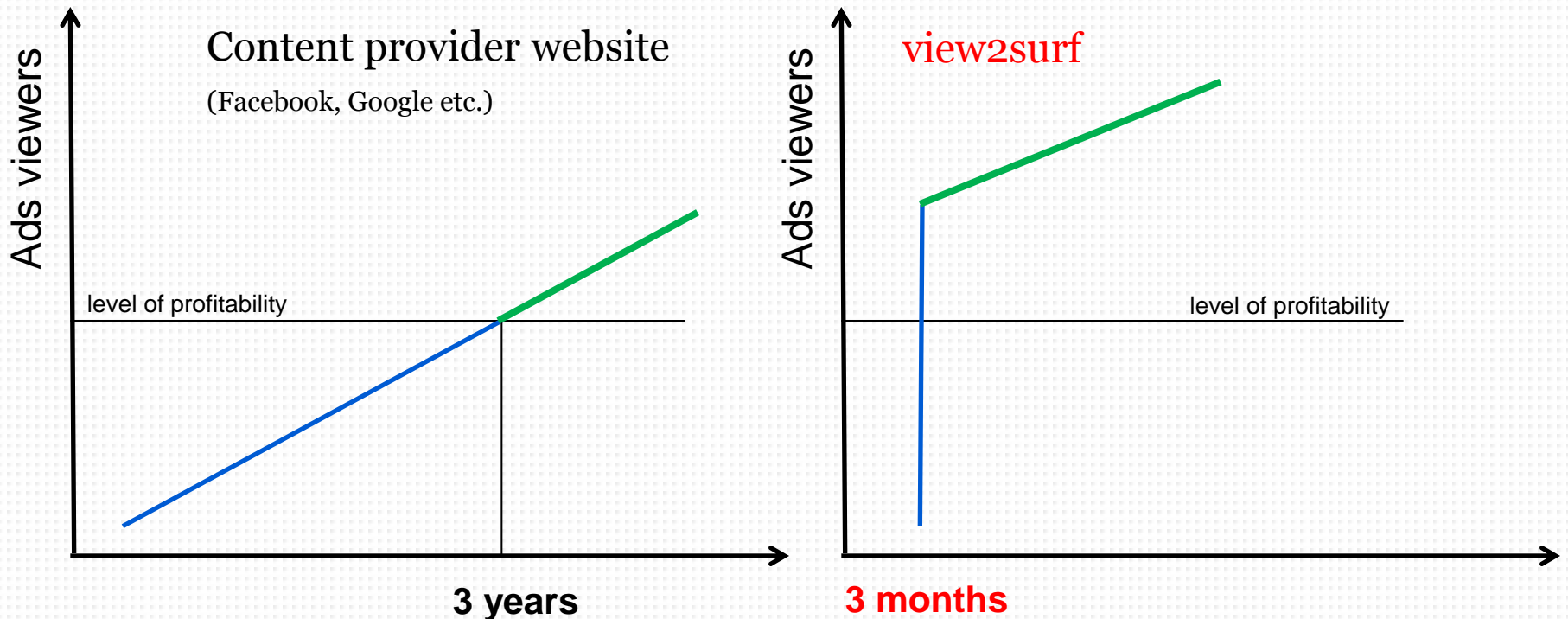
infrastructure

<http://www.ovivomobile.com>

<http://www.facebook.com/ovivorewards>

# Instant scale

view2surf™ implementation model on mobile network



view2surf™ immediately generates ads space on existing users base

# Ad Funded Options

- ✓ Dedicated promotional channels as opt-in services for subscribers on paid data (i.e.. Groupon coupons)
- ✓ Monetizing of any data usage normally given for free (like speed throttled data transfer)
- ✓ Subsidize or free data transfer in exchange of full screen ads viewing



# view2surf Platform Implementation

## Easy implementation on carrier's infrastructure

- view2surf platform works as Intelligent Network Router (INR)
- Whole user's data traffic passes via INR
- Applying on existing APN for opt-in subscribers
- New, dedicated APN for ads funded tariffs
- Utilization of unused, old fashion WAP infrastructure



# Business Offer

- ISP receives 100% income originates from ads publishing
- Moben charges
  - view2surf platform (INR) setup
  - small amount for every ad break generated by the platform
  - monthly maintenance fee

thank you for your attention

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[www.view2surf.com](http://www.view2surf.com)

[www.mobeninternational.com](http://www.mobeninternational.com)

