

SideCast

Media Freedom

Briefing Paper



Release V0.2
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1.1 Media Freedom

We believe the power to distribute video and music easily to mobile devices is an enormous opportunity. Our philosophy is to encourage people to share and distribute content without platform barriers, without unreasonable restrictions. Mobile devices are the ideal channel to view and listen to great content but up to now connecting from your device to the content on your PC or MAC has been very difficult.

We solve this real problem and bring freedom back into the content world. Using most mobile devices, our SideCast solution provides a simple, intuitive interface for the user to connect to their own home computer or other user home PCs and stream digital content located there without the interruption of download delays.

By removing the complexity and limitations of many of today's digital entertainment products and services, the SideCast software architecture leverages the best features of today's popular standards while abiding by current digital rights management solutions.

1.2 The Opportunity

Social networking sites and content sharing sites, including Google/YouTube, Yahoo, Flickr, MSN and Facebook have all experienced enormous growth based on user participation. The major Internet players all recognise the urgent need to allow easy access from mobile devices to their rich content. In 2006 over 50 billion camera phone images were taken and accessed on mobile devices. Sales of content assets such as mobile games, ring tones and wallpapers continue to grow, though the growth is slower as saturation penetration is achieved. Handsets and networks have now matured to a point where easy access to multimedia content is possible for the average user using a low or mid range handset. The market for enabling technologies in the burgeoning mobile data service space is predicted to be \$1.7 billion in 2007. Total operator revenues from pure data service are currently estimated at \$22 billion projected to double by 2010¹. A recent survey by Sprint² found that 43% of mobile users listen to music on capable handsets.

There is a large and growing market for services that offer access not just to other consumers content but also to their expertise and knowledge as well. Imagine a consumer doing an Internet search to find the best reggae videos – he may be lucky trawling through the 2 million results returned by a search on Yahoo or Google. Now imagine that consumer getting the best reggae videos recommended by someone from Jamaica who really knows his music – and being able to view to them.

Content access and consumption on mobile devices is projected to grow massively but there are a number of barriers to growth. Key barriers to growing music and other rich media consumption using mobile handsets are the user experience and the range of multimedia content available. Creating a mechanism whereby consumers can easily access the multimedia content they want (as opposed to limited content ranges provided by mobile operators) opens up new revenue opportunities.



The purpose of our SideCast technology is to provide a way to exploit the opportunity by making it very easy for consumers to access and share PC based multimedia content from mobile devices.

¹ Morgan Stanley/Informa 2006 – this is revenue from non-voice and non-messaging services

² Sprint 2006 Productivity Survey

Existing mechanisms for accessing PC based multimedia content from mobile devices are poor. Dedicated mobile internet (WAP) sites are difficult to find and use, music blogs, and music download sites are tailored to PC use and only technically adept users can use them from a mobile phone device. Usability is often poor and access from mobile devices can be impossible for general users.

SideCast removes these barriers by introducing Single-Click usability so all interactions are as simple as possible and allowing access to the enormous range of PC based multimedia content.

1.3 The Personal Media Access Problem

Currently there is no easy way for end-users to access multimedia files residing on their PC from a mobile device. Individual silo solutions exist for certain sites, allowing users to access particular content – but no unifying solution exists that can allow end-users to access what they personally hold on their own PC, or what other users have on their PC's from a mobile handset.

Efforts in this area have failed to gain traction because the systems developed have treated the mobile handset as just an extension of the PC (albeit a mobile one) rather than looking at the mobile handset as a new channel with unique constraints and unique features.

