



Mobile Ad Server

5 slides on perspective & experience
10 minutes talking, 5 minutes q&a

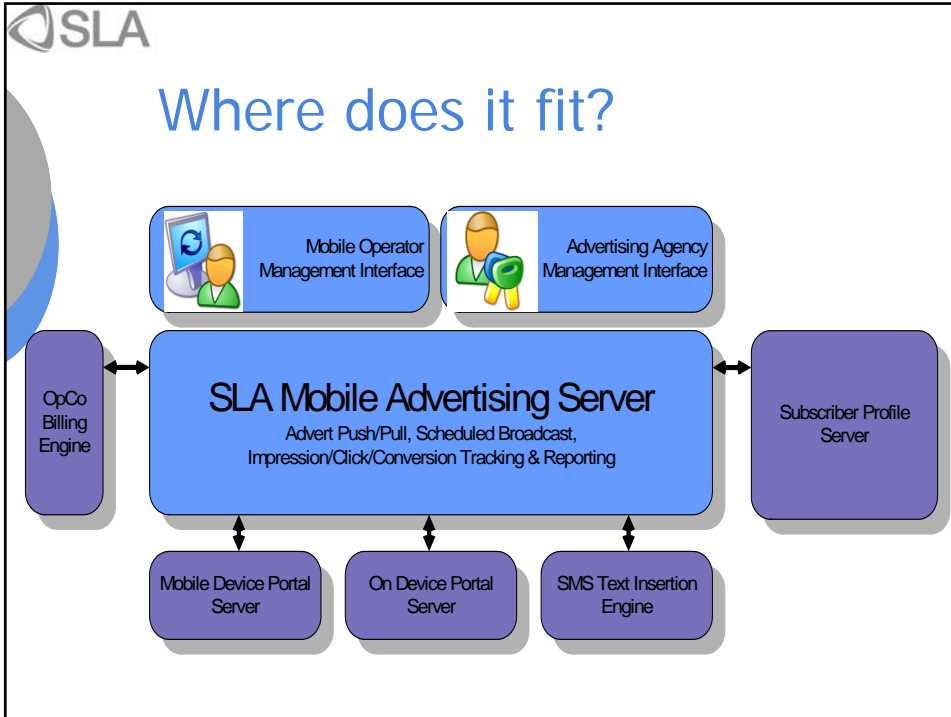
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What is it?

A Multi Channel Advertising Platform

- Full Campaign & Property Management
- Web & WAP banner ads, SMS Push, Text Pull/P2P Insertion
- Extensive Targeting options
 - Time, Location, Demographic, Handset etc
- Extensible API
 - On Device Portal Support, Dynamic Profiling Support
 - Easy Integration with other services
- Based on established GPL v2 product, Openads/OpenX



- SLA
- ## Its value within the MAA ecosystem
- Enables the Value Added Services brought by the other members to be used in innovative campaigns
 - Single point of control for managing advertising properties & campaigns
 - Extensive targeting/filtering options for accurate demographic/sector profiling

Tools & Technology

- OpenAds/OpenX
 - Used as an existing framework
web & wap channel are very similar
 - Proven scalable technology
- Ruby on Rails/Action Web Service
 - Rapid Integration with 3rd party apps & services
 - Expose functionality to 3rd parties via SOAP & XML-RPC
- Platform: PHP, MySQL, Ruby
 - Remove component costs as barrier to entry

Questions?

Here's some I prepared earlier...

- What targeting options are there?
 - Date, Time, Location, Handset, Demographic, MDS M-Serve Profile Server support
- Why use Open Source?
 - Rapid Response to our requirements by taking the best available & extending rather than starting from scratch & re-making somebody else's mistakes on our learning path
- Risks? How do you make money from it?
 - Established OS model (closed source components, service, maintenance, hosting, SI)
 - VC funding: MuleSource (\$16.5m, \$12.5m in B, Alfresco (\$19m, \$9m in C), Pentaho (\$25m, \$12m in C), OpenX (\$15m in B)
 - Get bought: JBoss (\$350m, Red Hat), MySQL (\$1b, Sun), Gluecode (IBM), Sleepycat (Oracle)