

# Comverse Calls on Industry to Unite in Building New Mobile Data Value Chain

Submitted by: Pleon

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- points to China's Monternet as symbol of the way forward for European carriers -

WHO:

Aviram Bogin, Director of Business Development, Comverse

WHEN:

14 - 15 May 2002

WHERE:

SMS Congress  
Olympia Conference Centre  
Kensington  
London

WHAT:

- Comverse believes that the success of China's Monternet SMS service, founded on the same principle as Japan's hugely successful iMode, is an exemplar of how European network operators can support third party application vendors by sharing costs and risks. Monternet traffic has enjoyed a huge growth rate and today accounts for around 30% of all SMS traffic in China. In Europe mobile internet traffic accounts for less than ten percent! At the SMS Congress on 14 and 15 May, Aviram Bogin will discuss how Comverse believes such a business model in Europe to be just around the corner.

- Comverse has been closely involved with China Mobile Communications Corporation (CMCC) and has been hugely impressed with this success. Publishing transparent business models and developer kits to third party application vendors has created a value chain in which all parties win: developers are properly incentivised to create applications, customers get the compelling services they crave, and network

operators drive up Average Revenue Per User (ARPU). It's a win-win-win scenario and one that Comverse believes can be implemented today.

#### About Monternet

The Monternet service, introduced in November 2000 by CMCC, provides a 'I-mode-alike' revenue-sharing business model for value-added mobile data services. Under the plan, CMCC has established a wide array of partnerships with Internet content and service providers to develop mobile wireless businesses around the SMS platform.

RSVP:

For further information, or to book a briefing please contact:

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