

Mobile Content Engine

Sonic Mobile Content Engine is our content platform which allows you to format, present, manage, deliver and sell any mobile content across a number of networks globally.

The Product

Sonic Mobile Content Engine (MCE) is our content platform which allows you to format, present, manage, deliver and sell video clips, ring tones, games, applications or images. You provide us with the content and we do the rest.

MCE is also an innovative branding tool. You can brand the Sonic MCE to reflect your own look & feel, or develop new content to make available to your customers. If you are looking to integrate mobile content into your website or marketing promotion, we can help.

Why do I need it?

The Sonic Content Engine is the perfect way to sell and deliver mobile content and generate revenue without developing the web portal yourself or handling all of the issues around handset identification, managing mobile devices, carrier connectivity, and content formatting.

It is also ideal for those who have a brand which translates well to mobile medium but who may lack the specialist tools or resources to deliver the content to the mobile or wireless channel. By utilising branded content you can expand your target customer base, increase your brand awareness, and add a significant revenue stream to your existing content.

How does it work?

Whilst this is a complex solution, the MCE breaks the solution down in to a few easy steps:

1. Format your content

Sonic Mobile has a team of mobile content specialists that can turn any image, video or sound file into mobile ready content. You, or your agency, provide us with the content and we convert it into the correct format, making it available on mobile and other wireless devices.

2. Build and design a branded website

The content can be promoted via a branded website or by sending key words to a short code to access specific content. Behind the scenes the Sonic MCE engine handles presentation and handset identification for delivery.

3. Build a WAP site (optional)

If you wish to extend your content portal onto a WAP site we can organise this for you. This means your mobile content is discoverable on mobile phones and can be viewed or purchased as well.

4. Set the price points

You decide how much you want to sell your content for and we set up each piece of content at the correct price point. Through Sonic Global connect, we can also deliver your content at a premium rate to a number of carriers globally from one content portal.

5. Integrate with other media channels

Website – Simply link directly to your new mobile content portal from your main website to generate additional revenue and retain users.

Print – Include the URL to your web content portal or point customers directly to your content VIA

SMS – For example, text football to 1111 to get your football ring tone.

TV/Movie – Include the URL to your TV advertising or invite customers to directly participate by sending a content code via SMS. For example SMS ring tone to 1111.