

# OpenMarket™ MMS Overview

OpenMarket provides exceptional mobile messaging and delivery services for your programs on the largest, most reliable and scalable mobile transaction network available. Our deep knowledge of MMS can help your business deliver the latest in graphics, video, audio, and applications directly to consumers.

## THE LATEST MMS TECHNOLOGY

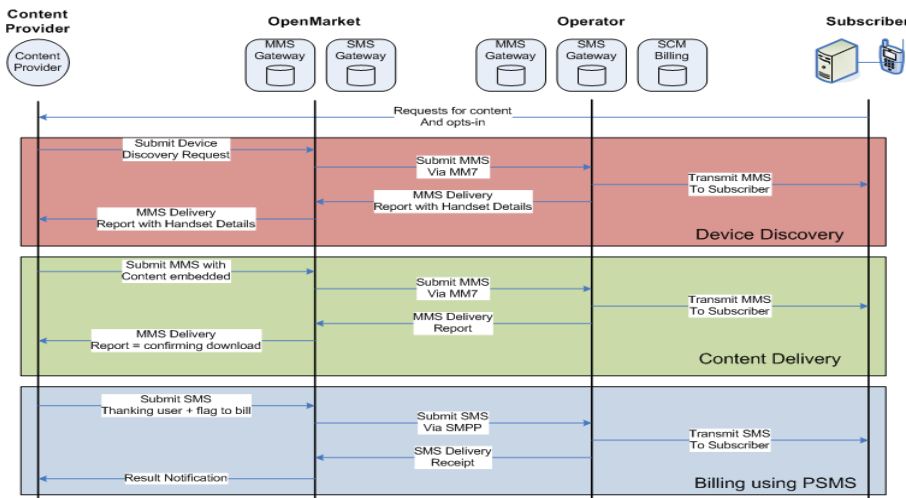
OpenMarket leads the industry with the most direct mobile operator connections, enabling you to reach mobile subscribers around the globe. We want to get your campaigns to market fast, which is why we support the latest mobile messaging technologies like Multimedia Message Service (MMS)—so that you can reach the widest consumer audience possible on the most reliable network.

OpenMarket intuitively understands MMS. We follow standard MM7 protocols for standard-based integration, and support handset discovery, meaning higher transaction success rates. And with an eye toward the future, OpenMarket is preparing to launch MMS capabilities on top mobile operator networks around the world.

## With MMS, YOU CAN:

- Deliver binary content to over 280 million AT&T, Verizon Wireless, T-Mobile USA, US Cellular, Sprint (CDMA) and Cricket Communications subscribers
- Launch innovative programs like social networking applications and games
- Get higher customer engagement and response rates with an average 15% click-through, the highest of any mobile marketing tactic
- Increase success rates with handset discovery capability
- Sell secure DRM (Digital Rights Management) protected content that prevents piracy of your offerings
- Provide enhanced consumer experience via automatic content downloads
- Get transaction level reporting of messages via the OpenMarket Message Activity Report (MAR)

## MMS PURCHASE FLOW AND CONTENT DELIVERY



## MOBILE DELIVERY EXPERTISE

OpenMarket was the first to launch MMS on a number of mobile operator networks, helping companies deliver the latest in graphics, music, short video, and rich text to consumers. And with SMS and Premium SMS technology, mobile content, news, alerts, and chat services are all available to you through OpenMarket.

Unlike other mobile solutions in the market today, we provide industry-standard APIs to simplify the launch of mobile programs. Our standardized interfaces work across all mobile operator networks to help ease your implementation efforts.

OpenMarket supports the latest mobile technologies that help deliver your campaigns to the widest audience possible through whatever media and delivery channel you choose. With standardized and efficient delivery to the most US mobile operator networks available today, our comprehensive messaging capabilities are hard to beat. We support:

Capability	Messaging Event	Billing Event
<b>Premium Programs using MMS Content Delivery</b>	Binary, downloadable multimedia content such as ringtones, images, wallpapers, games, video, audio applications. Must be MMS handset compliant.	Operators use existing billing systems (Premium SMS) to bill for MMS. User is charged via operator bill.
<b>Standard Rate MMS</b>	Binary, downloadable multimedia content such as ringtones, images, wallpapers, games, video, audio applications. Must be MMS handset compliant.	User purchases plan for MMS and is charged per operator plan. Standard Rate SMS programs are reviewed by operators on a case-by-case basis.
<b>Premium SMS</b>	Single item or subscription purchases for ringtones, wallpapers, chat, news, and alerts.	Operators use existing billing systems (Premium SMS) to bill for MMS. User is charged via operator bill.
<b>Standard Rate SMS</b>	One-way or two-way text messaging.	User purchases data plan and is charged per operator plan.

Whether you choose SMS, PSMS, MMS – or a combination of all delivery types – OpenMarket can help turn your mobile ideas into profitable ventures. OpenMarket is the go-to expert for operator program approval policies and requirements, and we can help you get to market quickly.

## GET STARTED TODAY!

Are you looking for ways to boost sales and customer satisfaction? Start making money now by using launching innovative MMS programs. Contact us at [sales@openmarket.com](mailto:sales@openmarket.com) or **+1.877.277.2801** and get started today!

### About OpenMarket

OpenMarket, a division of Amdocs, is a leading global mobile transaction hub. OpenMarket provides a comprehensive set of payment, messaging and emerging services to meet mobile business needs. From the largest consumer brands to the smallest new digital content ventures, OpenMarket empowers businesses to expand their marketing initiatives and strengthen customer relationships by leveraging the mobile channel. OpenMarket provides the most direct mobile operator connections in the US and UK markets today and has global expansion plans. For more information, please visit [www.openmarket.com](http://www.openmarket.com).

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