ONE TECHNLOGY THAT TURNED THE COMPANY AROUND

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Ringback Tones (RBT), a highly evolved and technologically advanced product, is a key product in the OnMobile portfolio and has witnessed a very high success rate, bothwithin India and in international markets.

From being a novelty in the earlier part of this decade, RBT has come a long way and contributes to around 70 per cent of total revenues in the non-downloadable content segment of an operator's service offerings. For example, our Outbound Dialers (OBDs) contribute to over 45per cent of revenues for a major operator in India. The strong performance of RBT can be gauged from the fact that it drives home 40 per cent of VAS revenue and more than 49 million RBT users every month.

By virtue of being handset independent, RBTs can be accessed by most of the mobile subscriber base. Recent growth has been driven by innovative variants of RBT that appeal to the tastes of different user groups, and rapid deployments in new markets across the globe. Reverse RBT (RRBT) which allows subscribers to listen to caller tunes that they set for themselves, rather than the traditional ringing tone or a song set by the called party, has helped a leading Indian operator experience 100 per cent growth. Similarly, Social RBT integrates Ringback Tones with social networks, offering users a new platform to share their musical preferences. This is not only beneficial to customers, but also increases adoption since users are likely to change their RBTs based on the preferences of their social and peer groups. Another RBT variant, AdRBT addresses the mobile advertising and marketing segments.

We have signed global agreements with Vodafone and Telefonica and have launched RBT in over 85 per cent of the total subscriber base in the Latin American region. We also launched RBT services in Egypt, reaching 30 Million subscribers in a span of just 3 months. RBTs are the only unique, non-pirateable, non-replicable music channel on mobile phones. Even music streaming can be done from websites like Pandora.

Building on the success of RBT, we recently launched OnSong, a unified music offering for operators that combines store fronts, merchandising, content management, business intelligence, subscription management and best-in-class music VAS services that have been deployed by OnMobile across the globe.

So, it was RBT that made all the difference!