



**pinksim!**

[www.pinksim.com](http://www.pinksim.com)



Successful through  
**Mobile Business –**  
through **Know-How** and  
**cross-linked marketing**

Vienna

–

06. November 2009





## Who is pinksim! ?

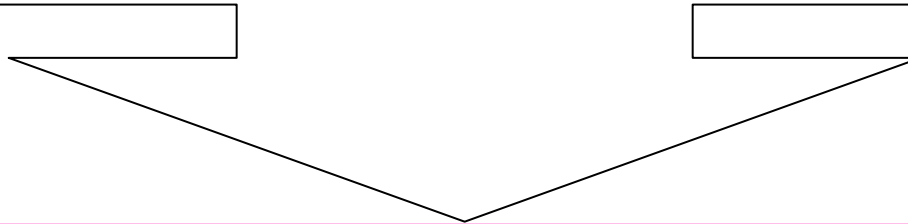


→ Pink Adventure AG offers complete TV Adult Night programme & interactive Entertainment Services & Portals for the Adult Sector under ist brand **pinksim!**

→ Pink Adventure AG offers customised and ready to use solutions for commercialisation of premium content as well as mobile services and interactive hotlines through TV channels, print magazines & WEB

→ Pink Adventure AG broadcasts its pinksim! Hot Movie Night already over TV co-operations all over Europe with more than 800 hours of production per month. The programme includes full length soft adult movies from World's Best Producers and Labels, Clips and Reality Formats added with content services and applications for mobile phones as well as interactive voice response services.

→ Pink Adventure AG also works in co-operation with magazines and commercial partners for mobile products and has a ready to run mobile adult entertainment programme for webmasters, especially SMS subscription services and mobile portals



**TV Nightprogramme & Erotic Marketing Spots & Erotic Services & mobile Partner**

## How is the mobile adult market?

- Erotic adult entertainment is big business.
- There will always be people requiring adult entertainment. This does not vary much by season.
- In its broadest sense erotic adult entertainment covers everything from erotic magazines, DVDs and movies, telephone sex lines, and Internet sites.
- The delivery media and channels for adult entertainment have progressed in much the same way as for other forms of entertainment, as product creation and delivery technology has advanced.
- Now we have a new delivery channel for entertainment services – the mobile phone, and the adult entertainment industry is beginning to embrace this medium in the same way as the electronic games industry and the music industry.
- What has particularly differentiated the erotic adult entertainment industry from other forms of entertainment is that it is a regulation constrained industry. In this respect it is very similar to the gambling industry.
- The mobile channel adds an interesting new dimension to adult entertainment, with its “anytime/anywhere” availability. This has provided opportunities and challenges for market players and regulators the world over.



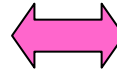
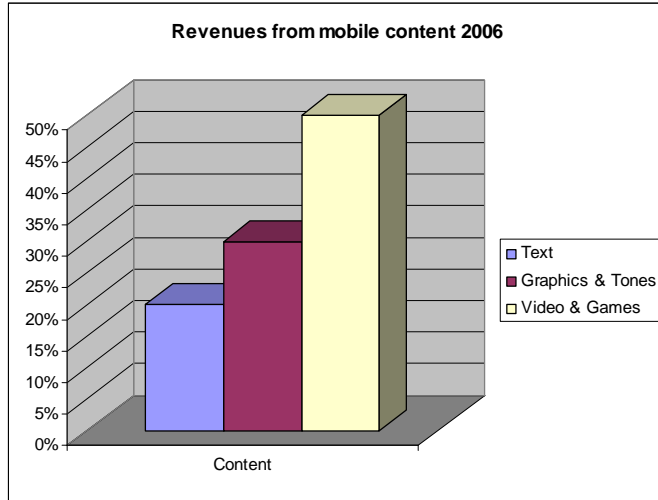
## How is the mobile adult market?

- The adult entertainment industry as a whole is highly fragmented, and this has become more so since the Internet revolution.
- As the newest delivery channel for adult entertainment, the mobile sector is in the early stages of market development.
- the big global adult content brands are now actively exploiting the mobile channel.
- Some are attracting venture capital interest, a sure sign that it is not just the early enthusiasts that see a market opportunity.
- the market for adult erotic entertainment services includes any content that is for sexual fun and titillation.
- Taking this wide definition of the mobile adult content market the global market will reach **\$3.3 billion** by 2011. This is a cumulative average annual growth rate of **19%** per annum.  
(Forecast of different researches)
- Over this period of time the structure of the market, in terms of product delivered, will have changed significantly, with a continued migration from text and still graphics-based services to video-based services.

