

**INNOVATION
IN PREPAID MOBILE
ECOMMERCE, INSIGHTS,
LOYALTY & ADVERTISING**



NICK LOVE

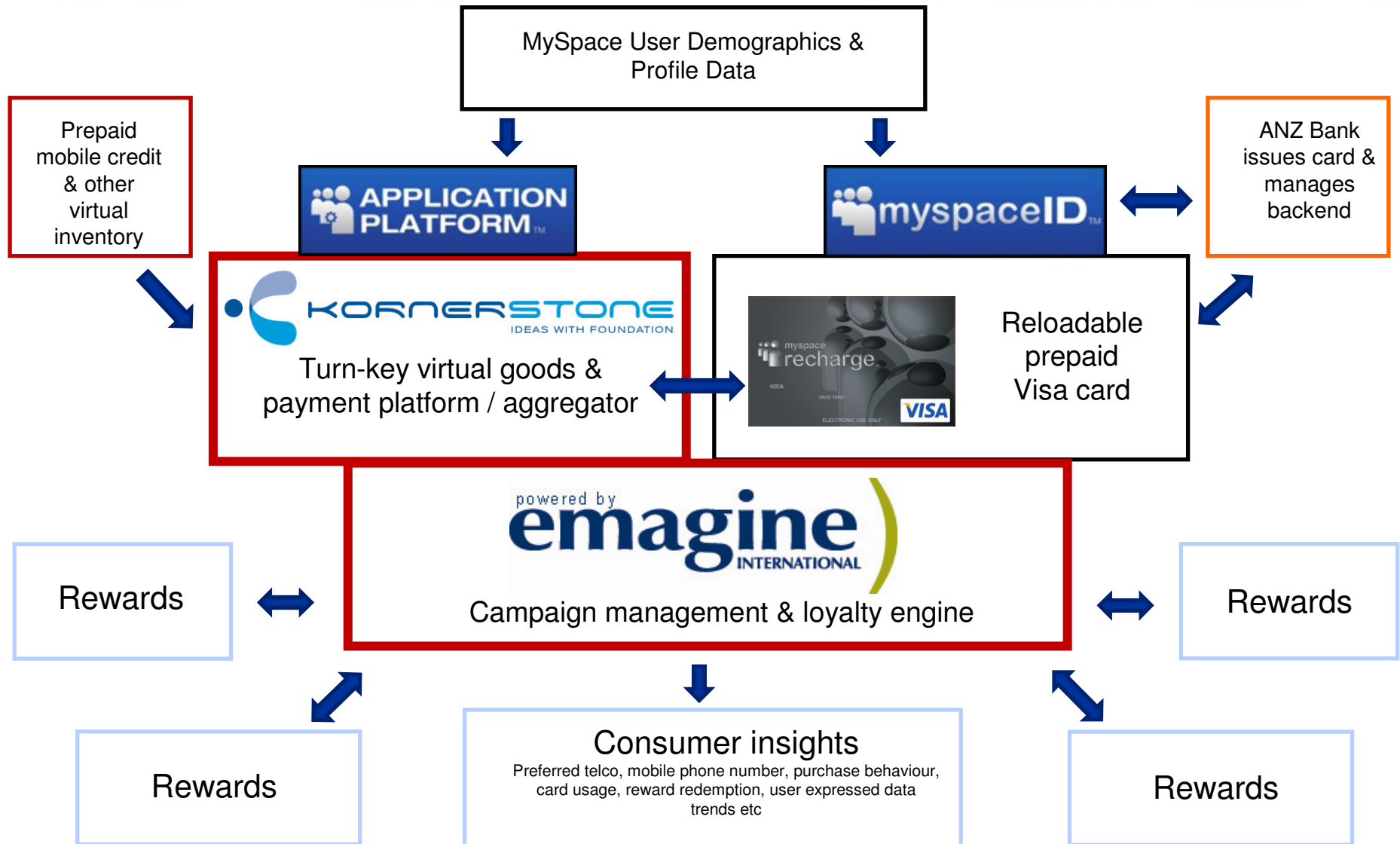
EXECUTIVE DIRECTOR, BUSINESS DEVELOPMENT

NLOVE@MYSPACE-INC.COM

LOOKING FOR SOLUTIONS

1. Strong prepaid audience but how does MySpace capture some of the \$3 billion prepaid market in Australia?
2. How do the one third of our audience that are ineligible for a credit card participate in our ecommerce services?
3. Create innovative new marketing programs that add value to our users, drive new advertising revenues & bring MySpace closer to telcos & FMCGs.

