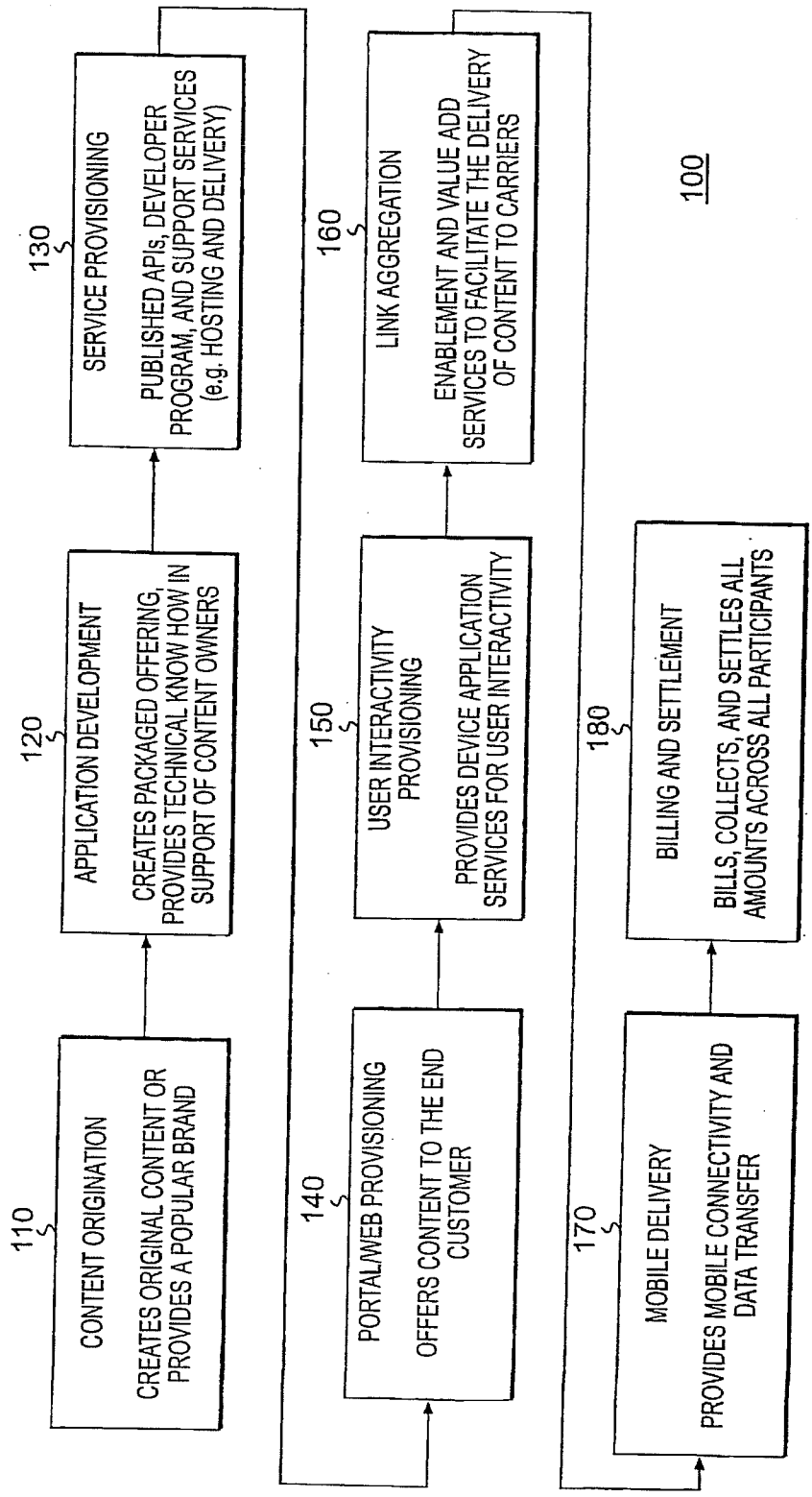
110
CONTENT ORIGINATION
CREATES ORIGINAL CONTENT OR PROVIDES A POPULAR BRAND
120
APPLICATION DEVELOPMENT
CREATES PACKAGED OFFERING, PROVIDES TECHNICAL KNOW HOW IN SUPPORT OF CONTENT OWNERS
130
SERVICE PROVISIONING
PUBLISHED APIs, DEVELOPER PROGRAM, AND SUPPORT SERVICES (e.g. HOSTING AND DELIVERY)
140
PORTAL/WEB PROVISIONING
OFFERS CONTENT TO THE END CUSTOMER
150
USER INTERACTIVITY PROVISIONING
PROVIDES DEVICE APPLICATION SERVICES FOR USER INTERACTIVITY
160
LINK AGGREGATION
ENABLEMENT AND VALUE ADD SERVICES TO FACILITATE THE DELIVERY OF CONTENT TO CARRIERS
170
MOBILE DELIVERY
PROVIDES MOBILE CONNECTIVITY AND DATA TRANSFER
180
BILLING AND SETTLEMENT
BILLS, COLLECTS, AND SETTLES ALL AMOUNTS ACROSS ALL PARTICIPANTS
100

