

# Future of Digital Media

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(Mobile Advertising - Content & Portal Products)

Information is Confidential and Proprietary



# Objective

## Objective of the Call

This is the call to create an ecosystem for advertisers to target their desired customer effectively through innovative mobile applications, services and/or content that target local digital Media advertising

## Area of interest

- Applications or services that will help to complement the modern active mobile lifestyle
- Analytic tools to measure the effectiveness of the campaigns

## What can SingTel brings to Advertiser

- **Ecosystem support:** one stop shop for different delivery platforms, consolidated report, create regional exposure
- **Targeted:** minimize wastage
- **Depth & Reach :** knowledge of our SingTel mobile subscribers
- **Strong marketing support:** fully integrated campaign to enhance ATL marketing activities.

# Leader in Singapore Market and APAC Region

Singapore

SingTel Associates

Total SingTel Mobile Subs = 3.1M

Over 344M subscribers

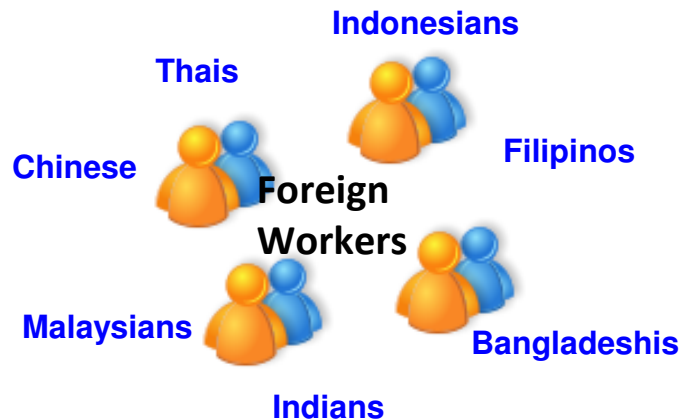
Market share<sup>1</sup>

45.8%

postpaid

42.9%

prepaid



1. As of 30 Jun 10

# SingTel Offerings & Ecosystem Support

What can SingTel bring to developers?

- Exposure to our 3.1 million mobile customer base in Singapore
- A wide and diverse base of prepaid customers with different nationalities acts as an excellent test bed before reaching out to our >200 million regional mobile subscribers
- SingTel App Zone enables new revenue streams for partner developers based on revenue share
- Strong marketing support: Key partners will receive priority listings in marketing collaterals at our hello! and SingTel Shops and features in our advertisements
- **Ecosystem support**:- billing integration, device and platform agnostic, development kit



# SingTel App Zone



## Service Value & Features

- Device & platform agnostic (Java, Symbian, BB, WM, Palm, Android, iPhone)
- Detect and display relevant apps to customer device
- Local contextual apps
- User ratings and comments
- Available to Postpaid & Prepaid via one-time download or monthly subscription

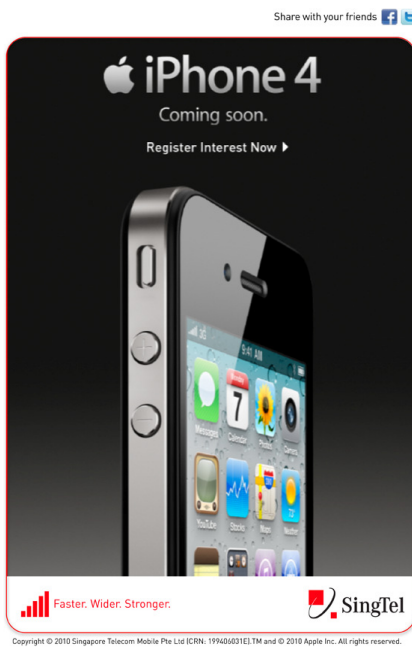


## Value Proposition (Developers)

- Channel for our partners to market their apps
- SingTel to form the portal to regional markets
- Billing & direct marketing to our customer base
- Beta apps and direct report/feedback from users

# SingTel Partnership – Success Stories

- Joint promotion and features in our retail print ads for selected partners during new phone launches, e.g. iPhone , Samsung and Android.
- BTL activities to our customer base created awareness for new services, e.g. BPL app



<p>Crayon</p> 	<p>Orange Gum</p> 	<p>GD</p> 
<p>KBP</p> 	<p>2359</p> 	<p>Michello</p> 

Features App on our marketing collaterals

Samsung GALAXY S  
\$98

Samsung Merit  
\$0

Samsung Wave  
\$158

Splash, sail and score  
the **best YOG deals**  
in town.

Hang out with your broadband  
1.5 Mbps Youth Plan  
\$20.30  
2.5 Mbps Plan  
\$36.50

Visit Our Roadshows This Weekend!

Go! Shopping

SingTel