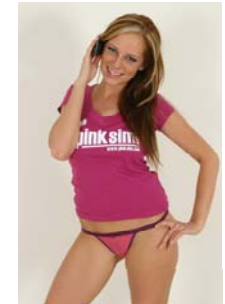
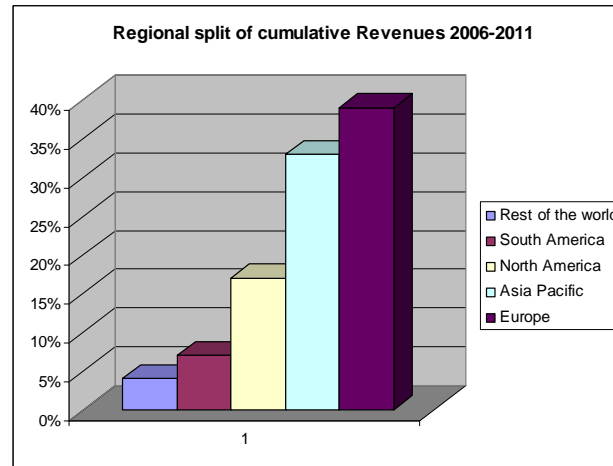
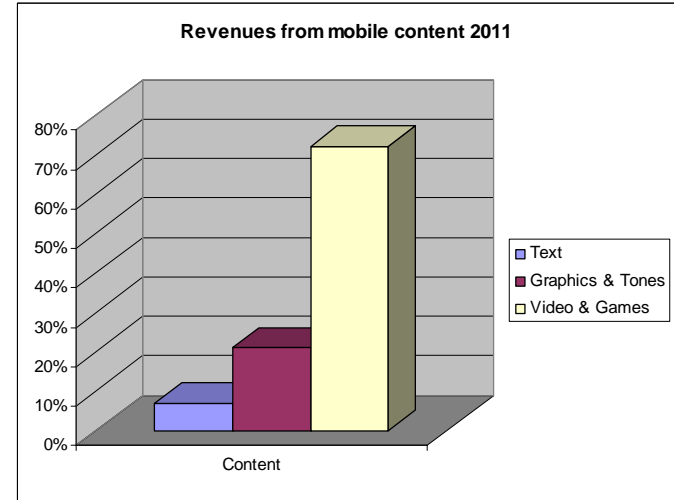


# How is the mobile adult market?

**\$ 1.4 billion**



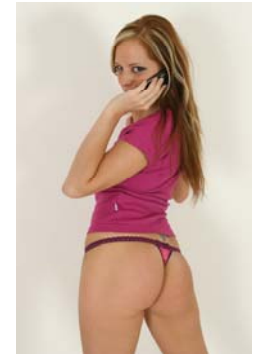
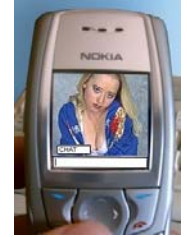
**\$ 3.3 billion**



## Which content is valuable? Branded vs. Non-branded



- ALL well known adult brands offer mobile content in the meantime
- there are millions of mobile content available
- branded content participates from marketing power
- non-branded content is cheaper
- both have similar quality
- branded content has more „stars“
- making contracts with non-branded content provider is easier
- you see too much content from the same brand
- Mainstream adult service users are more likely to trust adult services offered from a recognised brand.



**HUSTLER**

**PRIVATE**

**NINN WØRX**

**PENTHOUSE**

**adameve.com**

**ALL content is valuable. Everything depends on the marketing strategy!**

# Internet – SMS & WAP



- get more revenues while offering all products on all devices
- SMS services allow us to bring more traffic to our side
- mobile website – WAP side
- Internet content like cams or videos are interesting services for mobile
- Premium SMS & Premium Voice & Premium WAP or Credit Card are well known payment methods for the customer
- all our products are available wherever the customer is, 24h a day, 365 days a year – never loose traffic
- special products can be made for special customer needs
- most content is available off deck as carriers have too much regulation (HC)
- Off portal delivery channels have been well established in Europe for some years, and are now becoming better established in other regions



# Combination of mobile and online business

## Mobile:

- mobile users are searching the net
- mobile users have interest in Internet services
- mobile users want to have both opportunities
- mobile users will stay longer on websites
- mobile users make indirect marketing for the net



## Internet:

- internet users are searching for mobile content
- internet users have interest in mobile services
- internet users want to have both opportunities
- internet users will stay longer on websites
- internet users make indirect marketing for mobile

