

Ecosystem Monetization and Openwave® Amplicity™

Enabling Upstream and Downstream Business Models with an Open Development Ecosystem

Welcome to the New Mobile Ecosystem

Powerful devices like tablets and smartphones, social platforms like Facebook, a proven distribution model like app stores and one billion mobile data users have helped create a vibrant and rapidly changing mobile ecosystem filled with new business opportunities. Until now, operators have struggled to find a foothold in this new world.

Mobile subscribers are looking for content that is relevant and personalized based on their preference, profile and location. Developers are looking for ways to deliver this content quickly across multiple platforms and operating systems. Openwave Amplicity gives mobile operators the platform and tools to tap into potential new revenue by uniting application developers with bigger target audiences for their apps and content.

The Business Challenge

The speed of innovation for web applications has outpaced the capability of operators to engage and be part of the value chain. One need only consider the many failed operator portals and current operator-sponsored content that captures only a sliver of the app market.

A recent study from Strategy Analytics* found that 70%-75% of mobile traffic goes to over-the-top service providers. But the process of building and monetizing apps is fragmented and beset by a number of challenges that have limited the creativity of app developers, not to mention their ROI.

The Market Opportunity

With recent developments such as HTML 5, browsers can now support new and powerful applications that offer better user interaction. More importantly, applications can be written once and relied on to behave consistently across devices and operating systems via the browser.



As HTML 5 opens up a new way of delivering content to networked devices, mobile operators have a clear opportunity to bring value to the rest of the ecosystem. Content and service providers, app developers and advertisers are ready and willing to pay for a smarter distribution channel that fosters discoverability. Innovative business models can now be established with the operator at the center, providing subscriber data, billing mechanisms and a much wider distribution channel than today's app stores.

Enabling a Better Ecosystem

Openwave Amplicity is an ecosystem monetization solution that helps operators leverage the value of their networks. It is an operator-supported, open development platform that lets app developers transcend individual operating systems to reach a much larger, but still highly targeted audience. Amplicity capitalizes on the latest mobile browser technology and the power of standard JavaScript to deliver personalized content and services across device platforms via intuitively integrated application content, such as a tool bar or promotion.

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Figure 1: Amplicity's floating toolbar delivers personalized content and services.

Unlike traditional app stores where a small percentage of apps dominate 95% of purchases, Amplicity's personalization and recommendation capabilities can unite long-tail content with the niche audiences that want it, creating more opportunities for revenue generation in previously untapped markets.

Amplicity differs from previous "silos" approaches because it embraces the rest of the ecosystem instead of trying to recreate it in a closed system. Now that the app stores have paved the way for new consumer buying habits, the mobile operator can add value by presenting the right apps, content, information and promotions to the appropriate consumer groups.

The clear advantage for developers comes with an expanded reach across device platforms, plus the openness to experiment with new monetization models, not just the ones dictated by the leading app stores.

Conclusion

Openwave believes that the mobile operator has an opportunity to eliminate the friction of the app business by leveraging the power of the mobile network to simplify and speed up the development process, while empowering developers to become more innovative in how they distribute and monetize their apps. Openwave Amplicity offers a revolutionary approach for operators to establish a central role in a wider web value chain to bring personalization, relevancy, variety and scale to the mobile ecosystem.

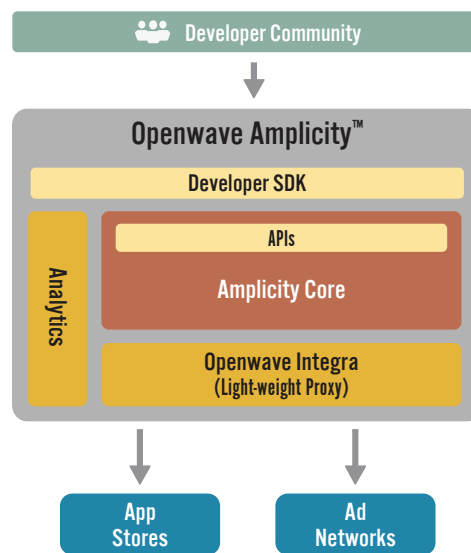


Figure 2: Openwave Amplicity helps operators quickly and easily deliver personalized content and services across device platforms.



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About Openwave

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