



Plazzza

The Mobile Market Place

Plazzza as part of your business

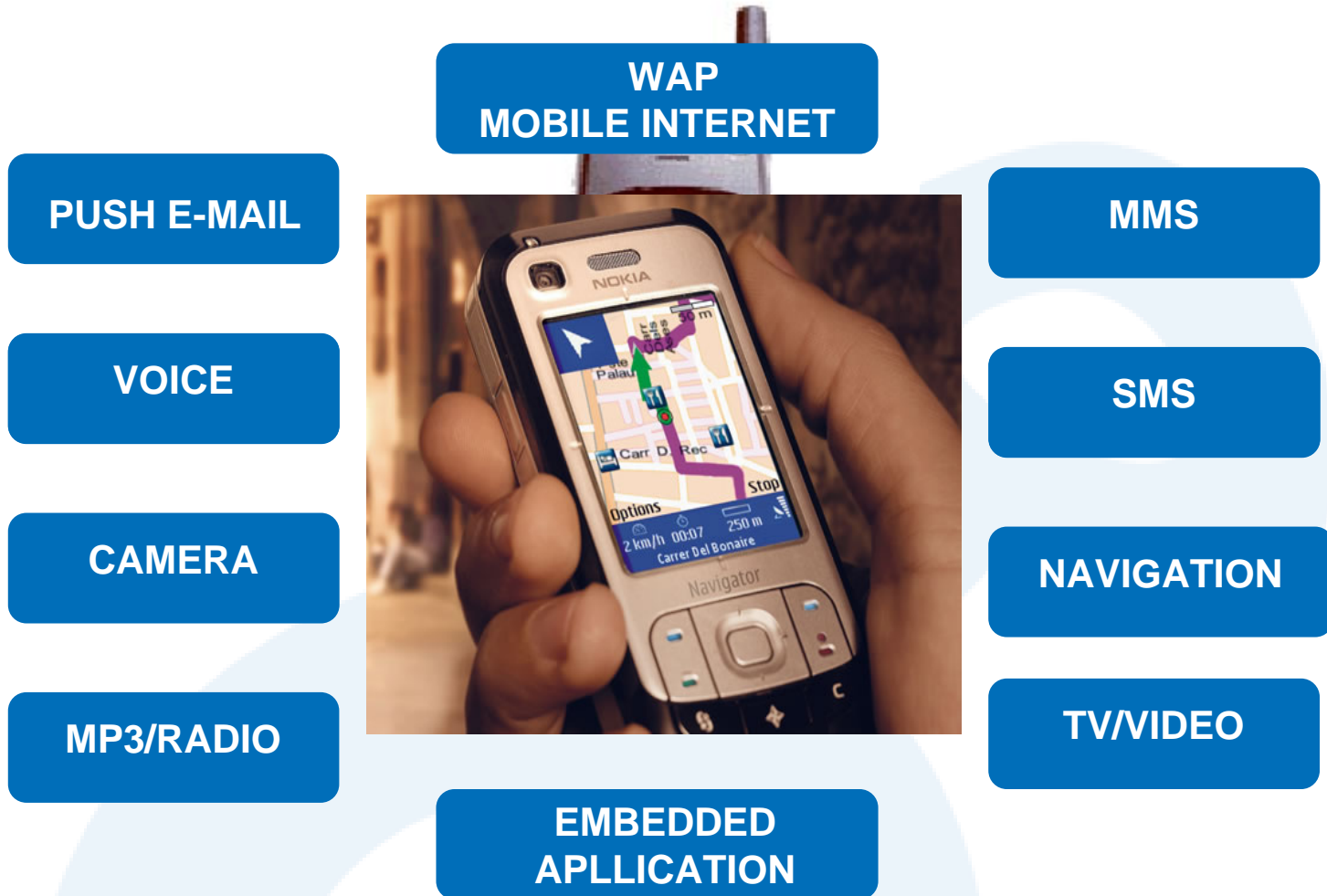
Nov.,8th 2007



MobileWeb.be
Plug & Play Mobile Solutions

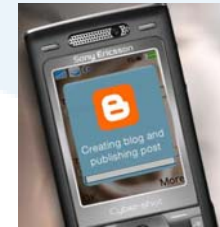
 **Plazzza**
The Mobile Market Place

Mobile phone functionalities have evolved!

