

# Igloo - Mobitype

Mobile Services session

# Summary

- Key facts
- Service description and key features
- Software architecture: flexibility and resilience
- Diversified experience in verticals/white label
- Client testimonials : TypePad, Rip Curl, Ten Mobile, Bouygues Telecom, TF1-Wat
- Mobitype's potential (tech and business)
- Sales proposal

## key facts

- Launched in 2006 by BeMob's and Tekora
- The first mobile social services
- 30 000+ mobile blogs (5 languages)
- 100K subscribers / 70K unique visitors/day
- 10 million mobile pageviews /month
- 100K alerts/month
- 200K+ videos & 500K+ photos referenced
- 900K referenced weblogs
- Mobile banners CTR 0.5 - 1%
- Consistent 99.8% SLA
- Zero marketing >> Banners = Costs
- Code frozen due to focus on Tekora /Mobpartner Project

# Mobitype

- Mobile blogging solution built to be « low-cost », high ROI
- Mobitype's key number
  - 8000+ mobile blogs (5 languages)
  - 20K subscribers / 20K unique visitors/day (70% Intl)
  - 3 million mobile pageviews /month >> 80 million mobile pageviews
  - 100K alerts/month, 50K+ videos & 50K+ photos referenced, 900K referenced weblogs
- Mobitype's key features:
  - Create your mobile blog in 2 minutes with rich content: videos, photos, podcasts
  - White label solution ideal for verticals
  - Tekora's rendering engine technology -> 3000+ mobiles
  - Blog search engine (keywords and RSS)
  - Alerts: email + SMS + MSN: comments, favorites
  - Mobile RSS reader
  - Integration of mobile ad networks incl. Google, Buzzcity, EGS Media, Admob, Mojiva, Mobipartner

# i-Gloo.fr

- i-gloo.fr is a global mobile portal including blog, dating, directory, video, ...
  - 30K+ monthly visitors
  - 2.5 Millions PV / month (essentially France)
- Features
  - igloo blog :
    - 15K+ blogs
    - 270K+ articles
    - 400 K+ pictures – 150K+ videos
  - Dating
    - 62K+ registered users
  - Directory:
    - 1 800 French mobile sites registered
  - MyIGloo : mobile personal pages, astro, ...
  - The portal include also a simple web version

# iGloo.mobi

- iGloo.mobi is an international Mobile Portal including different module like blog, dating, directory, video,...
- It has been designed for an “easy to add” module
  - 15 K+ monthly visitors
  - 600K+ PV (essentially international)
  - 40K+ registered users (around 50 / day)
- Features
  - Directory : 5000+ mobile services moderated and registered
  - module : email, blog, weather, astro, dating, twitter, ...

# viGloo

- ViGloo is a mobile “YouTube Clone”.
  - 4 version :
    - [www.vigloo.com](http://www.vigloo.com) : French Off Deck version – 500K+ PV / month
    - [btw.vigloo.com](http://btw.vigloo.com) : French On Portal (Bouygues Telecom) Version: 20K+ PV / month
    - [www.vigloo.mobi](http://www.vigloo.mobi) : International Off Portal Version 30K+ PV / month
    - white labeled version : 200K+ PV / month
- ⇒ 750K+ PV / month

# i-Gloo & Mobitype's advantages

- Benefits to enterprise customer
  - Software as a Service -> instantly « on »
  - Speed of custom deployment (weeks not months)
  - Very addictive solution, high # pageviews/user
  - Multiple alerts (SMS, email, MSN Messenger)
  - Rich content (photo, video)
  - High data volume / user
  - Fast White labels implementation
  - Easy to use, easy to moderate and animate, easy to maintain and update
  - All components for a true and full mobile social software (Mososo)
- Benefit to acquirer
  - New customer acquisition channel
  - Cross-platform : blogs >> chat >> mobile social networks

# Functional and technical evolution

- Meta-aggregator/publisher
- Add-on of a web-centric blogging module (Wordpress )
- Ability to import RSS, OPML via web interface
- Interface with chat module -> chat conversations = blog posts
- Web version
- Apps Version : Iphone/Android...

# Business Model

## mix of Advertising and Affiliation and White labels

- Adserver : 80-90% of global revenue
  - Mbrand 3 (i-gloofr, vigloo), LDMOBILE (igloo fr), Admarvel(igloo.mobi), admob (all), Admoda/adultmoda (all), Mobpartner(all), Egs Media (all) and .... Microsoft and Google (all)
- Affiliation : 5-20% of global revenue
  - netCell (mobile video streaming), Carpediem (Adult), Allopass (micro payment)
- White labels (Mobitype only) 5% to 10%
  - Ten / Skyblog, TMS Asia, TF1 /Wat.tv, Bouygues Telecom, SixApart / Ublog, Oxbow, Rip Curl,
- Igloo + Mobitypes mobile services are break-even and cashflow positive
  - >> 4Keuros / month
  - The users database is another revenue stream that has not been used actually

# Potential

- From the carrier POV, Easy migration to an official portal
  - The state of the art for emerging countries
  - Mobitype + iGloo are perfect plug and play add-on premium solution, which will trigger additional data usage (text, photo, video)
- Quick implementation for a white label version
- Enhanced monetization via alerts (premium SMS)
  - currently Mobitype pushes 100K alerts / month
- iGloo + Mobitype mobile blogs can generate traffic to premium chat

## The software architecture: framework elements & server requirements

- i-Gloo
  - 3 servers (1 server i-gloo.fr, 1 server vigloo and multimedia content, 1 server igloo.mobi)
  - LAMP : Linux, Apache, PHP, MySQL
  - mobile platform developed with handset database for adaptation
- Mobitype
  - 3 servers (1 data server, 1 application server, 1 alerts&email server, 1 backup server)
  - 2 MO of code (Java, html, xml), 100K lines of code, Java-based engine
  - Linux , PostgreSQL, Tomcat , Spring (Java), Hibernate (Java), Tapestry (Java), Quartz (Java)

# Sales proposal

- In 2009, Tekora focus on Tekora Suite and BeMob's focus on Mobpartner
- >> sell in bundle all the technology, traffic, visitors, subscribers and existing revenue
- Desired price of 300K€ includes:
  - the right to use and modify all source code
  - hosting and maintenance (6 months to manage the transition)
  - technical assistance (40 days of training and technical assistance for migration)
  - brands, logos, domain names, client contracts
  - software source code documentation