MYSPACE RECHARGE SOLUTION OVERVIEW



Product pages display all telco prepaid products

Home Mail Profile Friends Music Video More My Account Sign Out

MySpace Recharge - More Info | Report a Problem MySpace Apps | View My Apps

myspace recharge

[faq](#) | [preferences](#) | [contact us](#)

Top up your mobile, internet data and phone card credit with MySpace Recharge and receive rewards & bonus credit

To order:

- Click a value to add to your order.
- Click the Checkout button to enter payment details.
- Your voucher will be displayed on screen and available from this application.
- Additional products are available for ordering from the other tabs.

Contact your carrier if you need more information about your pre-paid or long distance call rates.

favourites mobile phone cards data

Boost Mobile [Product Info](#)

\$15 \$25 \$30 \$40 \$50 \$70

Telstra [Product Info](#)

\$20 \$40 \$60 \$100

Vodafone [Product Info](#)

\$20 \$30 \$50 \$70 \$79 \$100
\$149 \$150 \$200

need mobile credit?

my order

Below are the contents of your shopping cart, click Checkout to complete your purchase.

Product	Qty	Subtotal
Select product from list		
TOTAL		\$

my vouchers [Active Older vouchers](#)

'Favourites' displays user's preferred telco products

Home Mail (2) Profile Friends Music Video More My Account Sign Out

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myspace recharge

faq | preferences | contact

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favourites mobile phone cards data

- Products available from your carrier are displayed below.
- Your carrier is set from your preferences and when you first install the application.
- You may select other products from the tabs above.

Telstra Product Info

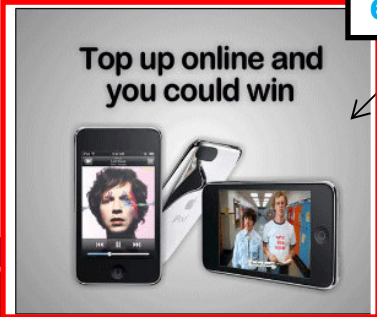
\$20 \$40 \$60 \$100

my order

Below are the contents of your shopping cart, click Checkout to complete your purchase.