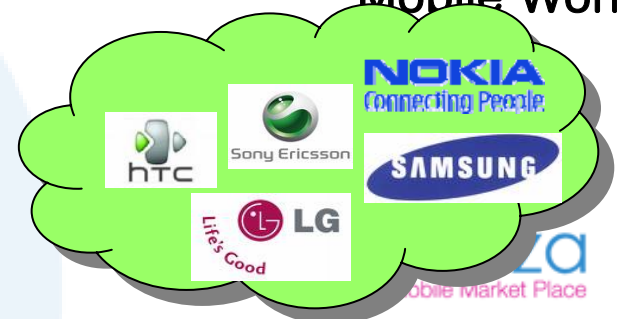


And will continue to evolve...

Software Internet World



Hardware Mobile World



Important to know that...

- 9 out of 10 Belgian citizens own a mobile phone
- 68% of the 12+ uses phone to send and receive messages
- 11% uses phone for multimedia activities like e-mail
- 9,5% uses phone to surf on the internet and technology is improving to stimulate this:
 - Fast network access (GPRS/3G/HSDPA)
 - Multimedia handset penetration
 - Portable interface design becomes more and more important
 - Mobile Internet discovery bundles

Intention advanced

functions

Using an instant messaging service via your mobile 14%

Browsing the internet via your mobile 13%

Watching TV on your mobile 9%



Customer preferred offer



Interactivity



Mobility



Personalisation



Community



Simplicity



Control

What are customers looking for ?

ENTERTAINMENT

1

- logo's
- ringtones
- love & erotic
- sports
- mobile TV & video

E-MAIL

2

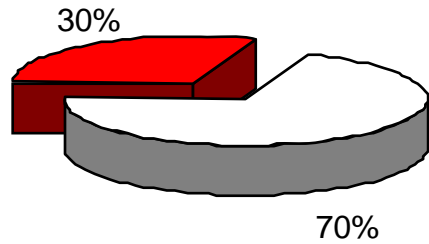
- create profile
- send & receive e-mails
- ...

INFOTAINMENT

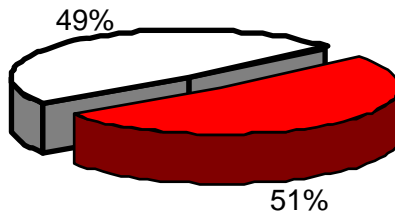
3

- news & weather
- what's new?
- travel directories
- going out;...

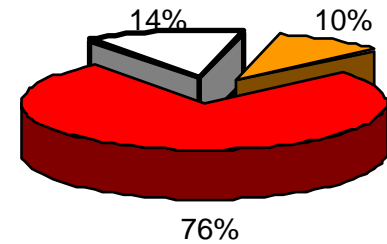
Profile of Operator's Portal Users



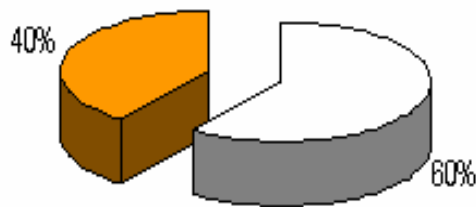
□ Male ■ Female



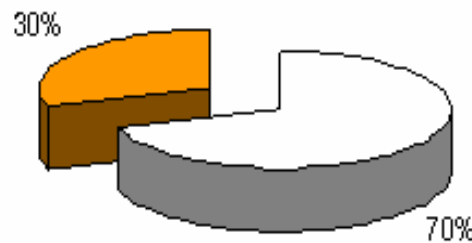
■ French □ Dutch



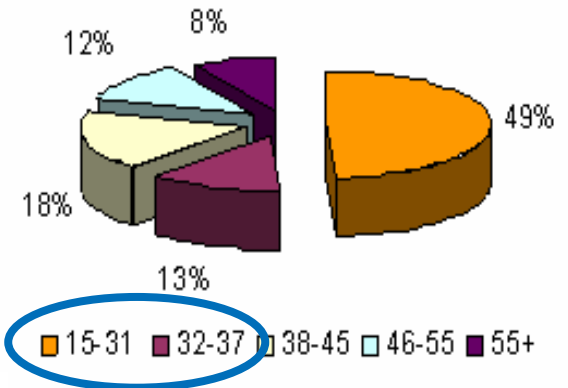
■ 15-35 □ 36-54 ■ 55+



□ Male ■ Female



□ French ■ Dutch



■ 15-31 ■ 32-37 □ 38-45 □ 46-55 ■ 55+

Mobile Internet offer

need for an open environment
growing off-portal WAP content
benchmark proves successfulness
new opportunities created



