



RealNetworks Metcalf Inter-Carrier Messaging



The RealNetworks Metcalf Inter-Carrier Messaging service is the industry's leading solution for enabling mobile service providers to send SMS messages worldwide to any other service provider — regardless of network technology.

The Opportunity

While revenues from voice calls still comprise the majority of total mobile service revenues, operators globally are turning to data services for opportunities to increase the average revenue per user (ARPU). Of the various mobile data services, such as ringtones, music, gaming, and browsing, mobile messaging has been the frontrunner, representing 80 percent or more of data services revenue.

Around the world, the use of mobile messaging services continues to grow at a fast pace and deliver solid revenue streams to mobile service providers. According to Portio Research, it is estimated that over 2 trillion messages will be sent worldwide in 2007, with two-thirds of those, some 1.3 trillion, sent as inter-carrier messages. This expansion represents significant revenues — and profits — for mobile service providers, and the trade association CTIA estimates total U.S. messaging revenue in 2007 could top \$3.559 billion.

Peer-to-peer (P2P) messages comprise 89 percent of total SMS traffic volumes worldwide, with Premium SMS emerging to play an increasing role in messaging revenues.

The Solution

The RealNetworks Metcalf Inter-Carrier Messaging service provides mobile service providers with an intelligent messaging infrastructure that enables them to send SMS messages to any other mobile service provider. As one of the cornerstones of worldwide SMS interoperability, our service operates on the Metcalf Global Messaging platform which is deployed with 50 service providers in over 25 countries, reaching over 300 million subscribers. End-to-end reports by Telephia clearly show that Metcalf is the fastest and most reliable solution in North America. Messaging is an area of service where speed matters — it has been shown that the faster an SMS reaches its destination, the more users send messages.

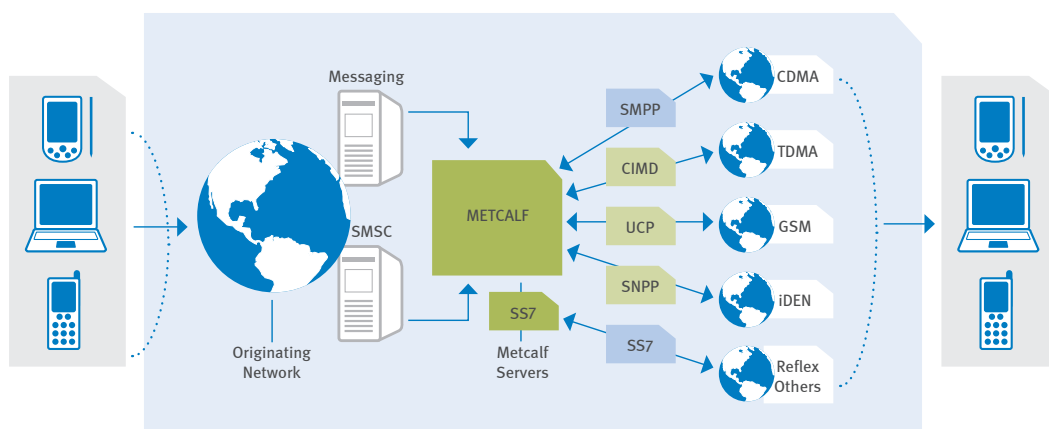
RealNetworks Metcalf Inter-Carrier Messaging

How It Works

Real's intelligent messaging infrastructure connects the originating network and terminating networks via the Metcalf Platform which handles the routing, messaging protocol conversion, and reformatting necessary to complete the delivery between networks. It also provides billing information, reporting statistics, and other services to the participating mobile service providers. The Metcalf Platform supports Mobile Virtual Network Operators (MVNO's) and provides tools to support customer care inquiries.

Step-by-step, the service handles all aspects of the SMS delivery:

- Connects to a service provider via protocol supported by that service provider
- Receives an SMS from the connected mobile service provider and delivers to the right destination
- Converts the SMS format and protocols to those of the terminating service provider
- Routes the message to the right network by supporting number pooling and number portability
- Provides an integrated anti-spam solution (detection and prevention), billing information and settlement, and statistical reporting



The Real Difference

The RealNetworks Metcalf Inter-Carrier Messaging service is profitable for mobile service operators and has proven market acceptance. Real is the #1 provider of SMS interconnection services for North America—more connections mean that more messages get through, and get through more quickly. SMS Interoperability is provided as an ASP service which is hosted and operated with active-active geographic redundancy between locations on the east and west coasts. Customers can connect to both sites, for failover and/or load balancing and have immediate access to the global messaging network. Deployment can be accomplished within a few weeks.

An End-to-End Solution

With reach to more than 650 communication service providers worldwide, the RealNetworks Metcalf Inter-Carrier Messaging service is the fastest, most reliable inter-carrier SMS solution available. Carriers connecting their messaging infrastructure to Real will immediately access all the other connected networks, either directly or via peering partners.

Through our reliable ASP model, Real provides collaborative service to our customers, not just technology. We invest in our customers' success with well managed services that are continuously enhanced and optimized to meet the changing needs and desires of this fast-paced market.

Contact Us

For more information, please contact realnetworksasp@real.com.