



Farcast Moblogger



- **Relevance of Moblogs**

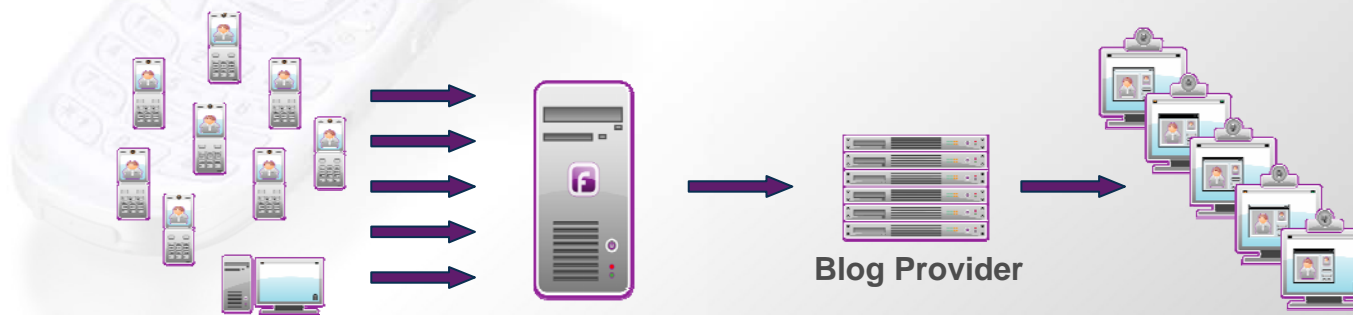
The worldwide number of weblogs doubles every 6 months while social media and content sharing are also experiencing exponential growth – and it is all about to go mobile.

- **Farcast Moblogger solution**

Farcast Moblogger enables users to post to their blogs, profile site or any other location directly from their mobiles, including photos, videos, soundclips, and location coordinates. Posts are published at the press of a button and visible on the weblog within a matter of seconds.

- **How it works**

Farcast Moblogger consists of an application that runs on a mobile phone enabling users to make blog posts including pictures, video, audio, text and GPS location information and to upload it at the press of a button. MMS uploads are also supported as an alternative for users whose telephones cannot support the application. The Farcast Platform receives all posts, repurposes the content and publishes it to the desired channel(s) within a matter of seconds. Channels can be a host of weblogs, sharing sites or one of the many other (such as email). Farcast users can set up and maintain their own channels. Farcast Moblogger integrates easily with Content Management Systems or live websites. All input/upload modes (fixed and mobile) can be supported.



- **Reference Case**

Farcast Moblogger pre-release version now available free: <http://moblogger.farcast.eu>

Business Model

- Free for end users
- Advertising & Revenue sharing with partners

Benefits for users

- Free Mobile blogging with location
- Convenient & easy to use
- Multiple sites supported
- Cheaper and better than MMS

Benefits for providers

- More traffic = more ad views = more revenue
- Additional dimension to the service
- Quick start - easy to start or extend moblog service
- No complexity with multiple input channels or formats

Benefits for advertisers

- Targeted, non intrusive ads
- Guaranteed view

Benefits for operators

- More data traffic
- Attractive data service