



# Media and Entertainment

## Mobile

### M-Commerce

- Booking of tickets for movies/travel/theme shows etc.
- To Send requests for the download of song, ring-tone etc.
- To Send requests for the download of games and applications

### M- Information

- Alerts on release of new movie, songs etc.
- Alerts on change in schedule of program, event etc.
- Alerts on ticket booking confirmation
- Sending in birthday greetings
- Intimating about an upcoming event and seek participation by registration through SMS

### Curative Healthcare

- SMS-2-TV Interactive games – auction, bidding etc.
- SMS Chat - Chat in different groups using SMS
- SMS Response – Respond to a set of quiz questions using SMS
- SMS Voting - Customers can vote on a set of questions

## Online

### Transaction Services

- Enable search functions for events on SMS
- Search can be deployed using shortcode / long code
- Transaction / booking confirmations and search results can be pushed to the mobile phone user
- SMS Voting - Customers can vote on a set of questions

### Information Services

- Users can opt-in / subscribe and unsubscribe for news alerts
- Opt-in / unsubscribe can happen through either short code or long code bound to specific keywords
- Opt-in / unsubscribe can also happen through website as well
- Content can be pushed directly from website using an XML API solution
- Updates can be pushed to the mobile user based on the channel they subscribed to
- Unicode Push messaging alerts to enable content pushed in vernacular mediums

### Entertainment Services

- Users can opt-in / subscribe and unsubscribe for sports events or program alerts
- Opt-in / unsubscribe can happen through either short code or long code bound to specific keywords
- Subscriptions can also happen through the website
- Content can be pushed directly from website using an XML API solution

## Entertainment

### News

- News on Mobile – Subscription Services – Push
- News Extensions Category Wise – sports, business, metro, state, weather – Push
- Viewers SMS / Opinion Polls on current affairs, elections, sports, etc – Pull / Push
- Breaking News – viewers/Reporters can send breaking news – Pull / Push

### Programme Based Ideas

- Sports on mobile through SMS
- Countdown Shows – Viewers Choice SMS vote for the best song
- Serials / Soaps – Questions on future of the story / favourite actors with choices
- Just Dial-In – SMS your views, Lucky SMS winners will be called on live TV
- Talent Hunts – Vote for the best local talent, question based viewers poll