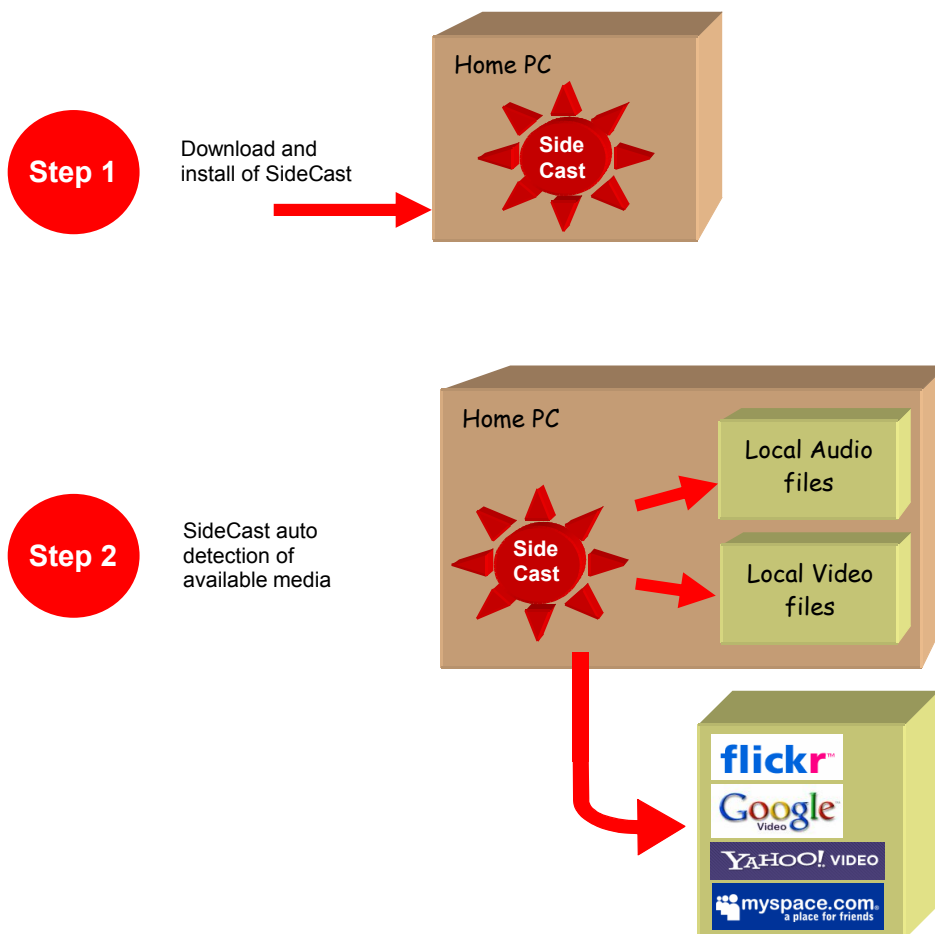
Usability is one key area where there have been serious shortcomings, with overcomplicated interfaces providing over-complex non-critical functionality while not delivering core features.

Research we have conducted with data from Mobile Operators shows that typical usage for a mobile service is rarely more than 5% of the user base, with typically less than 1% being 'heavy users'. Further analysis shows that services actually do attract significant numbers of new users each month but the majority of services are so poorly designed that the 'stickiness' is very low – often only 3% of users who try new service ever return. Mobile Operators and content providers have responded in the past by increasing marketing to attract more customers. This tactic does work in the short term but the service churn rate and lack of permanent adoption means that any extra service uptake is soon churned and usage drops back. We have also researched the value of feature order and presentation on mobile service interfaces and we use this within the design of SideCast.

