Value-Added Communications

Vasily Kuntsevich

Business Develoment Manager

t: +7 911 700 3320

vkj@i-free.ru

Today VAS is all about the CONTENT
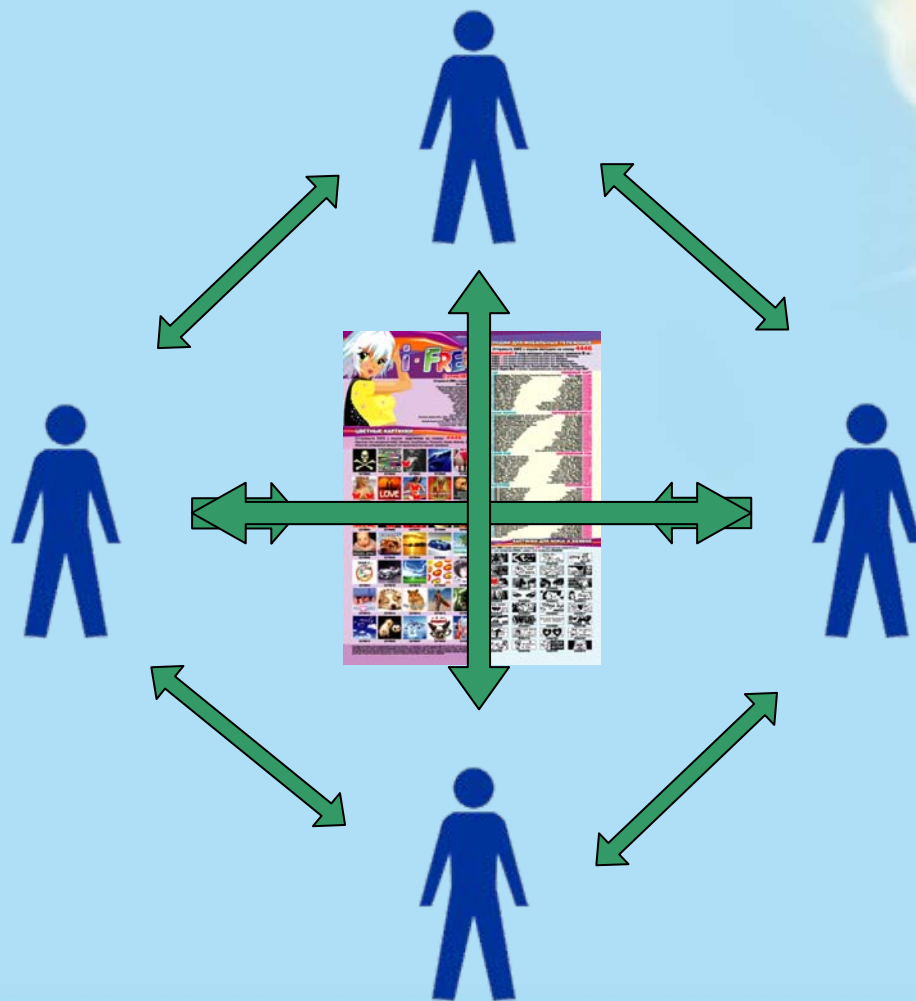
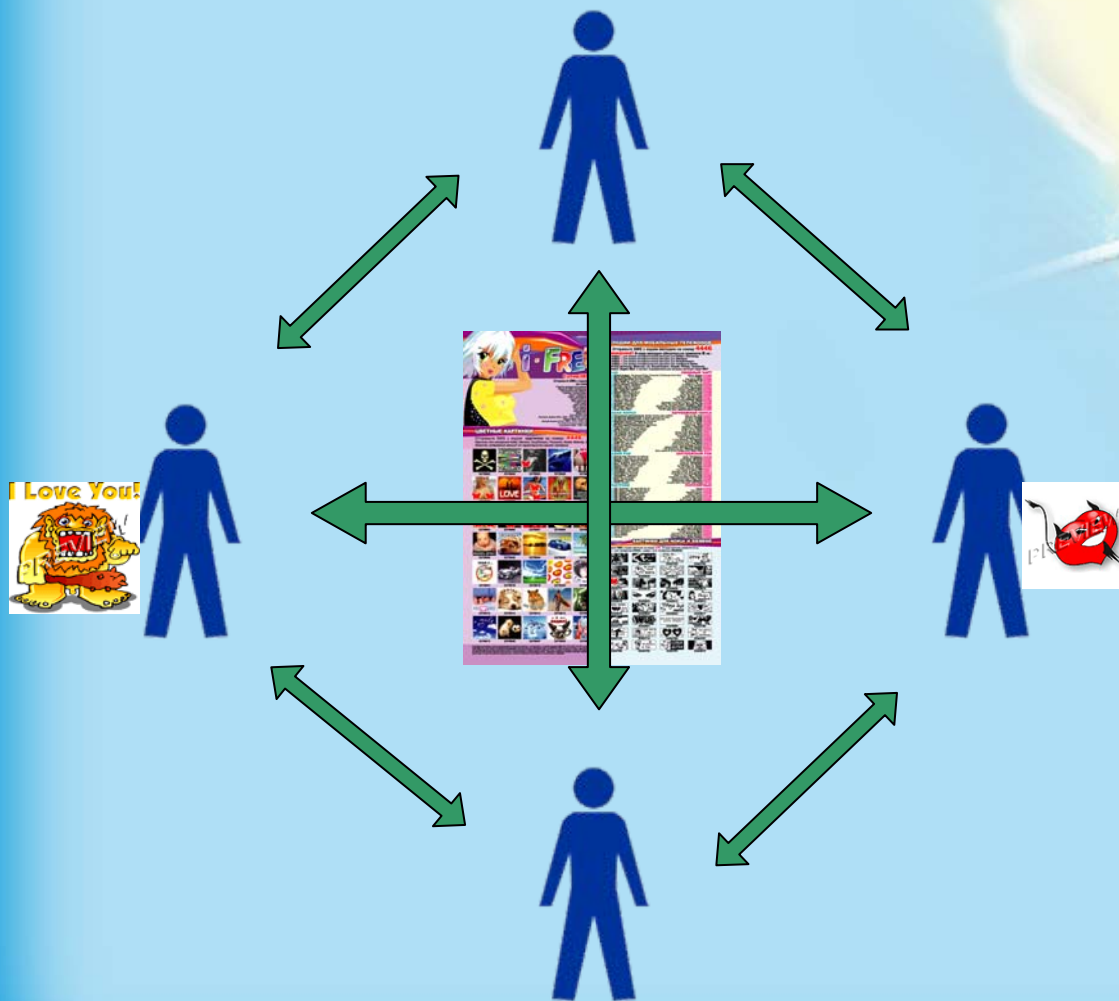- Lots of companies
- Lots of advertisement
- Zap effect