Product	Qty	Subtotal
Select product from list		
TOTAL		\$

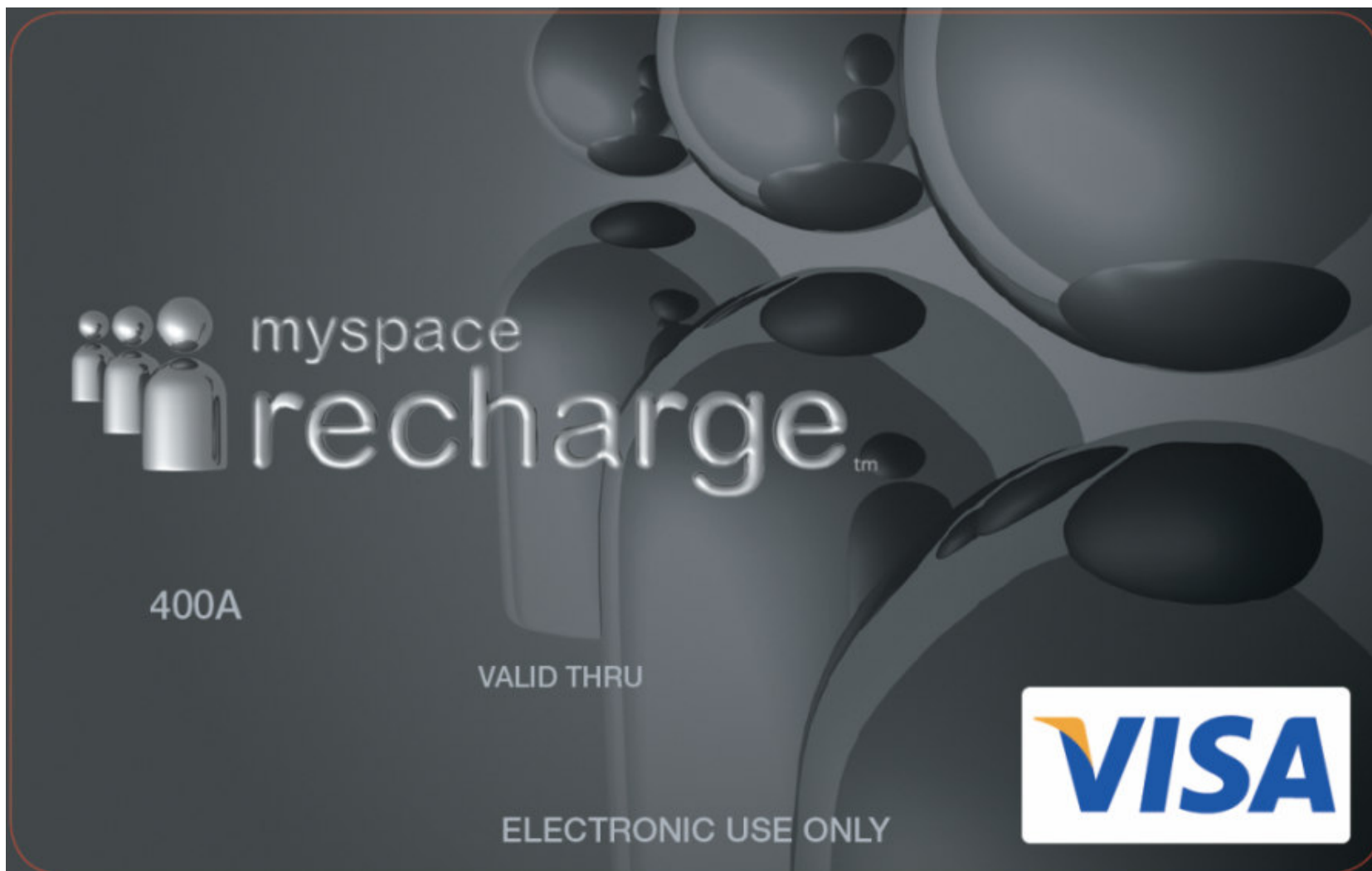
Individually targeted special offer, reward, incentives, prepaid credit up-sell offers etc.



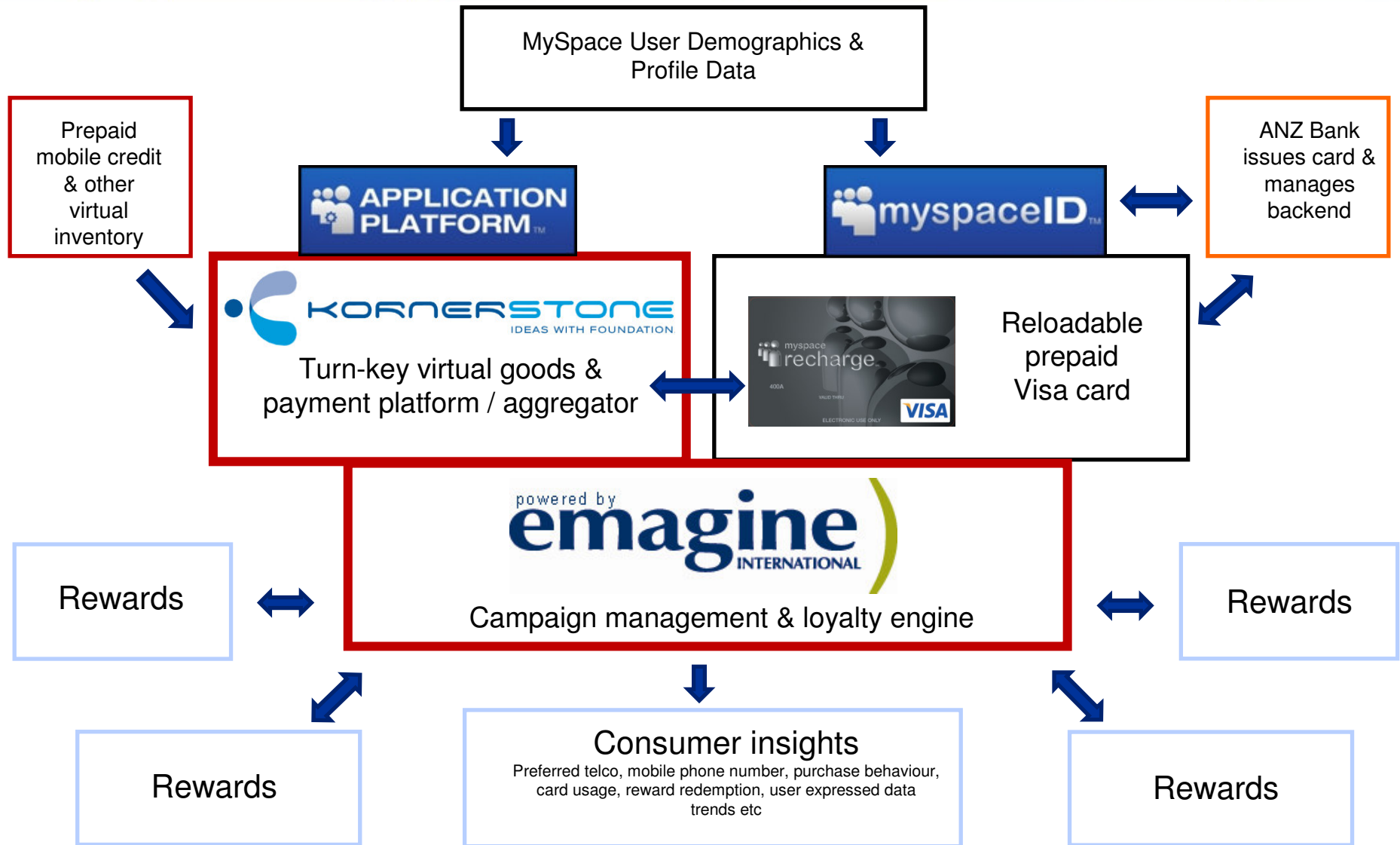
User selects products for purchase & clicks Check Out to proceed

