



Ringback Tone Server

Offering a fun and personalised call experience

Key Benefits

Introduce personalisation

Enable subscribers to personalise their way of interacting with friends and relatives

Increase revenues and ARPU

Introduce a new source of revenue by enriching multimedia content

Fast uptake & short Return On Investment (ROI)

ROI is fast, depending on subscriber uptake. Some operators have reported ROI in less than one month, others have achieved a 30% service penetration in less than one year

Cost effective & reliable

Suitable service for mobile operators and for distributed implementations across the network. Reliable and fully redundant to guarantee total service continuity

Market Dynamics

Personalisation is a key differentiator for mobile operators. A personalised ringback tone is a great way for an individualistic subscriber to differentiate the way he or she presents him or herself to callers. Younger customers especially are attracted to the personalisation of downloadable ringback tones for their handsets, resulting in a multi-billion dollar market. Personalised ringback tone services are a logical extension to this level of personalisation and self-expression. However, unlike downloadable ringtones, personalised ringback tones are a network based service offered by any service provider and are not handset dependent.

Ringback tone services have seen massive success in many regions, notably in Africa, the Middle East and Asia. Subscriber base penetration is 10% on average worldwide and can experience peaks of 50% in certain markets. In some regions the service reaches an average subscriber base penetration of 20%. Some mobile operators have reported ROI in less than one month. Another service provider achieved a 30% service penetration from their existing subscriber base in less than one year, and generated significant incremental high-margin revenues.

Product Overview

The Jinny Ringback Tone Server allows mobile users to reflect their personality by setting a preferred ringback tone for callers to hear before the call is answered. It replaces the monotone sound heard by those trying to call with a popular ringback tone, a sound clip or a self-recorded message, allowing subscribers to express themselves in a very individual way. Specific ringback tones can be associated to certain callers.

The Jinny Ringback Tone Server offers an optimised solution for generating and playing a large variety of tones, announcements or audio clips for personalised ringback tone services. The solution also offers a fully configurable billing mechanism to meet the requirements of the most common business models applicable to this service.



Key Features

A Variety of easy to use and attractive subscriber features:

- The Calendar option allows you to set certain tones for certain days or events
- The Gift feature allows you to send a ringback tone as a gift
- Create and upload your own ringback tones
- Manage your subscription using Web, IVR, USSD and SMS
- Grab another subscriber's ringback tone while you wait for B party to pick up the call
- 'Top of the charts' makes the most successful ringback tones immediately visible and available
- Voucher/rewards programme & competitions
- Rate and recommend ringback tones
- Caller ringback tones: choose the tone you would like to listen to when calling someone else
- Dialing codes that access specific contents or content providers as advertised in print publications
- Grab ringback tones available via promotional dialing codes

Mobile Advertising Support

The Jinny Ringback Tone Server can support the roll-out of mobile advertising by connecting it with the Jinny Mobile Advertising Platform. Ringback Tones can then be used as another mobile advertising channel, an attractive option for advertisers.

Powerful Media Processing for Multiple Applications

The Media Resource Server (MRS) is a next-generation middleware solution enabling you to add a number of other call completion and media products easily once you have made the initial investment. This allows you to share components, centralise functions and reduce complexity and costs while at the same time allowing you to introduce new services with a speedy time to market, keeping your customers satisfied.

Ringback Tone Server Architecture