ZAP!

No brand affinity, low switching costs…
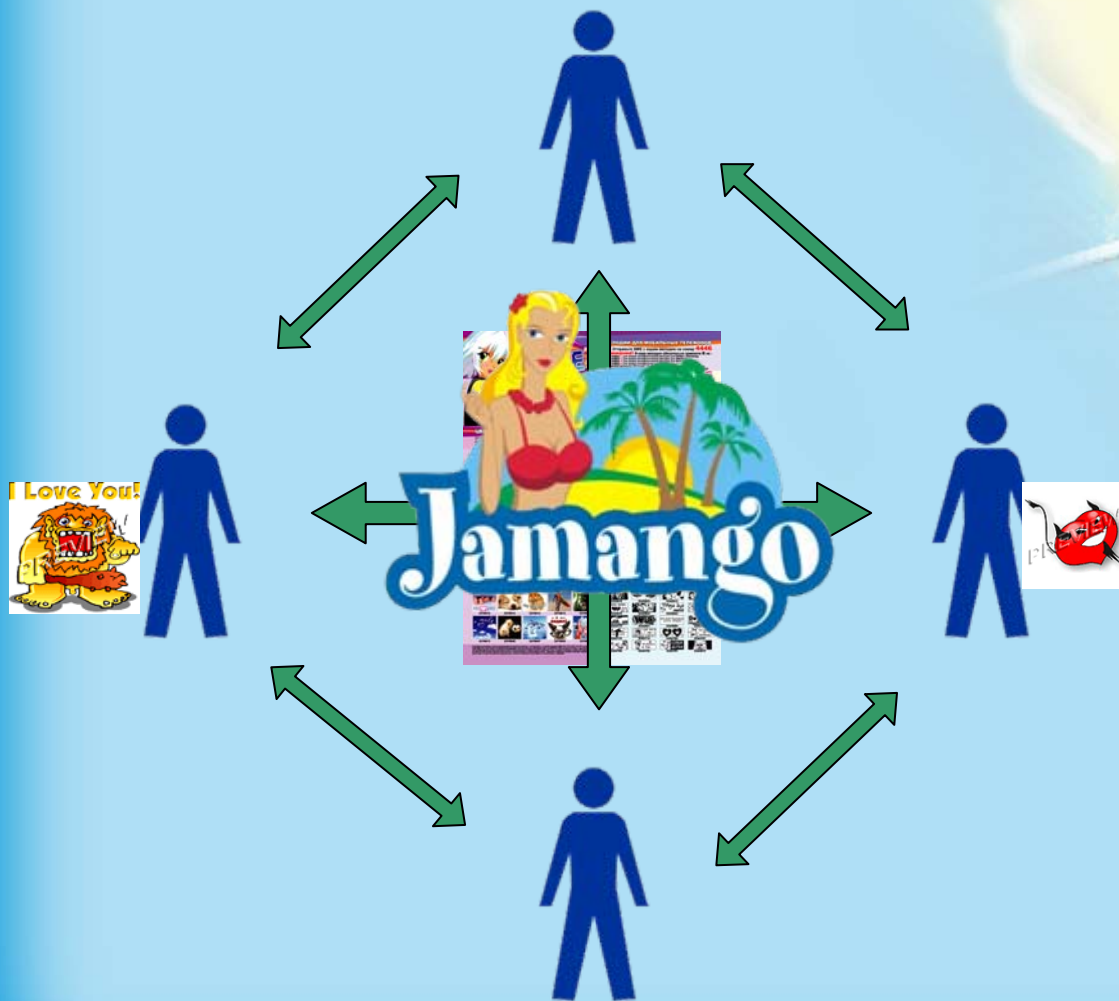…or no