

Company info

Name:
Address:
City:
ZIP:
Country:
Telephone 1:
Telephone 2:
E-mail:
Website:
Worldwide Offices:

Business Contact Info

Name:
Occupation:
Telephone:
E-mail:

Activities

Mobile marketing Agency
Number of mobile marketing campaigns conducted in the last year: _____
Major advertisers: _____
Specify main campaigns: _____

Mobile Advertisement
Purchase/rent commercial spaces in mobile sites? () Yes () No
Mobile inventory management? () Yes () No
Specify: _____

Content Aggregator
Specify telcos which you work with: _____

Corporate applications
Specify: _____

Chat
Unique users/month (specify MM/YY of reference): _____

Images download (icons, wallpapers, pictures etc.)
Downloads/month (specify MM/YY of reference): _____

Full tracks
Number of titles available for purchase: _____
Record labels: _____
Downloads/month (specify MM/YY of reference): _____

Games
Number of titles available for purchase: _____
Downloads/month (specify MM/YY of reference): _____

Voice Portals
Unique users/month (specify MM/YY of reference): _____

Ringtones
Number of titles available for purchase: _____
Monophonic (%): _____
Polyphonic (%): _____
Truetones (%): _____
Total downloads/month (specify MM/YY of reference): _____

Videos / multimedia
Number of titles available for purchase: _____
Downloads/month (specify MM/YY of reference): _____

Others
Specify: _____

Brand owned WAP portal?
Specify: _____

White label portfolio for telcos?
Specify telcos: _____
Main partners (content providers): _____

Datacenter and hosting

Application Developer

Games
Specify OS which you work with (Windows Mobile, Symbian, Android, iOS, Blackberry, Linux, Bada): _____

Ringtones

Full tracks

SMS applications
Specify: _____
Total amount of paid SMS in the last year: _____

MMS

WAP

Corporate applications
Specify OS which you work with (Windows Mobile, Symbian, Android, iOS, Blackberry, Linux, Bada): _____

End user applications
Specify OS which you work with (Windows Mobile, Symbian, Android, iOS, Blackberry, Linux, Bada): _____

Video
 Download
Downloads/month (specify MM/YY of reference): _____
 Streaming
Unique users/month (specify MM/YY of reference): _____

Others
Specify: _____

Main products - specify number of downloads, users or data traffic: _____
Specify content aggregators which you work with: _____
Specify application stores which you work with: _____
Specify telcos which you work with: _____

Movie / video distributor
Embrace mobile platforms? _____

Rights publisher / Licensing

Book Publisher
Total amount of e-Books available? _____
Downloads/month (specify MM/YY of reference): _____
Specify virtual stores which you work with: _____

Magazine/Newspaper Publisher
Total amount of digital titles available? _____
Downloads/month (specify MM/YY of reference): _____
Total of subscribers (specify MM/YY of reference): _____
Specify virtual stores which you work with: _____

Law Firm
Specialty: _____

Equipments and infra-structure supplier
Specify: _____

Handsets/tablets supplier
Total amount of devices sold in Brazil in the last year: _____

- SIMCards supplier
- Government / non-governmental entities
Specify: _____
- Record label (recorded music industry)
- Integrator
 - Corporate applications
 - Images download (icons, wallpapers, pictures etc.)
Total amount of downloads in the last year: _____
 - Full tracks
Total amount of downloads in the last year: _____
 - Games
Total amount of downloads in the last year: _____
 - MMS
Total amount of paid MMS in the last year: _____
 - Mobile marketing
Total amount of campaigns in the last year: _____
 - Ringtones
Total amount of downloads in the last year: _____
 - SMS
Total amount of paid SMS in the last year: _____
 - Videos / multimedia
Total amount of downloads in the last year: _____
 - Others
Specify: _____
- Investor / holding / bank
- Fixed or mobile telco
 - Main partners: Content aggregators: _____
 - Main partners: Integrators: _____
 - Main partners: Developers and content providers: _____
 - Pre-paid and Post-paid users *: _____
 - ARPU *: _____
 - SMS traffic, specifying peer-to-peer and VAS*: _____
 - Games downloads *: _____
 - Images downloads *: _____
 - Ringtones downloads, specifying monophonic, polyphonic and true tone *: _____
 - Full tracks downloads *: _____
 - MMS traffic, specifying peer-to-peer and VAS *: _____
 - Video downloads*: _____
 - Application downloads*: _____
- Pay-TV / Broadband provider
- DRM and conditional access platforms (supplier) **
- Games, Ringtones and Ringback Tones platforms (supplier) **
- SMS and MMS platforms (supplier) **
- Mobile Advertising platforms (supplier) **
- Mobile TV platforms (supplier) **
- WAP platforms (supplier) **
- Mobile Portal
Specify: _____

- Producer (content / animation / video / movies)
Describe main contents offered: _____
Specify platforms (Streaming, Download, DVB-H, MediaFlow): _____
Content available at (telcos): _____
Developers and/or integrators with rights agreement to offer your content in mobile handsets: _____
- Programming / TV channel
Specify channel(s): _____
- Use mobile platforms
Specify platforms (Streaming, Download, DVB-H, MediaFlow): _____
Content available at (telcos): _____
- Publisher
Specify main content partners: _____
- University / research institute
- Other
Specify: _____

* Provide consolidated data of 2010

** Refers to companies who provide platforms that enable the operator to offer services. If your company develops applications, just check the "Application developer."