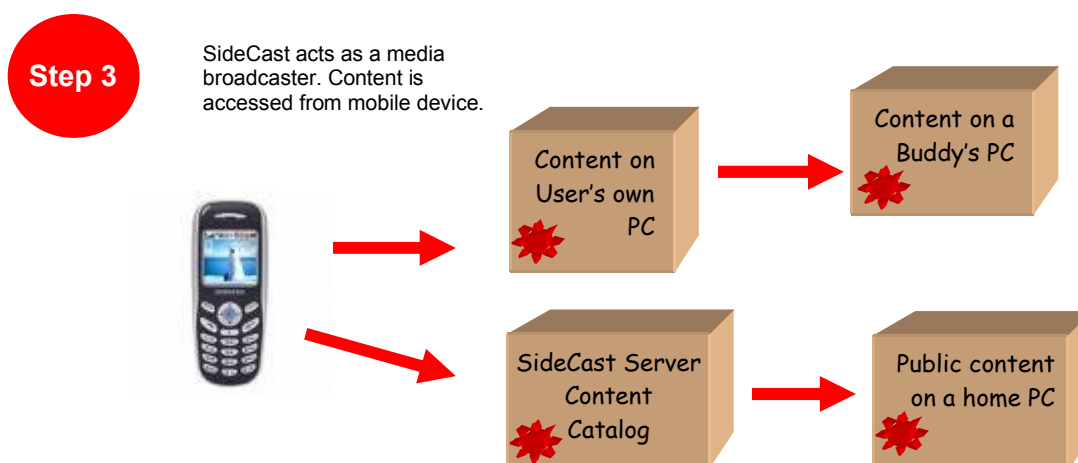
We tackle the usability problem by actively providing less functionality to the user but we ensure what we do provide is what the user will value. We provide features only if they will be used by 95% of the target user group. Features are only revealed to a user if we calculate that the feature will provide distinct and measurable value to the consumer. Our interfaces dynamically adjust to the user skill level so advanced users who pay a small monthly fee will have more features than an entry level user.

1.4 How it Works

The SideCast system has an initial setup step and a usage stage for the consumer. The setup consists of installing the SideCast software on the users home PC. This is a simple download and install step which auto-detects multimedia content on the PC.



The operation of SideCast is straightforward; users connect to their own multimedia content on their own PC and also can connect to shared-out content on other PCs or to a SideCast server which contains a catalogue of public content.