switching costs at all!
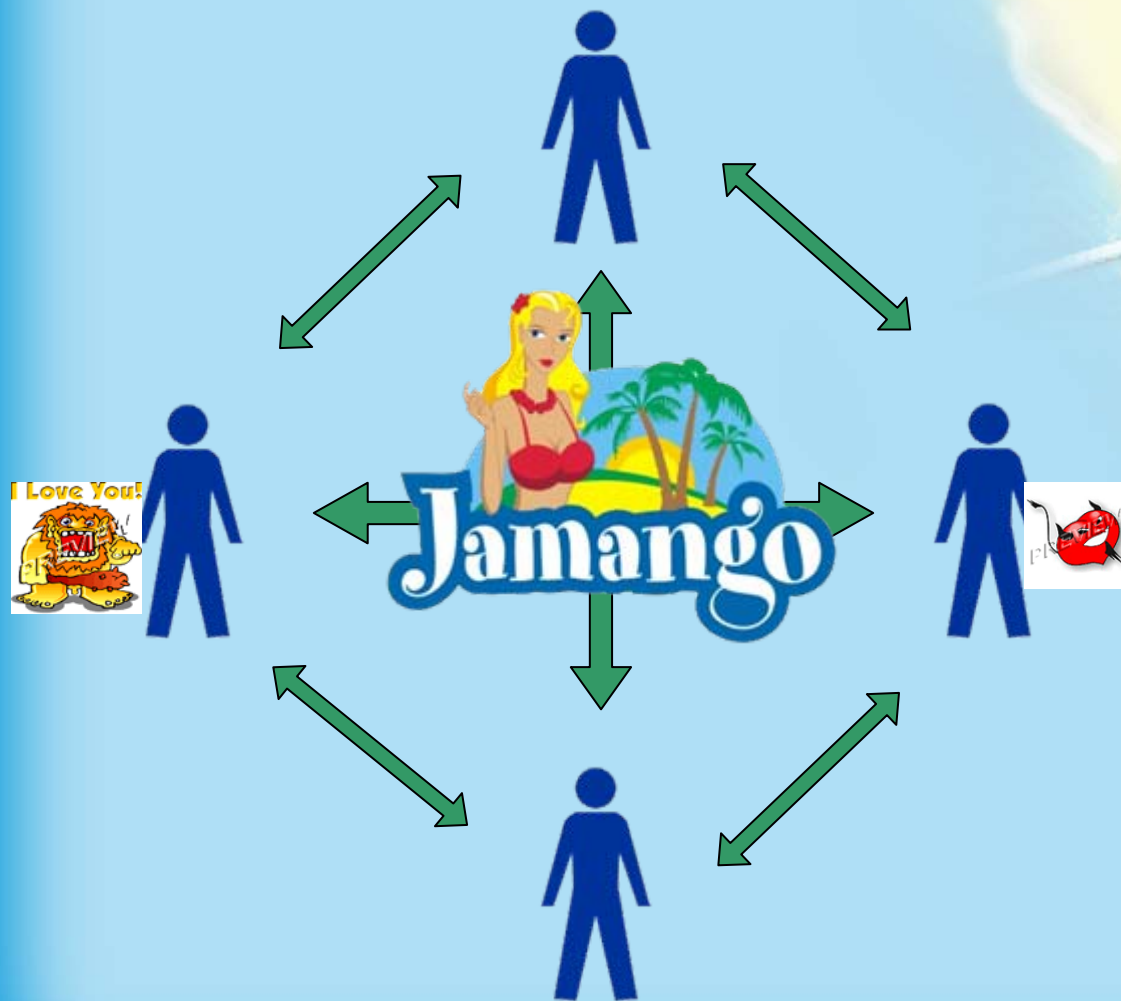
Imagine we add some COMMUNICATION…

