Sample Website Copy

* Increase ARPU with new revenue streams.
* Incoming Media is a content platform for operators, that allows them to create new business models based on mobile video.
* Incoming’s platforms predictively pre-positions video content, and uses ML to reveal video at the perfect moment for maximum engagement.
* One of the common solutions is a “value exchange”, where the consumers receive data or dollars off their bill, in exchange for viewing promotional content
* The type of content we see as most effective is native vertical video. Think of Snapchat 3V ads, but published directly to the phone, rather than a specific app
* Videos are revealed at the right moment based on behavioral models that are built on the device. They appear as notifications, fullscreen videos, overlays or wallpapers. Works for both iOS and Android.
* The initial target customers are low-cost MVNOs, like FreedomPop and Tracfone here in the US, and low-ARPU carriers in APAC, like Globe in the Philippines
* The message resonates with customers like Globe. They have 55 million subs and their ARPU is $3.50 and falling. If we can turn those $3.50 customers into a $4.00 customer, that’s very meaningful for them.
* Globe also has a young and video-centric subscriber base, which is extremely price sensitive. They have a number of different properties that we can work with.
* In terms of traction, we just went live with FreedomPop now here in the US. The early metrics are encouraging, with a CPM of around $6, but we can see that getting to $10 by time we’ve finished optimizing the UX and the analytics. Every handset sold is preloaded with our library. The user doesn’t have to download or opt-in to anything.
* They’ll see around 3 x 15 second video ads per day, at various times based on their usage behavior. The timing is personalized for each individual subscriber. Scott is picking up his phone 150 times per day, and the majority of those times are goal-oriented e.g. checking mail, calendar, calls.
* Other times you may just be distracting yourself with the phone, randomly flicking through apps. This signals to the library that you are bored and are more likely to engage with a piece of content that we send you.
* Other signals include headphones in, in motion from the accelerometer, whether user has coverage or not.
* Globe, we’ve just signed an LOI and have a contract for the first app at redline stage. They have an ad team that we are working with in the Philippines. They also have two MVNOs – one is Cherry who you many know from Cyanogen, and one is ABS-CBN, the largest broadcaster in the Philippines. PBA, Disney etc. Ultimate plan is to get inside the “MyGlobe” app – the one where users check their bills.
* Once Globe is up and running, we plan to roll out to other members of the SingTel group namely AIS in Thailand and Telkomsel in Indonesia. Collectively representing 200m subs.
* Also have conversation with a couple of parts of the America Movil group, including Claro Video in Mexico.
* We are agnostic to video CMS and ad network. **Distribution** is either preloaded in the warehouse, or pushed out as an update to an existing app e.g. Operator billing app or content app.