

# Push Service Platform for Media clients

## Push Service Platform



Sunset Wireless Push Service Platform (PSP) is a powerful and convenient tool enabling mass composition and regular push sending of bundles of MMS for business marketing, information and entertainment mobile retail channels. The tool presents businesses with an opportunity to establish ancillary mobile value-added services supportive to their core business, gain additional revenues from the service, and spread brand leverage.

The PSP is optimally suited for creation of promotional, informational, and entertaining MMS subscription services and is ideally aimed at media companies and entertainment service providers with a goal of creating a multifunctional subscription MMS delivery service to end-users.

The advantage of push method delivery over the traditional pull mode is associated with higher revenues to the service provider and convenience for end-users. Today more service providers are engaging in push mobile services because they reduce the amount of time and effort required from the consumer to receive MMS content and because of their indisputable financial attractiveness and ability to retain service customers for long periods of time. Traditionally a mobile push service is a continuous subscription until interrupted by the end-user.

PSP is a unique solution possessing the essential attributes of the MMS composing and delivery software:

### **Service Provider Management**

manage multiple content providers / suppliers

### **Service Provider Management**

manage multiple service channels within a single account

### **Subscription System**

enables SMS-based service subscriptions

### **Message Composer**

effective interface for creation of MMS messages that supports common image, text, audio and video formats

### **Scheduled Message Delivery**

define delivery time and interval for each message

### **"Quick Send" Mode**

messages sent immediately to the recipient list

### **Reporting and Statistics Tools**

service and subscription statistics with message log



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## Use of PSP in media

Push Service Platform is a utility for combining the elements of picture, audio, video, and text into MMS which are delivered to end-users at regular intervals free of charge or for a determined cyclical fee. The use of PSP helps to spread business leverage, expand customer segments, increase unit profitability, and improve user-provider feedback activity and interaction.

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Case example of the PSP software functionality for Print Media:

- 1.1. MMS News channels - daily news to subscribers' handsets.
- 1.2. Competitions, announcements, and sponsor links to end-users phones.
- 1.3. Thematic content depending on periodical segment, e.g. health tips and exercise videos, celebrity shocking pictures/videos, etc.

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Case example of the PSP software functionality for TV media:

- 1.1. Censored / uncut scenes from the television shows delivered to service subscriber's mobile phones.
- 1.2. Clip of the day' from a television show delivered to service subscriber's mobile phones.
- 1.3. Television show news delivered to service subscriber's mobile phones.
- 1.4. Sneak previews of upcoming television shows to end-user's service subscriber's mobile phones.