…then let users share their own content…

…and finally we move the content behind…

…then we emphasize the brand…

…and our content world transforms to the COMMUNITY!

COMMUNITY is ....

For users:

- Self expression
- Communication
- Tons of user-generated content

For community providers:

- Brand extension and affinity
- Loyalty, true switching costs
- Easy access to their OWN audience
- Advert-independent revenues

TOO SWEET TO BE TRUE?

Case study: JAMANGO

Launch date: Nov 18, 2004

Live on all major operators of Russia and Ukraine

Qty of users: 1 300 000+; Active users: 29%

2-5000 new registrations daily

2-3000 letters and 1-2000 direct messages daily

200 000 diary posts with 0.5 mln. comments totally

Case study: JAMANGO FOUR RULES

RULE 1: Provide Personality

Each user has a personal space - a virtual HOUSE

where he's able to express himself

- Keep his diary (blog)
- Edit his profile and photo
- Share photos

Each user has his own unique personality.
   Let him express it!

Case study: JAMANGO
FOUR RULES

RULE 2: Provide Communication

There are lots of ways for Jamango users to communicate:

Visit each other's houses and leave letters

Or read and comment each other's diaries

Or send direct messages to friends

Or pin announcements…. Or…

Or meet new people on the beach

- Bungalows for flirt

- Surf station to share interests

- Yacht chub – for VIPs

Case study: JAMANGO
FOUR RULES

RULE 3: Provide Gameplay

Community should never be boring. To make it groove, we implemented several features:

- Ratings, TOPs and Hall of Fame
- Storylines, Quests
- 'Social recognition' quiz
- Votes for user-generated stuff
- Event reminders…

+ smart alerts for idle users

Case study: JAMANGO FOUR RULES

RULE 4: Provide Face

Mobile terminals lack visualization capabilities – feed users' imagination with instances

- Bright adverts
- Cartoons, commixes
- Pictures wherever possible
- Textual descriptions
- Virtual characters

CRASH

Case study: JAMANGO
BONUS RULE

RULE 5: Provide Portability & Localization

To provide Jamango outside Russia and CIS please contact:

United Fun Traders

2nd Floor

145-157 St John Street

London

EC1V 4PY, UK

T: +44 207 788 7451

info@u-f-t.com

And now, let's get back to the CONTENT

Q: What should I do with CONTENT
 if I've already got a COMMUNITY service?

A: Sell it!

- Special locations for CONTENT downloads
- Utilizing Brand to attract loyal customers
- Targeted content offers
- Sending content to other users
- Integrating games and hi-scores

more, more, more….

To sell more CONTENT, create a COMMUNITY!

Thank you!

Vasily Kuntsevich

Business Develoment Manager

t: +7 911 700 3320

vkj@i-free.ru

Jamango Nickname: BAZO