



mooditt Digital Store

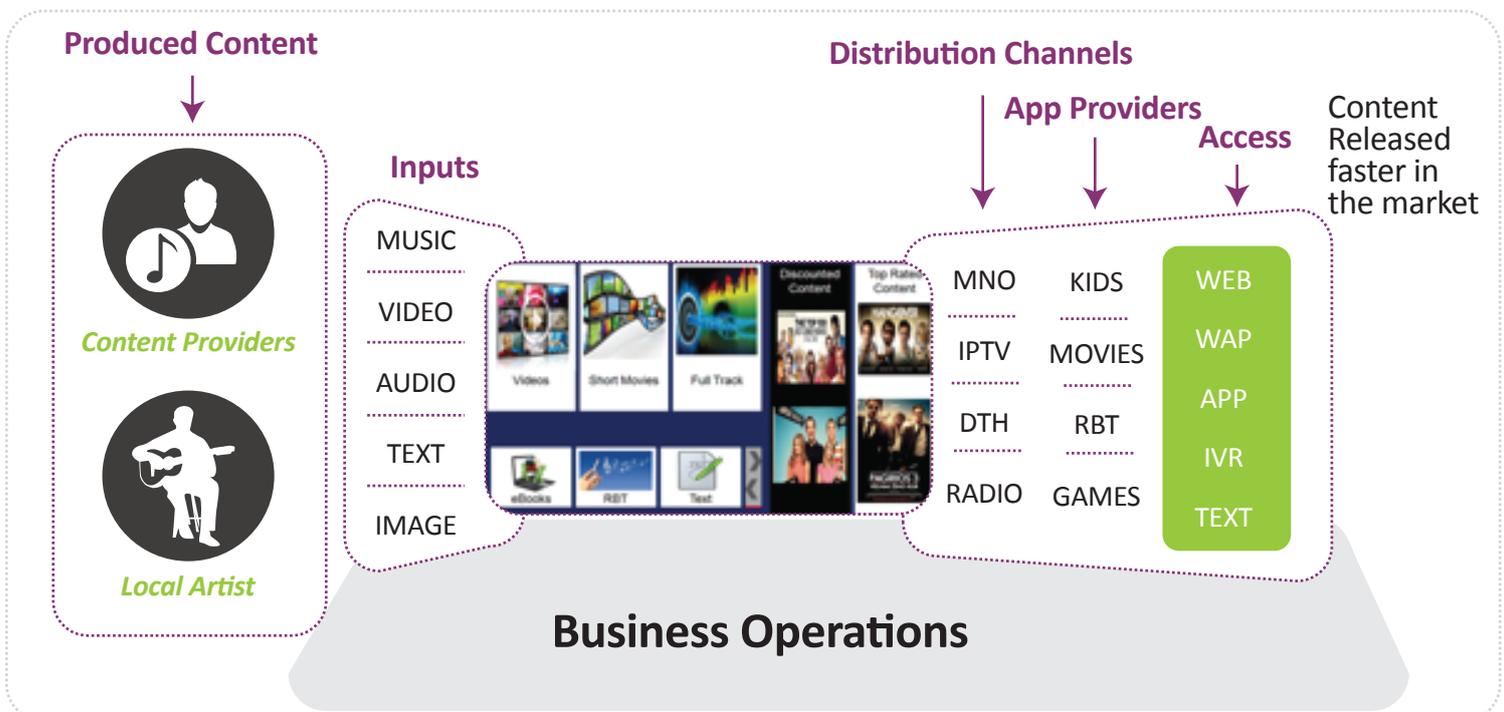
By Mahindra Comviva

Consolidation of all content at one place

Content has always been one of Mahindra Comviva's key strengths. Our global content portfolio includes over 1,000,000 digital content spanning audio, video, games, e-books, etc. We have mutually beneficial partnerships with more 150 content providers across various regions.

The Mooditt Digital Store is a web-based interface that permits content providers to push their content on applications and to media houses, telecom operators and small businesses.

It is a one-stop solution for customers to purchase rights to a variety of content.



BENEFITS

Content Providers

Global Reach

It permits the content provider to reach out to multiple global customers. This is because the content store publishes their content to a wide range of customers.

Self Service Portal

This is a web-based partner management system, where the content provider or customer can create their profile. The content provider can upload new content and the customer can obtain rights for new content.

Hassle free royalty collection

The Digital Store offers a real-time content usage report for all the published content.

Minimize content piracy

The Digital Store restricts illegal content distribution for full tracks and ringtones.

Customers

One Stop shop

The Digital Store is a one-stop portal where customer can avail of a variety of content.

Recommended content

The Store integrates with the recommendation engine that filters and pushes content as per the region and language selected by the customer.

100 per cent protected content

Every piece of content uploaded on the Store has to undergo a linked document verification process. The Store also monitors the expiry date of uploaded content.



HOW IT WORKS



The Content Provider/
artist registers and
uploads their content



The content is
published
on the store



The customer selects
their preferred content
type and purchases the
right to use that
content

www.moodittdigitalstore.com

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 16.5 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

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