

MMS - What Does It Bring To The Party?

Text 'Univision'
to 90900 and Win



Take Texting to the Next Level...Video

The Univision Hartford proprietary messaging platform serves as a marketer's total messaging solution provider, enabling SMS and MMS (picture, video and audio) messaging.

SMS



&

MMS



Why MMS Makes Sense

- **A Picture (or a Video) Speaks a Thousand Words:** Using MMS, you can communicate in video, as well as use pictures and audio
- **The End of Character Constraints:** With MMS, you can include 5-10X the number of characters of text in a message
- **Broad Consumer Reach:** >90% of those who text have MMS-capable phones meaning you can reach 210MM consumers with video on their phones (it's not just a "smartphone thing")
- **MMS is Priced the Same as a Text:** Consumers are not charged anything additional for a MMS v. a SMS, so for nearly 8 of 9 consumers who have a text plan, there is no cost to receive a video message
- **Consumer Response:** The average rich media campaign garners a response rate 2-3x response rate than that of a standard text-only campaign



Messaging campaigns get response rates of 5% to 25%.

Forrester
Research

Media Boosting™ Leads to Mobile CRM



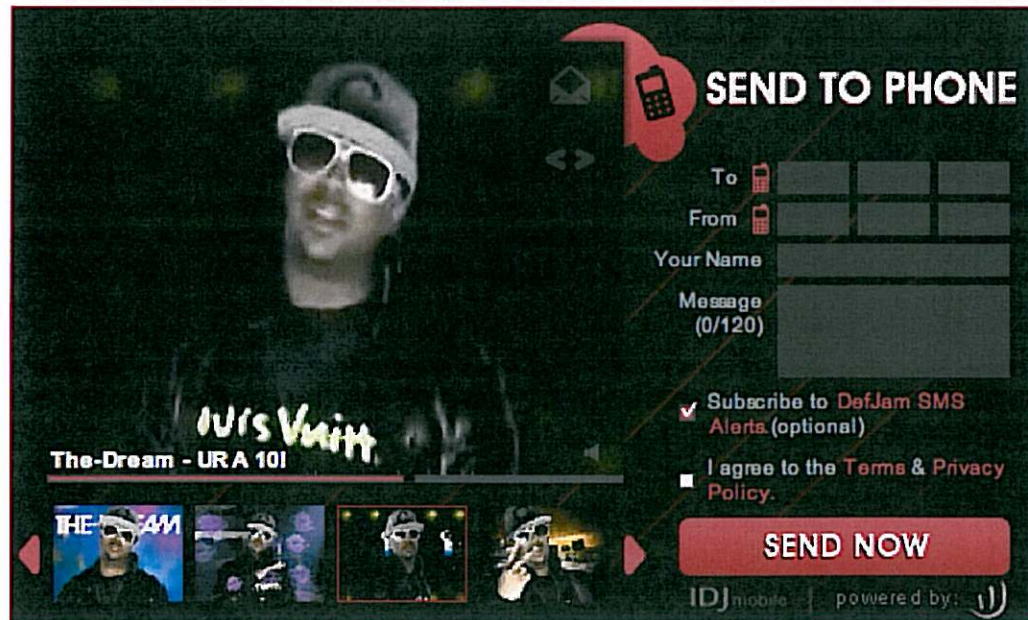
- ① **Media Boosting™**: marketers achieve more value from the advertising they are already doing by integrating a text-2-shortcode into the ad unit. Consumers can text-in and get a video delivered right to their phone.

- ② **Mobile CRM**: one consumer at a time, a mobile database is being created, which enables the marketer to re-engage with customers in the coming weeks, months and years.

Case Study:



To launch the IDJ release of The-Dream's solo album in April '09 (#3 album in the country). A widget was created that resided on his website, the-dreammusic.com, where fans sent his viral videos to mobile phones across the U.S.



- Mobile videos were used as a main component of digital strategy for *The-Dream*
- 20% of web visitors engaged with the send-2-friend widget
- Thousands of visitors virally shared content with others

Case Study:



MOBILE COUPON IN VIDEO!



Text 'HEIGHTS' to XXXXX



Successfully used mobile platform to increase tickets sales in Times Square for top Broadway musical (featuring High School Musical Star Corbin Bleu)