

# Infotainment Suite

Transforming Users' Mobile Entertainment Experience

Infotainment services like ringback tones, ringtones, music, videos and other entertainment and information services are enjoyed by millions of subscribers around the world. The rapid adoption of these services has been a leading driver for the expansion of mobile personalization and entertainment.

Demand for content based services **grew by 18%** in 2012

Global mobile entertainment market **expected to grow at a CAGR of 9.61%** between 2011-2015

Driven by insatiable consumer appetite for entertainment on the move and the widespread penetration of mobile phones & smartphones.

Source: Ovum and Research & Markets Reports



Mahindra Comviva's Infotainment Suite is an end-to-end infotainment service delivery and management offering that enables mobile operators to offer a range of content based services, spanning music, voice, video and text, to subscribers across multiple channels including SMS, USSD, IVR, WAP and client app.

By offering content personalization options for end-users and multiple revenue models for mobile operators, Mahindra Comviva's Infotainment Suite drives service usage and ensures superior end-user experience whilst maximizing operators' revenue window.

## Quick Facts



30+ deployments



Offers 650,000+ content assets



25+ million subscribers

For a leading African operator, RBT service enabled:

- 136% m-o-m growth in RBT purchase
- 880% growth in RBT revenues in 6 months
- 300% increase in service penetration

## Enabling Rapid Delivery of a Wealth of Applications

Designed to deliver a superior customer experience and higher ARPU for operators, the Infotainment Suite offers high flexibility and enables easy integration to support mobile operators' unique requirements. The suite comprises of:

### CRBT

A highly viral and entertaining app that enables users to enjoy music independently and collaboratively. Bundled with novel features like facebook convergence, and a host of service personalization options, CRBT delivers participatory, engaging service experience.

### Content

A wide variety of content services, spread over various categories like RBT, music, infotainment, quiz, games etc. offered in partnership with major global and local content providers.

### Apps

A wide range of content-rich apps to engage subscribers and drive service usage.

- **Voice Apps**

Enhances users' experience and drives ARPU, by bringing much demanded voice services like voice portal, voice chat, tele-voting, music on demand etc., to users' mobile.

- **Video Apps**

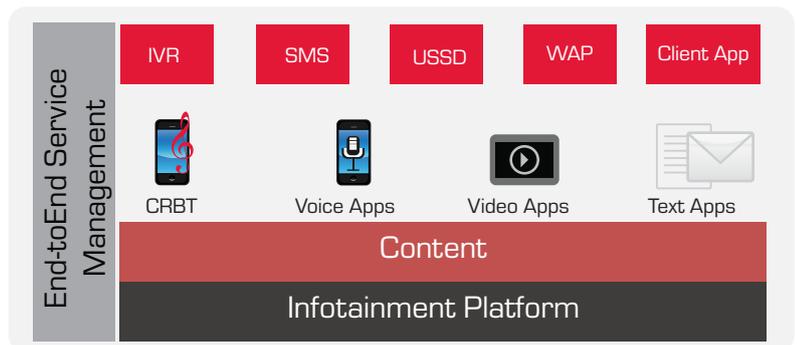
Delivers a richer mobile experience with a range of video apps such as video on demand, video streaming, mobile TV etc.

- **Text Apps**

Enables easy and affordable access to a wide variety of content-rich text apps including news, sports, astrology, games etc., regardless of device or network quality.

The multi-service aspect of the solution allows operators to provision, charge, bundle and promote multiple content offerings for service differentiation.

Mahindra Comviva leverages its robust infotainment delivery platform, to deliver an unlimited portfolio of voice, video and text rich applications instantly, and at the same time optimize the operator's existing network to realize major efficiencies in terms of network utilization and operational resources.



By managing end-to-end service ecosystem involving services & content procurement, creation, delivery and management, and bundling it with marketing consultation and usage analysis services, Mahindra Comviva ensures complete infotainment services lifecycle management.



Mahindra Comviva is the global leader in providing mobile financial and VAS solutions. It's a subsidiary of Tech Mahindra and a part of the USD 15.9 billion Mahindra Group. With an extensive portfolio of solutions spanning mobile finance, content, infotainment, messaging, mobile data and managed VAS services, Mahindra Comviva enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Its solutions are deployed by over 130 mobile service providers and financial institutions in over 90 countries and enrich the lives of over a billion people, globally. For more information, please visit [www.mahindracomviva.com](http://www.mahindracomviva.com)

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