



Enable Advertising on Mobile TV



Live Mobile TV – Advertise here!

WHY CHOOSE MCOMMS AD INSERT?

- Insert advertisements into live Mobile TV
- Banner ads, Full-screen ads, Animation, Bugs, Ticket text, etc.
- MComms Ad Insert opens up new sources of revenue for Mobile TV
- MComms Ad Insert works with all existing handsets – no bespoke handset software to manage
- Manage insertion of ads at the right time in the right stream
- Monetise your content now

MCOMMS AD INSERT

Feature rich mobile phones will exceed 300 million units in 2008, outnumbering shipments of TV sets. By 2011, 90% of the handsets in the world will be capable of receiving Mobile TV.

With such staggering figures, all that is needed for Mobile TV takeup to skyrocket is for it to be provided for free!

The future revenue model for Mobile TV is advertising, but how can advertisements be mixed with Mobile TV streams?

MComms Ad Insert, the new MComms TV application that allows for advertisements to be inserted into live TV streams without the need to purchase expensive broadcast equipment.

MComms Ad Insert is the technical solution, enabling the path to revenue that all agree exists with Mobile TV advertising and removing the blockages that currently inhibit Mobile TV takeup.

- Inserts Advertisements into live content streams at any time
- Manual/Automatic advertising insert/replacement
- Ingestion and scheduling of ads
- Designed for Mobile Operators
- Fully redundant inputs for content in almost any format including capture cards, MPEG streams and 3GPP streams
- Output multiple simultaneous formats (for different handsets and websites)
- Management of advertising sourcing and uploading
- Existing streaming servers
- No troublesome Handset software changes – works with existing 3GPP players
- Operator logo during programs
- Banner ads – animated/still, full-screen ads, audio/video, ticker text, visual ads over radio content, etc.

MCOMMS MONITOR

MComms Monitor enables video streaming operators to monitor the availability of multiple video streams on-screen and using SNMP traps.

MCOMMS TRANSCODE

MComms Transcode converts live video streams from the internet, IPTV and capture cards into 3GPP compatible Mobile TV video streams. A single video stream can be output in multiple formats such as H.263, H.264, MPEG and Windows Media.

MCOMMS AD INSERT

MComms Ad Insert provides operators and content providers with a new source of revenue for Mobile TV. MComms Ad Insert supports manual and automatic insertion, replacement and banner advertising in live Mobile TV content for any handset!

MCOMMS VIDEO PORTAL

Mcomms Video Portal generates video portal menus from live or on-demand video streams in a single integrated software package with telco-grade features.

MCOMMS TV

MComms TV (previously MComms Design) is a software development and solutions company that specialises in live Mobile TV monitoring, digital audio/video mixing, transcoding and Mobile TV Ad Insertion for the telecommunications industry. Our products are used by network operators and content providers globally to deliver innovative Mobile TV content to subscribers.

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