



making more of mobile

News Release

22 May, 2006

Mobrio empowers brands to build online communities with new UGC blogging platform - showcased at MeM06

"This is the year blogging goes mainstream" according to Mobrio, which will showcase its latest user-generated content ("UGC") platform for mobile and fixed multimedia blogging at MeM06 on Stand No. B169.

Designed to simplify and speed online community development and minimise initial start-up and subsequent running costs, Mobrio's 2.0 platform is a 'white-label' solution that empowers brand owners to leverage online social networking by fostering dynamic web-based communities.

"Today, users can send audio, video, text and pictures using their mobile phone but what they really want to do is share and appreciate these experiences via on-line communities. Mobile blogging isn't just a technological nicety, it's an extension of normal human nature and, as such, it is a powerful and compelling marketing tool for brand owners." explains Julian Swallow, CEO of Mobrio.

"Brand owners recognise this and are eager to use media-rich consumer-generated content to increase traffic, loyalty, stickiness and revenues but some are put-off by the levels of skill, investment and effort required to harness online communities. Mobrio's 2.0 platform, re-writes the rules, giving them the opportunity to access value-intense Internet communities in a way that is fast, easy and inexpensive."

A closer look at the platform

Building on its extensive expertise, gained working with leading consumer entertainment and media brands, Mobrio has refined a single platform that can be tailored to provide a complete turnkey solution - supporting interactive multimedia blogging communities for either the fixed or mobile Internets.

The Mobrio 2.0 platform is ideal for use as an interactive entertainment and broadcast platform and incorporates a wide array of features that can be tailored to suit customer needs.

The technology allows users to share multimedia content with friends, groups or the world; supports messaging via email, SMS, MMS, IM, Chat or alerts; and offers profiling and friends' lists. Making it even more compelling is its ability to support rating, voting & competitions; support online advertising streams and events calendars. Comprehensive community management and access control features are also enabled as are transaction processing facilities for e- and m-commerce applications.

A total end-to-end solution, Mobrio's 2.0 platform can include integrated real-time moderation, community management and service management and administration.

Julian comments, "Setting the service up is only part of the process. Running, managing and moderating the community are vital to ensure the safety and satisfaction of users and the protection of brands. We have the infrastructure and resources to provide these added-value services. By ensuring full platform support, brand owners can maximise investment, minimise risk and concentrate on running their business - not their blog or UGC site."

Mobrio 2.0 Platform In Action

The key benefits of Mobrio's new UGC platform are being demonstrated at MeM06 on stand B169. This will involve live sites from current partners mykindaplace and Flextech Television who are already using Mobrio solutions.

Flextech Television broadcasts a range of entertainment TV channels including LIVINGtv, Uktv, Trouble, Bravo, Ftn and Challenge. They chose the Mobrio solution to build an interactive consumer-generated content platform that can be integrated into their web assets to support any of the shows broadcast on its channels.

The online community platform can receive, format and present all consumer-generated content in a quick and flexible manner, regardless of the type and file format of the content submitted by the user. The system enables Flextech's producers to engage directly with viewers who can post and share pictures, text, audio and video clips using their mobile phones and personal computers.

mykindaplace, the web's leading site for teen girls, used Mobrio to launch www.mykindablog.co.uk, a free ad-sponsored blogging service for mykindaplace's 600,000 users.

"We wanted to provide our users with the best blogging we could find," remarked Chris Thorogood, Business Development Director, mykindaplace, "and Mobrio, with its white label service offering, proved that it understood both the technical and commercial challenges of extending the mykindaplace brand via blogging. We also felt strongly that we didn't want to charge our users for their blogs. Mobrio worked with us to find a solution that fitted both companies' requirements. We are convinced that the service will become an important element of the new mykindaplace web site."

About Mobrio

Mobrio is an online community and mobile web services company based in London and Kiev. The company designs, builds, manages and moderates online communities for third party organizations for the fixed and mobile Internet. Mobrio's technology is used by leading media and entertainment brands such as [MTV](#) and teen e-zine, [mykindaplace](#) and [Flextech Television](#).

For more information, please contact:

Mobrio

Julian Swallow +44 (0)20 7723 1251

Or visit www.mobrio.com or send email to info@mobrio.com.
