



# Spankmo & Cherry Media Powering your mobile growth

# Overview

- **Spankmo** is the leader in mobile technical services for the adult sector
- **Cherry Media** is the award winning provider of adult services for the wireless sector
- **Together**, we offer an advanced a la carte range of services for clients wanting to enter the fast moving mobile adult





Enter the B2C adult mobile market quickly with  
Spankmo and Cherry Media



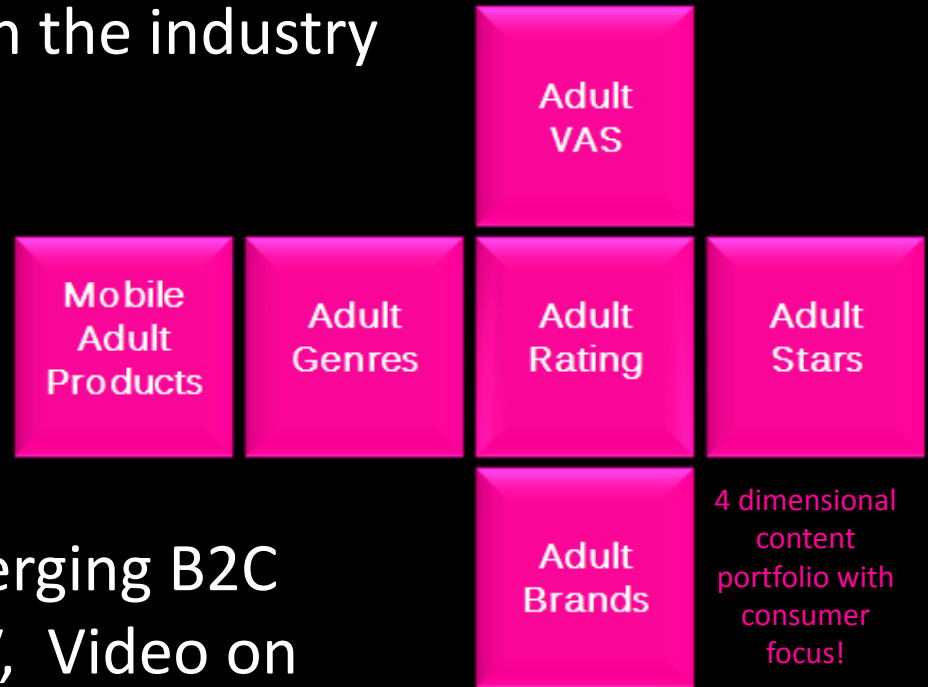
# Mobile is a Big Opportunity

- **Mobile traffic** to adult sites is growing month over month
- **Mobile Primaries** are coming of age and entering the market
- **Evolving markets** (LatAm, Russia, Asia) contain high percentage of Mobile Primaries
- **The mobile handset** is the most intimate device we own: uniquely ours, personal, private, always in reach



# Cherry Media Content

- One of the most expansive, niche-driven erotic and adult portfolios in the industry
- Optimised for the new generation of iPhone, Android, iPad and all other smart-phones and tablets
- Ready prepared for the emerging B2C business models: Mobile TV, Video on Demand, Streaming or Download



# Mobile is Hard

- More than 1,200 popular handset models in use; it's not just iPhone
- More than 15 audio/video formats in use & over half-dozen delivery protocols: HTTP, HTTP-C, RTP, MMS...
- Varying network topologies: GSM, CDMA, 2G, 3G, 4G, Wifi...
- Different user interaction: touch screen, keypad, stylus, trackball...



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# Mobile is Different

- Mobile users have a fundamentally different method of interaction with the device compared to PC
- Expectations are different: small screen, sometimes no sound, not ideal for casual browsing
- Users want quick and convenient access to the content that interests them
- Typical mobile session is 5 minutes - critical to make content easily discoverable and accessible



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# Spankmo Products

- **Spankmo VOD** - a la carte transcoding and delivery services for companies who have some technical resources but no expertise in the mobile space
- **Spankmo Live** - Mobile TV service with a huge variety of looped broadcast programming available
- **Spankmo Hosted** - Managed turnkey service powering mobile web sites for studios and affiliate programs.



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# Spankmo Cherry VOD

- Content is pre-loaded & transcoded, ready to be streamed to your surfers
- Spankmo provides device detection
- You operate the static site, Spankmo & Cherry handle content and delivery to surfers on demand
- Simple, per-delivery fee



# Spankmo Cherry LIVE

- Longer-form, two-hour programs with lots of niches to choose from
- Broadcast as a live stream to the user's handset
- Users pay for unlimited access during 24-hour period
- Excellent premium or upsell offering: more profits



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# Spankmo Cherry HOSTED

- Turnkey, hosted mobile solution based on proven technology. Includes tours, free previews, automatic thumbnails, and more
- Integrated analytics, reporting, user management
- Integrated with SMS, Phone and Credit Card billing and affiliate platforms
- Simple revenue share model ready for your traffic



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# Different Business Models

	VOD	Live	Hosted
Site Hosted	Client	Client	Client
Billing	Client	Client	Spankmo
Content	Cherry	Cherry	Cherry or Client
Delivery	Surfer clicks thumbnail on Client site, Spankmo deliver video	Surfer clicks to join TV feed run by Spankmo on continual loop	Fully managed by Spankmo
Customer Support	Client	Client	Spankmo



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# Ready to Launch

- Spankmo Mobile, Live TV and VDN are live now
- Cherry Media content feeds are pre-loaded
- We can launch your sites in 5 days

Don't miss out on this great market opportunity!



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