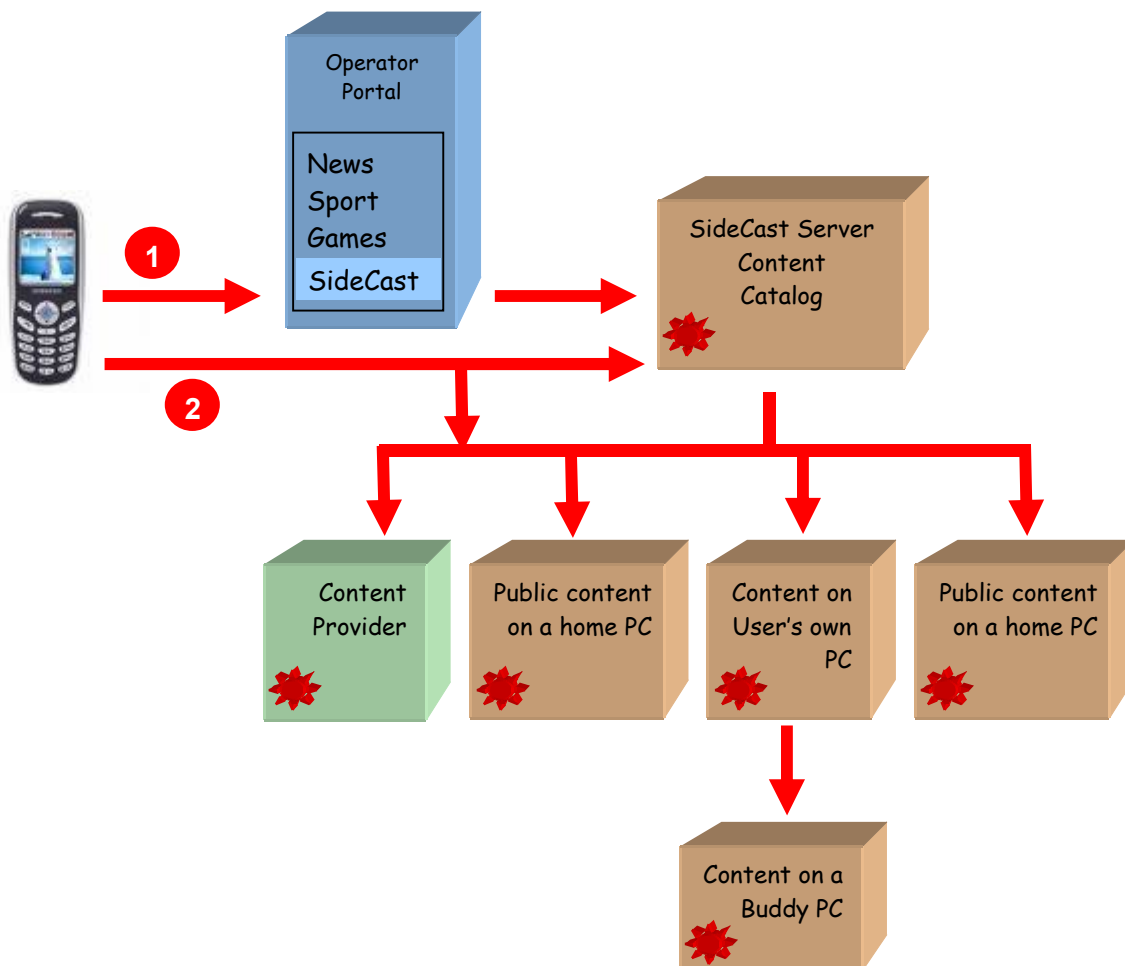


Note that the content consumer can also access content not directly held on the home PC, just so long as it is accessible via the PC. The SideCast software can be given permission to in the installation step to detect and publish content held in the user's MySpace account, YouTube content and blog files.

This opens up a whole new range of content which can be broadcast. But to the end consumer the users experience is the same to access the content – no matter what the source.

For a corporate deployment the planned installation steps are similar. The install will put SideCast Enterprise server onto a trusted server within the corporate LAN. This server will then be given controlled access to content which can be accessed remotely from a mobile device.

For mobile operators the typical deployment model installs SideCast as a service available from the operator portal or as a service accessed directly from a SideCast server following provisioning on the mobile handset by SMS. Typically the consumer will go to the portal to subscribe to the service or subscribe via a short-code. An SMS or email with an access link is sent by reply to the mobile handset.



With a mobile operator deployment there are two potential configurations - the end consumer can access the multimedia content via the operator (1 above) or connect directly to the SideCast server (2 above) or individual content broadcasters.

1.5 The Value of SideCast

Value to the End User

The value delivered to the consumer is: Easy access to excellent content within a social community of peers.

User participation is a key principle underlying SideCast. We will use a variety of persuasion strategies to tie users into a positive loop where active users who help build the system and improve the quality of the available content are rewarded by the acquisition of status, connections and visibility within the community. These strategies are key features of many successful Web2.0 services.

We develop the concept in practical stages of user success – progressing from ‘discovery’, ‘superficial involvement’ to ‘active commitment’.

Value for Mobile Operators

SideCast increases revenue (ARPU) from existing data services, and SideCast opens up off-portal content to operator control as all user traffic is directed through the SideCast software. Subscribers consume increased amounts of mobile content because of the ease of use and the value of content offered. Marketing and advertising material can be pushed directly to an individual user, opening up new revenue streams.

SideCast generates new revenues without significant portal changes and allows operators to control and generate additional revenue from off-portal browsing. Our service makes multimedia content immediately visible to subscribers, resulting in significantly higher use. In addition the social networking between users in the community will generate additional messaging revenue.

How SideCast specifically helps Mobile Operators

Immediately grow service use

SideCast delivers immediate bottom-line return through increased use of data services, increased customer loyalty through strongly personal services, and reduced churn through the uniqueness of the offering if it is available on a network

Differentiation of services

QuinRidge product is unique. Our approach to mobile access to PC content via smart interfaces mean that we can in effect offer a custom experience for each end-user, but one that always delivers value to that user.