FIG. 1

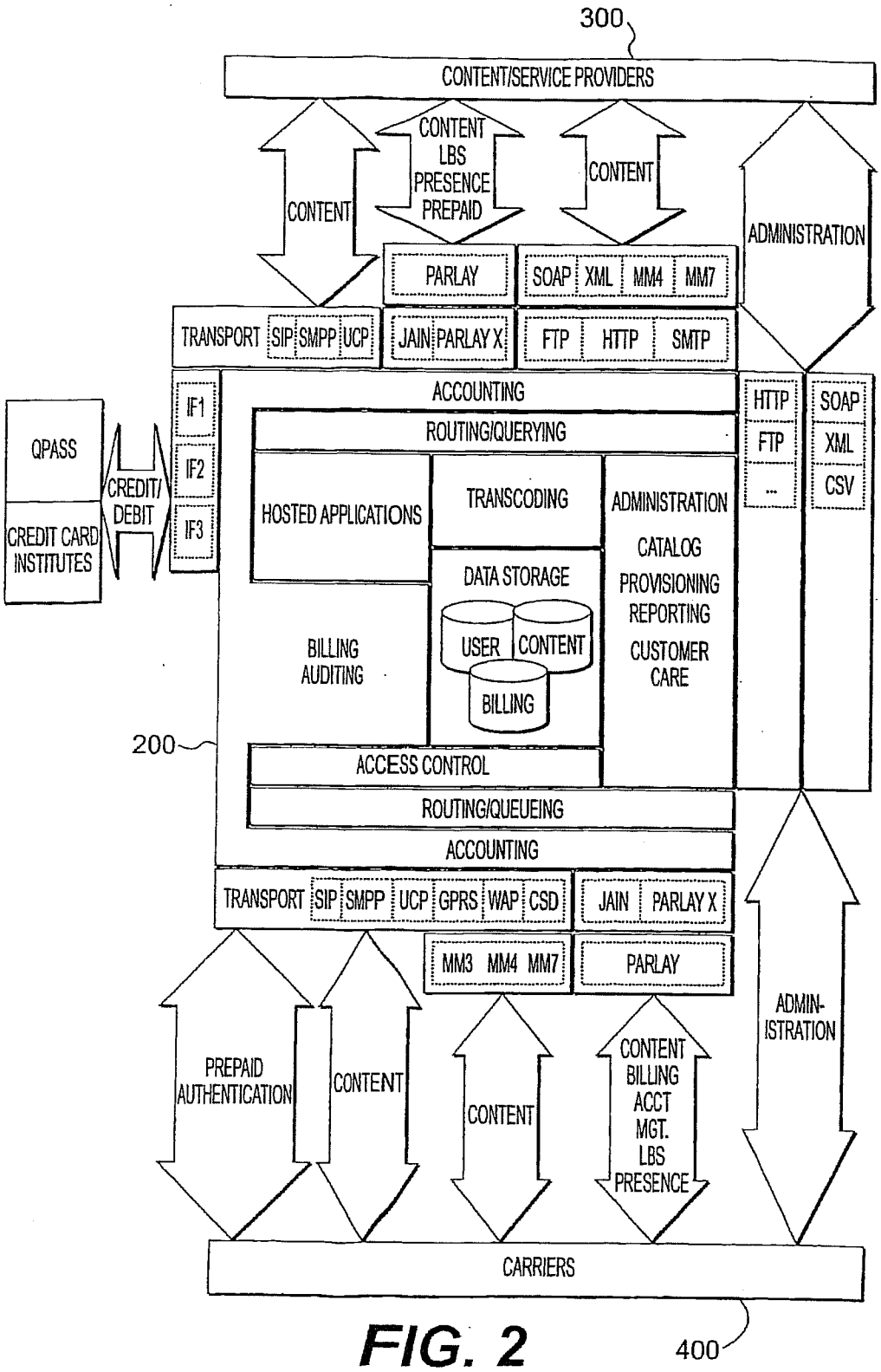
300
CONTENT/SERVICE PROVIDERS
CONTENT
CONTENT LBS PRESENCE PREPAID
CONTENT
ADMINISTRATION
PARLAY
SOAP XML MM4 MM7
TRANSPORT SIP SMPP UCP
JAIN PARLAY X
FTP HTTP SMTP
ACCOUNTING
ROUTING/QUERYING
HTTP FTP ...
SOAP XML CSV
IF1
IF2
IF3
QPASS
CREDIT CARD INSTITUTES
CREDIT/ DEBIT
HOSTED APPLICATIONS
TRANSCODING
ADMINISTRATION
CATALOG
PROVISIONING
REPORTING
CUSTOMER CARE
DATA STORAGE
USER CONTENT
BILLING
BILLING AUDITING
200
ACCESS CONTROL
ROUTING/QUEUEING
ACCOUNTING
TRANSPORT SIP SMPP UCP GPRS WAP CSD
JAIN PARLAY X
MM3 MM4 MM7
PARLAY
ADMIN-ISTRATION
PREPAID AUTHENTICATION
CONTENT
CONTENT
CONTENT BILLING ACCT MGT. LBS PRESENCE
CARRIERS
400