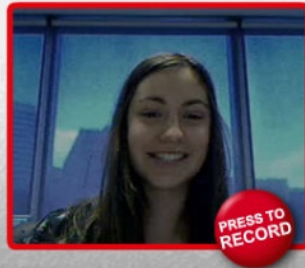


MySpace Recharge Reloadable Prepaid Visa Card



MYSPACE RECHARGE SOLUTION OVERVIEW





RELEASE YOUR

BRRR

ENTERING IS EASY

- 1 Hit the record button
- 2 BRRR into your webcam or upload video
- 3 Enter your details

SHOW US WHAT YOU GOT AND WIN PHONE CREDIT

Punch the record button now and hit us with your best BRRR. If it's voted a winner, you could win up to a year's worth of phone credit for your mobile!

BRRRing on the prizes!

There are 70 X \$20 mobile phone credit vouchers to be given away every week - so your chances of winning are pretty darn good. Submit up to three videos a day until you get it right!

Best of all, the two most voted BRRRs will win phone credit for a whole year!

Be sure to vote for the best videos in the BRRR gallery and keep coming back to see if you've won!

Terms and Conditions

[ADD TO FRIENDS](#) | [SUBSCRIBE TO VIDEOS](#) | [SEND TO FRIENDS](#)

Link <http://vids.myspace.com/index.dfm?u> Copy

Embed <http://vids.myspace.com/indi> Copy

Post To MySpace

More From This User | Related Videos | What's Hot

00:01/00:01 Menu

LATEST BRRRS (Your videos will appear within 48hours of upload)



WINNING BRRRS



RANDOM BRRRS




Select a video from one of the scrolls

UPLOAD 'BRRR' VIDEOS

video
 [Video Charts](#)
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Coke Brrr



View My: [Pics](#) | [Profile](#)

Total Plays **134,474**
Subscribers **8**

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Coke Brrr Coke...

