

Case Study in Collaboration WiderThan and m.Net

Australia-Korea-New Zealand Broadband Summit 2006



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&
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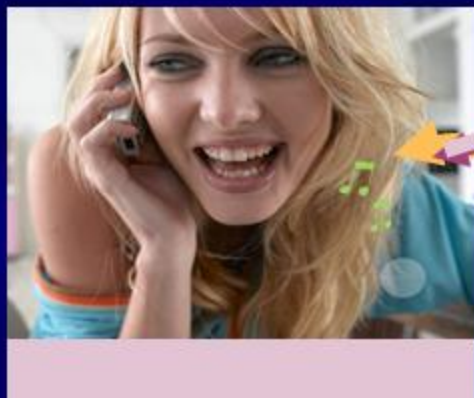
- **Background of the collaboration**
- **Working to win business**
- **Closing the deal**
- **Execution**
- **Lessons learned**

The First Date

Inaugural Australia Korea Broadband Summit 2003



Ring Back Tones (Caller Tones)



Calling Party



Ring back Tone
subscriber

Ring Back Tones (Caller Tones)



Calling Party



Ring back Tone
subscriber

Working to Win Business with Telstra

Caller Tones has been launched through a successful collaboration over three years

Commercial launching

CALLER TONES

- WiderThan signed Partnership Agreement with m.Net to approach Telstra with RBT together
- Proposal to Telstra
- Discussion and negotiation together with m.Net
- WiderThan & m.Net selected as preferred vendor for Caller Tones
- Contract Agreement and Implementation



Closing the Deal – Negotiations



Execution

“ BigPond Caller Tones are the latest option our customers have to add humour and personality to their mobile - and all before someone's answered the call.”

- Telstra BigPond Group Managing Director, Justin Milne (www.telstra.com.au)

CALLER TONES



New BigPond® Caller Tones!

Entertain your friends in thousands of different ways with new BigPond® Caller Tones on your mobile.

They're great fun because they replace the boring 'bring bring' your callers usually hear while waiting for you to answer with your choice of music or comedy track.

There are over 2,000 tracks to choose from including the latest and greatest music, comedy clips and loopy tones.




BigPOND Caller Tones

Bling bling your "bring bring"

Entertain your callers before you answer with new BigPond Caller Tones.

Try now for a FREE subscription for your first month, and one bonus Caller Tone to get you started!

What is Caller Tones?

Best Sellers

Code	Title	Artist
100000	High Life	Charlie Chaplin
100001	I Want to Be a Punk Rocker	Frank Zappa
100002	Queen - Bohemian Rhapsody	Queen
100003	The Customer - Answer the Bloody Phone	John Mulvaney

Already joined?

Bling bling your "bring bring"

Entertain your callers before you answer with new BigPond Caller Tones.

FREE subscription for your first month, and one FREE Caller Tone to get you started!

Join BigPond® Caller Tones on the 1 month free* trial!

Entertain your callers with your choice of music or comedy instead of that boring bring... bring...

When you join BigPond Caller Tones you'll receive:

- 1st month free service*, and
- your choice of one bonus BigPond Caller Tone from the following:

 "You give me something" by James Blunt Tel ct.james to 176	 "Matahi" by Stephanie Mills Tel ct.stoph to 176	 "100000" by The Scorpions Tel ct.20 to 176
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BIGPOND CALLER TONES

What's hot!

Code	Title	Artist
100000	High Life	Charlie Chaplin
100001	I Want to Be a Punk Rocker	Frank Zappa
100002	Queen - Bohemian Rhapsody	Queen
100003	The Customer - Answer the Bloody Phone	John Mulvaney
100004	James Blunt - You Give Me Something	James Blunt
100005	Stephanie Mills - Matahi	Stephanie Mills
100006	The Scorpions - 100000	The Scorpions

Caller Tones is a new mobile service from Telstra, which replaces the standard ringing tone that callers hear with a sound clip.