FIG. 2

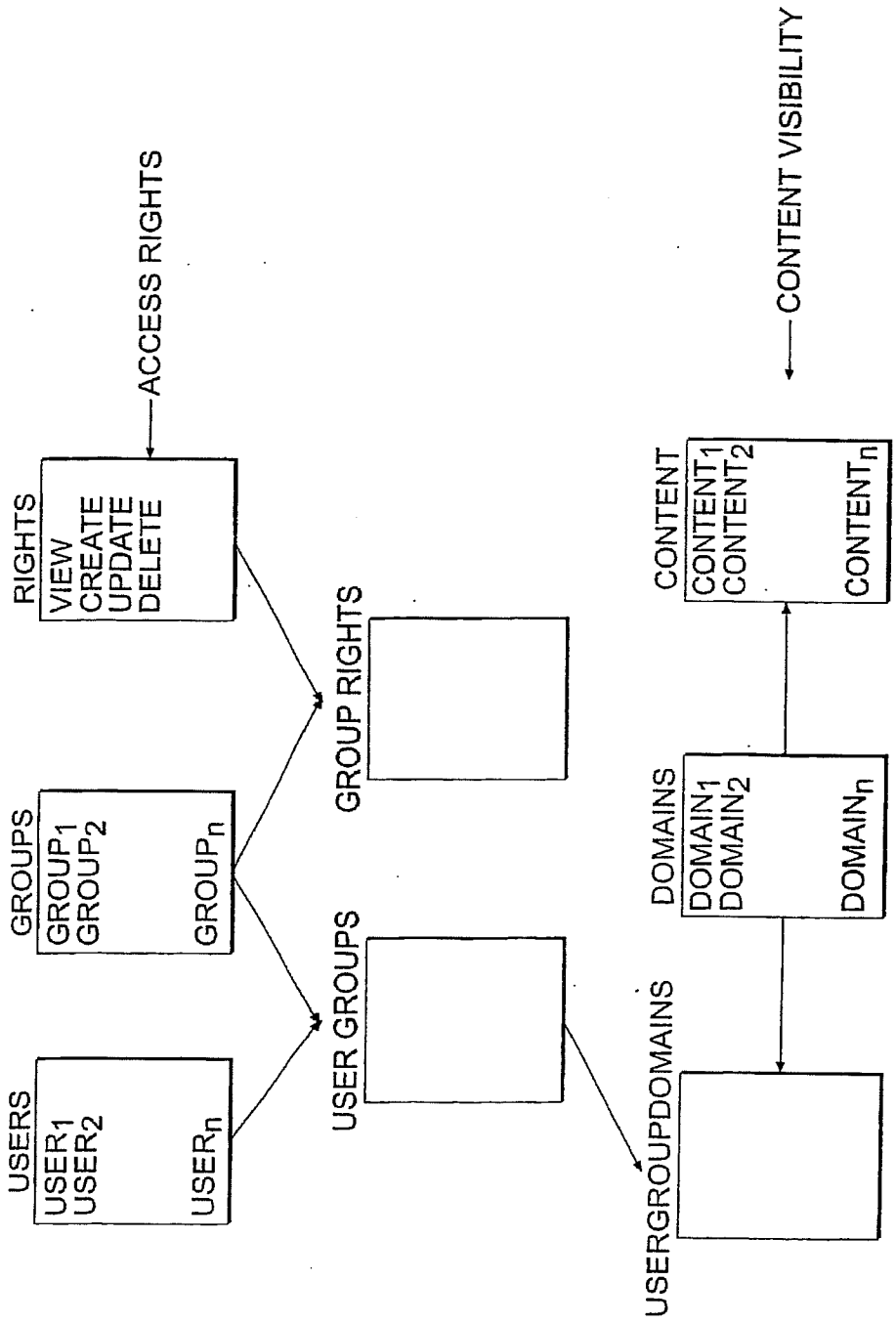
ACCESS RIGHTS
CONTENT VISIBILITY
RIGHTS
VIEW
CREATE
UPDATE
DELETE
GROUPS
GROUP1
GROUP2
GROUPn
USERS
USER1
USER2
USERn
GROUP RIGHTS
USER GROUPS
USERGROUPDOMAINS
DOMAINS
DOMAIN1
DOMAIN2
DOMAINn
CONTENT
CONTENT1
CONTENT2
CONTENTn