WAP - Mobile Internet World

On-Portal



Off-Portal



Off-Off Portal

PlazZza in a Nutshell

Mobile Internet
Directory

Mobile Pure Players
To simulate content sales

Traditional Brands
Communication and Brand Awareness
To stimulate and develop sales;
Promotion & Interactivity

Trusted & Secure
Payment Solution



Proximus M-Pay

Easy access from
Operator's decks



<http://wap.plazza.be>

Advertising offering



Key Figures PlazZza

- launched in **May 2006** by Proximus, Base and Mobistar
- **2.5 Million** customers equipped with compatible phones*
- **600 000** unique visitors on Operators Mobile Portals each month (Orange World & Vodafone Live)
- **65 000** users/day (Orange World & Vodafone Live)
- more than **100** indexed Mobile Internet Sites
- **5-10** new sites every month

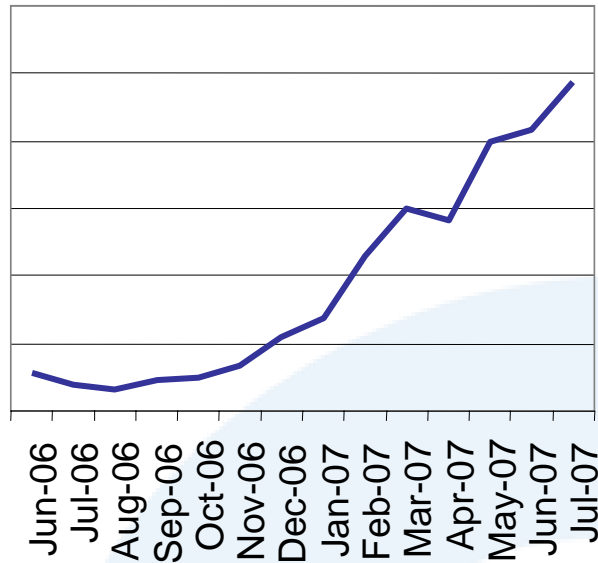
*colour screen with Wap,GPRS or I-mode connection

Sources : Belgian Mobile Mapping 2007 - Proximus - Mobistar

PlazZza takes up!

- Sustained growth since launch

Monthly content gross revenue



- Various type of content



1 Adult 50%	2 Logos, Tones, Games 40%	3 Practical, Sport, Brands 10%
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PlazZza Belgium : some examples

Mobile Pure Players



Media & Entertainment



PlazZza marketing campaign to support UIP “Transformers” movie launch



- Print media campaign with reference to PlazZza
- Send “transfo” to 4444 to access “Transformers” PlazZza WAP mini site.
- Trailer download



How do I get started?

Design and create

Select a Facilitator

Communicate

Tips & Tricks

KISS: Keep it Simple & Stupid

Added-Value to the customer

Made for Mobile Content

Ease Customer Tasks

Multiple Templates (xhtml/wml)



Use PlazZza in combination with other Media

Print

Outdoor

TV

Use tools to drive traffic

PlazZza short code 4444

Mobile Banners on portal

Contact Information



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What is PlazZza added value?

ADVERTISERS



Your customer directly access your content and services

You leverage your static campaign at low cost

You benefit of the best Mobile Internet Audience

You engage interactivity with your customers in an innovative way

HANDSETS



USERS



More info !

 **PlazZza** 4444
Stuur HITCODE naar 0€/SMS



visit www.PlazZza.be

 **PlazZza**
The Mobile Market Place

PlazZza is the user-friendly Belgian Mobile Internet search engine.



PlazZza for consumers

Français | Nederlands | English

PlazZza for professionals

Français | Nederlands | English

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