

INDIE MOBILE

SERVICE SUMMARY

Indie Mobile is the dedicated mobile division within the [PIAS] Entertainment Group.

Our team has been working with the cream of independent labels in the mobile space for over 5 years. We boast a portfolio of music, comedy and film helping content owners navigate the ever-changing landscape of mobile and distribute and market their content across the globe.

Our reputation for high quality content and our close relationships with both labels and networks ensure that we are not only meeting the demand of the retailers, but actively driving new, exciting content and breaking acts into the system. Whether we are licensing truetones, ringback tones, video or full track downloads to mobile - it is the music that comes first.

■ GLOBAL DISTRIBUTION TO RETAIL

We provide content owners with distribution to mobile network operators, handset manufacturers and mobile content retailers in over 60 countries via both local and global deals with over 200 outlets.

With local staff in 10 territories we provide an unrivalled, on-the-ground support structure to our distribution network. Indie Mobile services realtones, full track, video and a host of other mobile products to our partners. We support these deliveries with dedicated sales and marketing to achieve the best positioning for the repertoire we represent.

■ DIRECT TO CONSUMER RETAIL

Our dedicated direct to consumer team enables repertoire owners to retail directly to fans via mobile and web. Indie Mobile provides WAP sites, web stores, shortcodes and billing in all major markets and supports this with 8 years experience of mobile direct to consumer activity. We have led the way in selling mobile content, full tracks and albums via mobile and will continue to grow this revenue stream for our rightsholders.

■ CREATIVE MARKETING



Indie Mobile is the market leader in mobile marketing in the UK. Our creative mobile and web campaigns have produced the winning entries for the BT Interactive Award for 'Best Use of Mobile' twice in the last four years and most recently our campaign for Wet Wet Wet won the award for Best Artist Campaign at the 2008 Meffy's.

We challenge people's perception of the mobile landscape and its limitations to create pioneering campaigns that inspire fresh and direct interactions between the artist and the fans. Our cutting edge mobile sites have won critical acclaim, from our Thom Yorke Moblip campaign through to more recent campaigns for Oasis, Fatboy Slim and The Futureheads.

■ FANBASE BUILDING & MANAGEMENT

Building a mobile fanbase is a key stage in most effective mobile campaigns. We help build, run and market to mobile fanbases on behalf of our rightsholders. We currently manage over 500,000 individual fans for 50 labels and activate these fanbases to purchase, promote and support the product in the market place.

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■ MOBILE & LIVE

Indie Mobile has pioneered the use of mobile as a sales and marketing tool at live events. We have used mobile as a method of harnessing fan enthusiasm to directly drive sales of recorded music, merchandise and tickets as well as to run experiential campaigns for promoters, bands and labels. 2008 saw Indie Mobile running cutting edge Bluetooth campaigns across major UK festivals and events, activity that will be expanded and built upon during 2009.

■ BRANDS

Mobile provides a compelling link between brand marketing and music sales and allows rightholders to further monetize their product. Indie Mobile has been instrumental in running pan-European mobile campaigns to support music synchronization deals. We have worked on campaigns with handset manufacturers such as Nokia and Samsung, networks such as T-Mobile and O2, car manufacturers Peugeot and Mazda and a host of household names such as Dr Pepper, Kingsmill and Tropicana.

■ CONTENT PRODUCTION

All our mobile personalisation content is hand edited and produced to the highest quality by trained sound and video engineers. We believe that every mobile product in the market should have the same quality control that is applied to the original record or dvd and we ensure that nothing leaves our production house without this being the case.

■ TECHNICAL SOLUTIONS

We provide a range of technical solutions to support our retail and marketing activity. Providing global billing connectivity, content delivery and application development, you can rely on solid technology to back up our creative ideas.

THESE INCLUDE

- Global mobile billing
- Web and Shortcode content delivery
- Mobile and web widgets
- iPhone and Java applications
- Bluetooth Broadcast

NEXT STEPS

The information above is a very brief insight into the services and potential for mobile based sales and marketing. Please contact info@indie-mobile.com for further information.