AFL **WAGS** **WAGS** **WAGS**

WAGS **WAGS** **WAGS** **WAGS**

BIGPOND

Execution

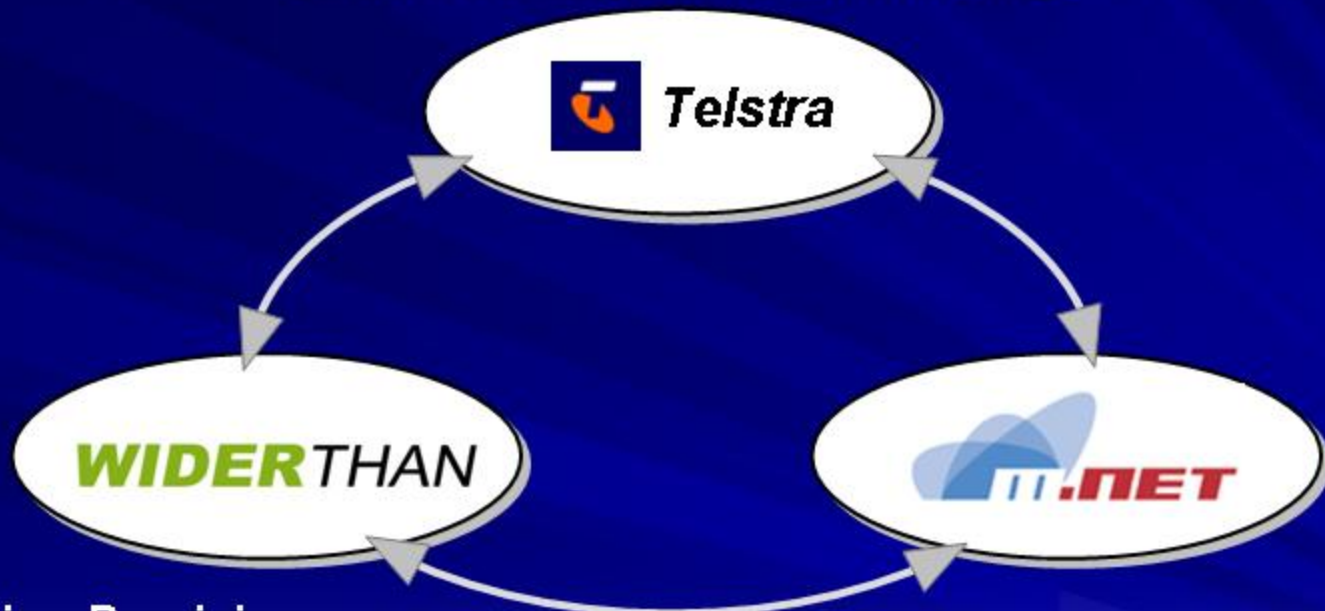
m.Net and WiderThan are taking the enabling role in all aspects of Caller Tones, which means Telstra can concentrate on core functions like strategy, policy and marketing to make the business successful



- Comprehensive product offering from platform implementation to Service
- Effective Communication with operator from the collaboration between m.Net and Widerthan
- Utilization of E2E platform features from service experiences
- Localized marketing efforts by m-Net

Execution

- System Investment
- Service Management & Marketing



- Solution Provision
- Advice and Support for ASP Operation

- System Investment & Customization
- ASP operation of Technical, service, marketing support

WiderThan m.Net Partnership

m.Net and WiderThan have complementary competencies to develop and manage mobile value added services in the Australian market

WIDER THAN

- *World's first ringback tone solution and service provider, currently managing the world's largest base of ringback tone subscribers*
- *Synergy by integration with RealNetworks*



- *Market intelligence and experience in Australian mobile market*
- *Skilled both in technology and service*
- *Strong relationship with operators and media players*

WiderThan Today

WiderThan, worldwide leader of a broad range of integrated mobile entertainment has provided solutions and services to wireless carriers - 50 carriers in 25 countries - such as ringback tones, music-on-demand, messaging and etc



m.Net Today

Within the Australian market m.Net Corporation has established itself as one of Australia's leading mobile managed service provider (MMSP).

m.Net deliver a wide range of end-to-end mobile solutions to leading telecommunications and media companies.

m.Net acts as the MMSP for Telstra's highly successfully Caller Tones Service and provide high volume support for major television competitions and voting activities for the Seven Network and Pacific Magazines as well as acting as Yahoo!7's mobile arm in Australia and New Zealand

The Future

m.Net and WiderThan will work together to continue to improve BigPond's Caller Tones service and look for new opportunities in the Australian market.



Lessons Learned

- **Communications**
- **Deep and Broad Relationships**
- **Clear complimentary Skills/Technology sets**
- **Planned Knowledge Transfer**
- **Shared Risk and Reward**
- **Similar Business Culture**

Thank you !

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