

BENEFITS OF THE iO SOLUTION FOR CONTENT PROVIDERS

For Content Providers the iO solution provides tools for creating, branding, packaging and pricing mobile content. It also provides immediate access to multiple mobile operators while controlling branding and protecting intellectual property rights.

Content provider benefits

- Immediate access to multiple mobile operators
- Tools to create, brand and present content
- Tools to package, price and bundle content
- Content created once is used to service multiple operators
- Brand control, IPR protection (DRM) & secure settlement
- Operator relationship management, complete visibility & reporting

BENEFITS OF THE iO SOLUTION FOR CONSUMERS

The iO solution provides consumers with instant access to a vast range of new global and local content from major brands. It also considerably improves the buying and purchasing experience with rich dynamic graphics, making it easy for consumers to browse, select and pay for new mobile content.

Consumer benefits

- Access to a wide range of exciting content
- From recognised brand
- And a trusted supplier
- Which is simple to find and buy
- And easy and safe to pay for
- With full visibility of all transactions