



RingBack Tone

Key Operator Benefits

- Increases Revenues through:
 - Service subscription
 - Content purchase
 - Combination of both
- Easy-to-use service with hot offer via IVR, SMS, USSD or predefined short codes and prefixes
- Self-marketing feature boosts service penetration
- Enhances subscriber experience and reduces churn
- Can integrate with mobile marketing solutions to offer adverts
- Cost-effective solution with lower CAPEX and OPEX that eliminates overuse of signaling resources
- Reliable field proven solution backed with world-class managed services

Market Dynamics

Personal ringback tones (RBT) as a mobile service have long been available to consumers to customize their calling experience. Many in the industry saw RBT as an old feature-phone service that didn't survive the transition to smartphones. However, increased digitalization that is affecting our daily lives we are now experiencing higher demand for personalized mobile value added services and a revival in the global RBT market.

With increasing competition, deployment of call management and personalization services to effectively maximize voice and value added services' (VAS) revenues become critical for mobile operators.

Product Overview

Defne's **RingBack Tone** solution enables mobile subscribers to replace the traditional ringing tones that their callers hear before a call is connected, with audio clips ranging from bites of hit songs, movie dialogues and corporate advertisements to customized greetings and recorded messages.

With its advanced features, Defne's RingBack Tone solution allows subscribers to easily personalize their daily communications by selecting, assigning, sharing and gifting individual RBTs to their callers through the Web interface. They can also select the reverse RBT feature to customize the ringing tone they hear while calling others. The ability to easily customize their communications increases customer satisfaction and loyalty resulting in revenue growth for the operator. The self-marketing feature of the solution allows subscribers to purchase audio content with a single touch improving service awareness and interest. In addition, corporate subscribers can use the service to play their own advertisement jingles to their callers and increase their brand awareness. On the operator side, the monitoring capabilities of the solution and support of revenue share business model makes deployments and subscriber pick up faster.

Defne's Ringback Tone solution supports multiple payment models, whether it is subscription based, per-transaction based, or combination of both. The solution has high capacity and carrier grade availability to serve millions of subscribers, both individual and corporate.



Key Subscriber Benefits

- Allows subscribers to personalize their communications with a variety of high quality audio content ranging from music to recorded messages
- Easy-to-use customization interfaces to:
 - Select individual ringback tones through Web, SMS and IVR channels
 - for each of their callers or a group of callers
 - for themselves as reverse RBT
 - Search and download the audio content they want based on a variety of parameters including artist, song, album, category, etc.
 - Specify different audio content for their callers based on date, day and/or time
 - Gift music content to other subscribers
 - Purchase the RBT of another subscriber on the same mobile network and select it as their own RBT by simply typing *
 - Create Blacklists and Whitelists and select the callers who will listen to an RBT and not

Key Features

Defne's RingBack Tone product is an enhanced solution with charging, provisioning and network management integrations. Moreover, the solution exposes Web service APIs for provisioning functionality and full Web portal for helping subscribers to navigate different content types and test/buy any of them. Finally, the solution covers SNMP traps for alarm management, and configuration and reporting GUIs for O&M functionality. The solution has the following features:

- Subscription, subscription renewal, content purchase and content renewal management modules
- Administrator, Content Provider, Content Manager and Customer Care User Interfaces
- Subscription and content tariff management
- Support for all types of active customers (subscribers) i.e., prepaid, postpaid, individual, corporate, etc.
- Easy-to-use Web, SMS and IVR interfaces for subscribers to:
 - review and preview top/famous/high rated/high downloaded all content
 - search by content features, e.g. title, artist, category, etc. and content tags for defining dynamic features
 - content download with content ID and key words
- Single touch content copy/purchase with *
 - ability to copy/buy any RBT content they are hearing while calling another subscriber by pressing * button
 - ability to buy new contents directly (during ringing time) without any need to access any IVR or Website
- Categories and shuffle play Jukebox
 - ability to create an album that selects the RBT using predefined categories or genres, and plays a random RBT for each received call
 - ability to select a collection of tones that will be played randomly. Subscribers can use their defined jukeboxes as generic RBT or assign them to specific subscriber number or a group
- Blacklist and whitelist creation
- RBT gifting to another subscriber or non-subscribers with address book
- Multilingual
- G711 HMP Audio Codec
- **Optional**
 - Self-marketing tool (RBT promotional calls)
 - Mobile App and Web Portal
 - Promo RBT
 - Try and Buy (Free RBT) (limited duration)
 - Support for Reverse RBT
 - Sponsored RBT (e.g. advertisement content)
 - Do it yourself (own voice) RBT
 - Easy integration with other third-party service provider solutions (e.g. MyStatus)
 - Enhance audio codec (AMR-NB, AMR-WB, G722, G729, EFR, Opus, EVS)
 - VOLTE and VoWiFi support with EVS