



OnTap Entertainment

Prepaid Mobile Content

Retailers: Seize the Opportunity



OnTap Entertainment Ltd

TEIC, University of Ulster
Shore Road
Newtownabbey
BT37 0QB, UK

t: +44(0)28 90930054
f: +44(0)28 90930010
w: www.ontapentertainment.com
e: info@ontapentertainment.com

Market Explosion

" Ringtones now extend across multiple formats including monophonic, polyphonic & truetones. Todays generation of phones most commonly utilise polyphonic & truetone formats "

OnTap Entertainment provides retailers with an opportunity to gain a share of the mobile content marketplace. This highly successful market has to date been the preserve of the telecom and media sectors.

OnTap Entertainment products allow the consumer to purchase mobile content instore as opposed to responding to television and magazine advertising.

The combined mobile content market in the UK is valued at £500m, with ringtones alone worth more than £150m. The worldwide market is expected to grow to \$50 billion according to recent research. Without a doubt mobile content is now a mass market mainstream opportunity!

In defining mobile content we refer to ringtones, logos, wallpapers, screensavers, themes, java games, video clips etc.

Seize the opportunity

" Did you know there are more than 60million mobile phones in the UK ? "

The time to exploit the retail channel for the sale and distribution of mobile content has arrived. Handset compatibility is no longer an issue and mobile phone penetration is above the 100% mark. Sales of ringtones now exceeding those of their cd single counterparts, the opportunity for retailers is real and significant.

To truly maximise this opportunity retailers are provided with a highly targeted and compelling proposition for the consumer. Research carried out by OnTap Entertainment Ltd (OTE) has identified 4 critical issues that any products must exploit, these are:

1. The All Important Buying Motive
2. Branding & Point Of Sale
3. Consumer Confidence
4. Impulse Purchase Positioning

The products offered by OTE have been carefully developed & designed to maximise each of the above thereby ensuring that retailers are positioned to generate a fantastic new & ongoing revenue stream with a strong margin.

Fully Managed.

" 82% of UK 15 - 34 year olds own a mobile phone "

OnTap Entertainment Ltd provides a fully managed retail solution, managing all aspects of the process up to the point of where the retailer takes delivery of the product.

Thereafter we manage and provide support for the consumer via our 24Hr dedicated & proactive customer support desk. There are no complicated procedures to learn or systems to install, no staff training required, simply display the product and watch the new revenue stream build.

Product Types.

" UK mobile phone subscribers spend £2 to £4 per month on mobile content. "

Retail products delivered by OTE are available in 3 options:

1. OTE Premium Brand Products

OTE has multiple branded product lines available, each created to match specific retail sectors, thereby optimising the overall appeal to your customer base. All product, packaging, POS etc is based around these brands and designs. An ideal option for retailers wishing to deploy product & generate revenue with the minimum effort.

2. OTE Premium Brand Products In Association With Retailer X

The selected product will be customised to include your retail group brand in the form of "In Association with XYZ" on all product, packaging, POS etc. This is an ideal option for retailers who wish to reinforce their own brand.

" In the UK 2.5m people aged 13 - 16 have a mobile and three quarters of these have downloaded a ring tone "

3. Full White Label Product

With this we deliver a fully customised solution with all product, packaging, POS etc designed by our in-house teams inline with your chosen branding. This option is aimed at large retail groups who wish to leverage & provide maximum reinforcement of their existing brand or those who may wish to offer themed content for example premier league based sports content.

Key Reasons Why Our Products Sell.

" In the UK 5.9m people aged 16 - 24 yrs have a mobile and two thirds of these have downloaded a ringtone. "

1. Consumer Friendly Offering

Transparent billing , Subscription Free, Obligation Free, no tie-ins, no repeat charges. In an industry dominated by "suck them in bleed them dry" subscription based business models our consumer friendly offering is breaking new ground and is applauded by consumers and retailers alike.

2. High Value Proposition

The pricing of our content is highly competitive and positioned to ensure that the consumer receives best value for money. On average the cost of content is 75% less expensive than our competitors. This ensures that the consumer returns to the retailer for additional purchases. Additionally OTE regularly delivers product with unique high value incentive / promotions designed to maximise consumer desire.

3. Superior Customer Service

OTE provide unparalleled customer support. We ensure every customer is entirely satisfied with each purchase. We are proactive in nature, if our system shows that a customer is encountering problems that customer will be contacted by OTE and offered direct assistance. In doing so we optimise the user experience and minimise returns.

Product Examples

MyMobster

MyMobster is our generic premium retail brand targetted and suitable for most retail sectors including CTNs, supermarkets, Videostores, Music stores etc.



MyCheekyCards

MyCheekyCards is a solution targetted at specific mainstream retailers with a customer base of mid teens and above. The product offers a quality selection of non explicit cheeky / erotic mobile content. This is a high margin product which is sure to compliment your existing novelty / gift product lines.



All retail solutions delivered by OTE are simple to use. The consumer simply, after purchase, registers their card via standard rate txt message, selects the content from the enclosed catalogue and uses the unique code to order by standard rate txt. The content is then automatically delivered to their phone within minutes.

About OnTap Entertainment Ltd

OnTap Entertainment Ltd delivers mobile content and entertainment solutions targetted at the mainstream consumer and youth markets. These products provide high value for the consumer and a real opportunity to deliver added value, revenue and margin for our partners.