HEAR REAL STORIES STRAIGHT FROM THE ARTIST

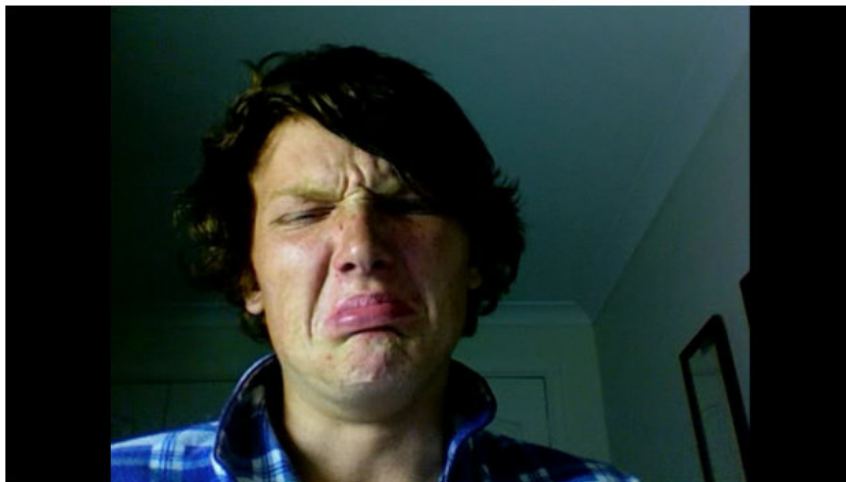


advertisement

Subscribers

 angelo' Maggi Moyne	 Monica Monica Pereir...
 PeakN	 Joel

Coke Brrr - the brrr of doom - Week 6



00:14/01:00

Rating: **88%**


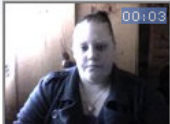
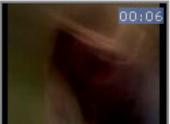

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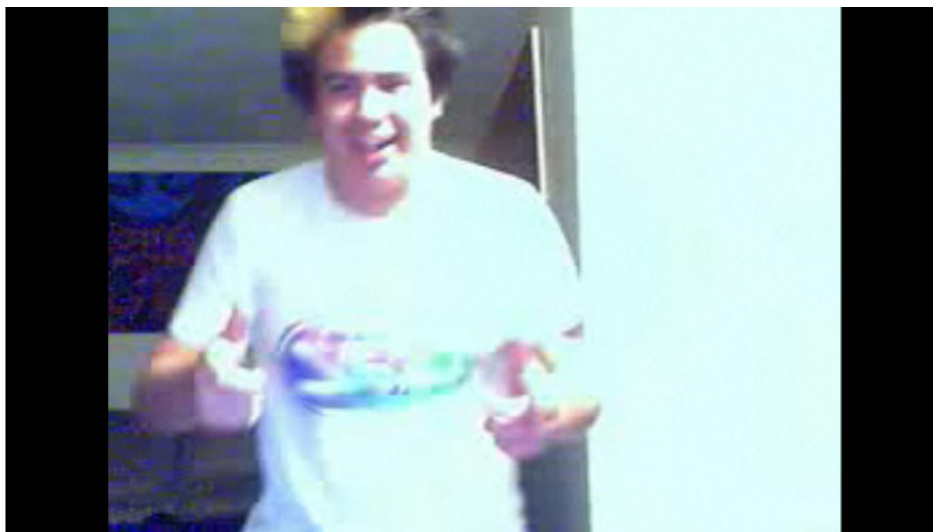
Ryan THomas

Coke Brrr's Videos

[Newest](#)
[Top Plays](#)
[Most Comments](#)
[Top Rated](#)

 the brrr of doom - Week 6	 Do the BRRRR - Week 6	 abrrrrr - Week 6	 Banger2 - Week 6
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COKE "BRRR" MAIN PRIZE WINNERS



CAMPAIGN SUCCESS

Campaign viewed as extremely successful by all stakeholders

- **“BRRR” Profile friends: 2,769**
- **Total profile page views: 161,020**
- **Video entry views: 134,474**
- **Unique visitors to profile: 31,381**
- **Average time spent per user in profile: 4.08 minutes**
- **Prepaid credit sales increased in MySpace Recharge app.**
- **This advertising spend would never have happened but for MySpace Recharge**

KEY TAKEOUTS FOR OPERATORS

- **Social networks have unparalleled real time consumer insights to help you drive prepaid loyalty & ARPU.**
- **Unleash the value of social network insights & APIs today – don't rely on limited consumer intelligence, work with partners like Kornerstone and Emagine.**
- **Think outside the square in your marketing – partner with brands like Coke who see value in delivering what you have to their customers.**

Thank you

Nick Love

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MySpace

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