FIG. 3

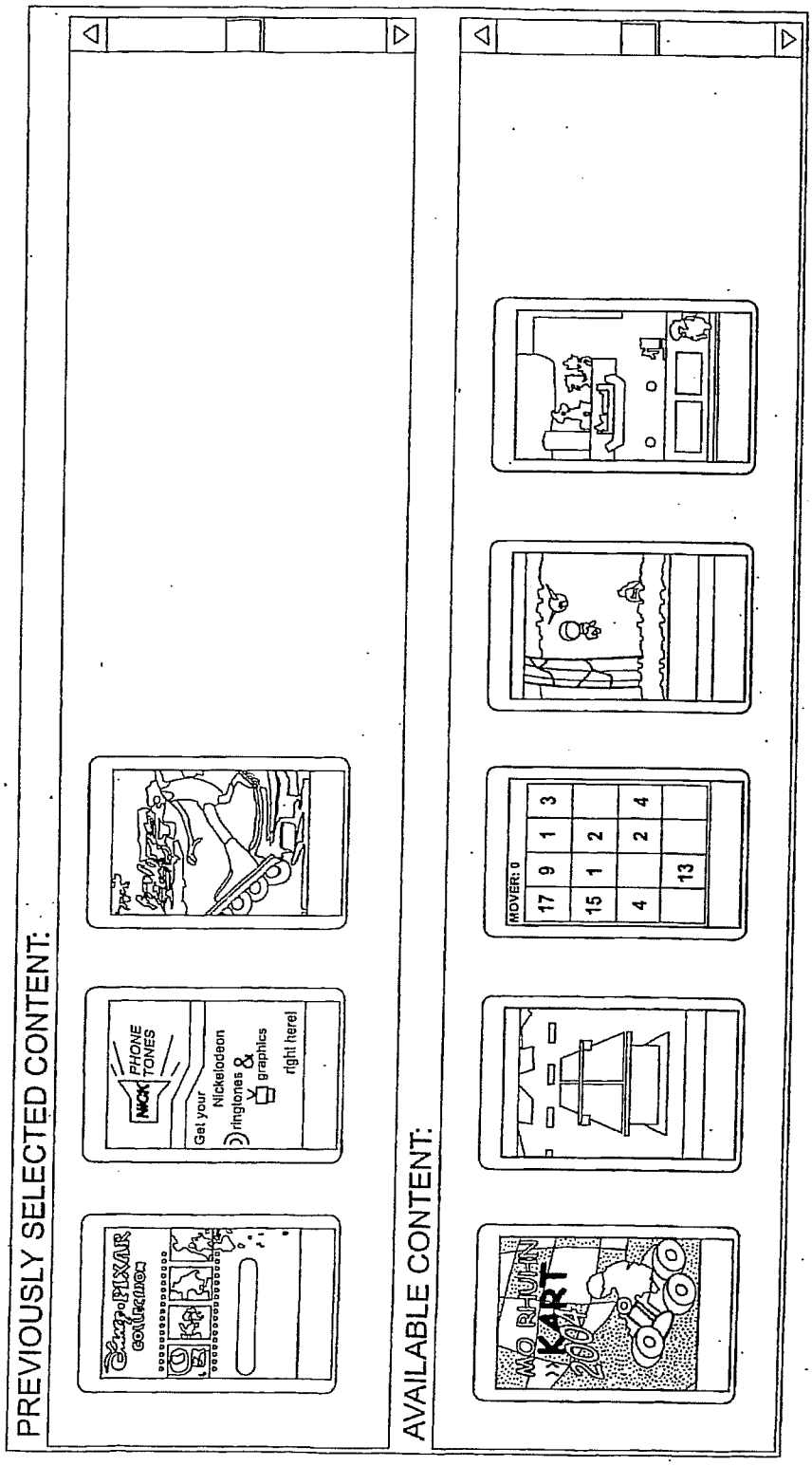
PREVIOUSLY SELECTED CONTENT:
PHONE TONES
Get your Nickelodeon ringtones & graphics right here!
AVAILABLE CONTENT:
MOVER: 0

FIG. 4

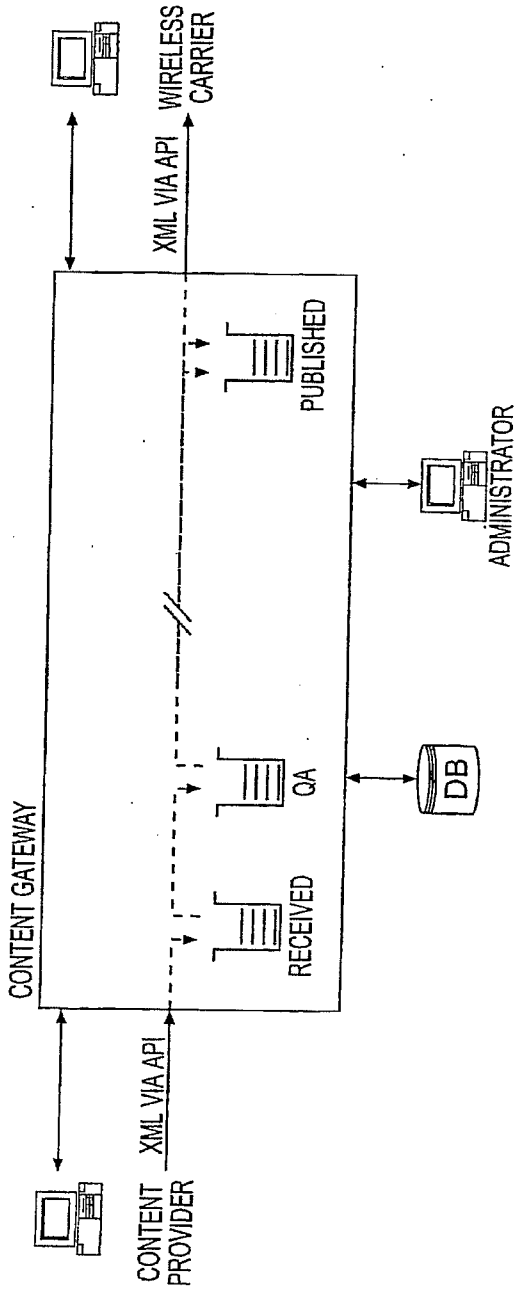
WIRELESS CARRIER
XML VIA API
PUBLISHED
ADMINISTRATOR
QA
DB
RECEIVED
CONTENT GATEWAY
XML VIA API
CONTENT PROVIDER