Gain competitive advantage

The SideCast product gives a unique advantage to mobile operators deploying it. It is a very ‘sticky’ service, continually learning user behaviour and delivering better and better end-user experiences. More content can be offered because it is generated and broadcast by each user. The quality of the content is high because it is moderated by the consumers.



Capture the off-deck experience

SideCast allows Mobile Operators to allow control and fully manage access to off-portal content. The off-portal/User generated content world becomes an extension of existing portal content.

Act as a content filter

SideCast has a unique position in the value chain from content to handset. All content can be potentially monitored, allowing functions such as over-18 blocking, lawful interception, rights reporting, filtering and redirection.

Act as a mobile marketing and advertising controller

SideCast allows the dynamic insertion of mobile marketing and advertising into content based on the content and context. Banner ads, click for call, paid placement and keyword based marketing are all possible through SideCast.

1.6 Technology and IP

Once the Patented SideCast software is downloaded and installed on a broadband connected home PC, the computer acts like a personal rich media broadcasting platform. The end-user now has the ability to stream content through any internet-connected client device (i.e. mobile phone, PDA, Smart-phone, Laptop).

No additional hardware or third party software needs to be installed to use the SideCast system. With SideCast, consumers can start broadcasting photos, music, videos, audioblogs and videoblogs within a few minutes for downloading the SideCast software. One potential extension is that a user who wishes to view TV would need to install a suitable TV signal decoder card on his or her home PC.

Our design allows end-users to invite family and friends to share multimedia content easily from their PC. Based on an intuitive content and channels presentation, the consumer needs only single to click on the names of friends to share content. A fundamental part of the offering is the "one click gets it done" approach to all common user functions.



An email or SMS is sent to your friends notifying them of the channel or content you are sharing with them. They can then enjoy the new content or channel at their convenience.

Security of content is an important issue. All content is securely transferred and tagged. Friends you invite to share your content will not be logging into your PC or mobile - they can only access the content or channel the end-users opens up for them. The content transferred is logged and automatically tagged using our patent pending meta-tagging process to enable easy future identification of content.

SideCast works as a smart proxy gateway, acting as a content broker, content promoter and content renderer, sitting between the client device (typically mobile phone) and the media content on the user PC or other friends PCs. SideCast is provisioned on the phone handset via an email or SMS message - there is no explicit client download to the mobile device for the initial service.

In addition SideCast will provide detailed real-time forensic reports of service use, individual activity, media files shared and viewed or listened to, advertising viewed and response times.

A key feature of SideCast is the highly innovative approach to the user interfaces presented to the end user. Typically in web applications or mobile interfaces to backend servers (i.e. Mobile Operator portals) user interfaces are static and present a “one size fits all” layout and presentation. Based on research we have undertaken and findings from Mobile Operators we have devised a system whereby the user interface evolves with the user’s interaction to present the best possible value to the end user first, with features only revealed when it is calculated they will be valued (and understood and used) by the user. This approach is designed to accelerate consumer adoption of the service along the ‘S’ curve.

1.7 Further Information

To find out more about SideCast and how to obtain a release, please visit us at www.quinridge.com.



The details and descriptions contained in this document are believed to be correct as of March 2007 but cannot be guaranteed. Please note that the descriptions, findings, figures, conclusions and recommendations that are delivered are based on information gathered in good faith from Mobile Operators, Equipment vendors, Industry Analysts, Government Agencies and Handset Manufacturers and based on our current feature roadmap. We are not always in a position to guarantee the accuracy of 3rd party information. As such Quinridge Venture Limited can accept no liability whatever for actions taken or not taken based on any information that may subsequently prove to be incorrect. All trademarks and brand names are the property by their respective owners and inclusion does not imply any form of support, recommendation and partnership with Quinridge Ventures Limited.