FIG. 5

DATE	TIME OF DAY (HOUR)																							
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
10/28/03	41511	22814	12382	6782	15417	57016	65090	120312	147547	165257	0	0	0	0	0	0	0	0	0	0	0	0	0	0	596758
10/27/03	71509	39688	21645	6150	17255	27423	43521	66440	93623	116036	131639	141913	147112	149195	150232	156396	163060	164379	183640	187830	183809	156364	116964	77853	2623300
10/26/03	89749	55479	32719	19504	13152	11248	18136	50483	77347	102556	121420	135112	145049	151581	156353	161279	170712	105386	193674	334233	190410	173521	144353	107996	2764143
10/25/03	77510	45368	26013	15783	14374	21771	98538	57775	80986	100996	119155	126508	133632	136743	143634	150216	159424	169103	170425	183114	185394	177006	153837	125031	2623316
10/24/03	44504	25578	16578	19156	33455	57313	64574	118334	151561	188210	128267	170462	566773	120565	171494	169554	168250	168990	170144	178844	195775	175452	147984	119294	3055766
10/23/03	36895	20667	11633	17820	36258	58796	93218	116670	148110	172765	183510	180302	175519	121186	160334	152744	170762	169249	172994	184819	170589	139710	109760	63588	2826634
10/22/03	37993	19676	12335	17182	35398	58232	81746	118371	149067	169932	185575	186409	174557	166700	156622	158950	156664	163580	182532	159433	178560	152490	110631	86716	2678653
10/21/03	37445	20033	15431	18477	35818	58495	82953	117772	143574	169973	178345	184387	175584	172350	167351	164347	999603	185097	192064	163088	174334	149108	106207	59063	2903231
10/20/03	80214	21147	12998	17671	33612	51244	77466	112964	141000	165832	179251	183377	174421	171709	164317	150883	165334	176410	183349	190175	180481	149571	108141	72332	2933498
10/19/03	93781	57030	33405	16135	16254	18337	27183	45715	71342	100672	118534	130635	135183	143365	147965	156041	166760	170530	174693	185274	181343	156355	114257	72540	2531960
10/18/03	80755	42883	28298	16389	14245	19951	34204	53831	77603	96536	114597	126433	129047	137751	143840	153321	163375	177919	181081	180996	192730	177190	156825	129370	2635041
10/17/03	41056	27451	12334	18938	30313	54130	78175	111012	140581	160960	173811	160400	174533	170011	167350	167095	169671	167950	183129	173980	181474	167491	141129	115011	3019247
10/16/03	45856	24513	35125	17690	34251	53040	77371	110030	130403	153355	171574	175976	170023	168623	167037	164333	162161	177512	179401	187663	182095	159120	119979	66126	2909615
10/15/03	46819	24778	15602	12658	34258	53245	76153	106507	132965	155362	153673	170670	165532	157030	162924	153154	164081	169380	179700	183244	184988	153350	118088	78366	2097368

FIG. 6