**Optimize your revenues with mobile and Internet products and services!**

# Marketing of services & products

- Internet → all websites
- TV → Spots, commercials, TV Show
- Operators → Portals of carriers (on deck)
- WAP → own WAP Portal (off deck)
- co-operations → Direkt response sales partner
- Affiliate → mobile Webmasterprogramme
- SMS → User Marketing
- POS → Direct consumer marketing
- Mobile → Branded mobile phone



**Das scharfe PINK für Mobile & Internet zum Hammer-Festpreis!**

Basis Paket	Deluxe Paket
1 Monat für <b>€ 14,95</b> nur € 14,95 / Monat	6 Monate für <b>€ 12,95</b> nur € 12,95 / Monat
24h IPTV Erotik Filme Video on Demand (15 min) mobiler Content (15 min) <b>inklusive</b>	24h IPTV Erotik Filme Video on Demand (15 min) mobiler Content (15 min) <b>inklusive</b>
<b>VIP Paket</b>	Real Amateur LIVE-Cam Chat <b>GRATIS</b>
12 Monate für <b>€ 9,95</b> nur € 9,95 / Monat	Real Amateur LIVE-Cam Chat <b>GRATIS</b>
24h IPTV Erotik Filme Video on Demand (15 min) mobiler Content (15 min) <b>inklusive</b>	Real Amateur LIVE-Cam Chat <b>GRATIS</b>
Real Amateur LIVE-Cam Chat <b>GRATIS</b>	<b>MEGA BONUS ON TOP:</b> 120 min. Video on Demand Real Amateur LIVE-Cam Chat <b>GRATIS</b> 10 min mobiler Content <b>EXTRA</b>

Hol Dir die heißten Girls im pinksim-Club! Erotik ab 18! Anmelden und genießen! Garantiert echt!



ab 18 Jahre \*\*\* Handytypen/AGB: www.pinksim.com -- Für Nokia 6230i, 6020, 6630, 6600, 6680, 7610, 5140, 7260 --

**pinksim!**

R1 R2 R3 R4 R5 R6

Erstes Video gratis!

**40600**

7 Produkte im Paket-Abo: 4,99€ / Woche; (jeweils + Transport). Kündigung jederzeit: Sende STOP PaketPinkSpa an die 40600

www.pinksim.com

## Types of content and services

- Images** → Photos, Wallpaper, Logos, animated pictures
- Slideshows** → mobiler Strip, Serien
- Videos** → Video Files/ MPEG4
- Music** → Real Music, Tones, Videoringtones
- Games** → mobile Java Games

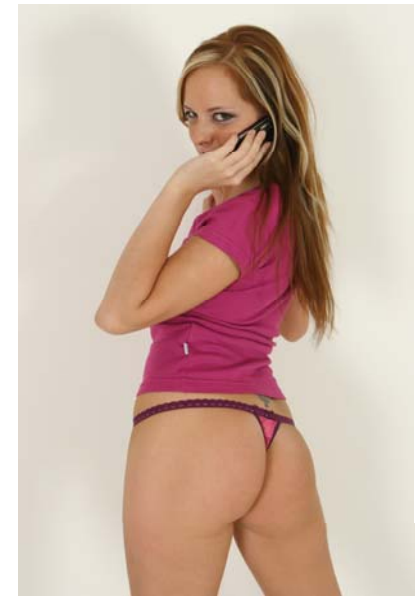


- Voice Services Erotic** → Live Operator, Live Studio
- Voice Services Story** → erotic Stories

- Live Cams** → Live Cams over Mobile
- Live Stream** → Live Streaming over Mobile
- Videostreaming** → 3G/UMTS (mobile xxx movies)
- Livestreaming** → 3G/UMTS (live Shows & Cams)

- Mobile TV** → mobile TV Channels

- Web/Print** → Advertisement of services in Web & Print





### **Mobiles Internet will pass the breakthrough:**

- the „Mobile Internet“ has the highest potential for growth for content partners and advertisers\*
- In August 10,4 Mio. Germans surfed the Net through mobile\*
- the consum of mobile media has become a daily usage of mobile users in the meantime
- Mobile surfing will grow from 23 % (2007) up to 47% in 2013
- until 2013 125 Mio. Europeans will use the mobile Internet\*
- „One-2-One Communication“: Mobile gets higher response rates compared with classic media & usage of efficient Marketing-Tools.
- the Industry will investigate around 414 Mio. Euro until 2011 only in banner advertisement for Handydisplays

\* TNS Infratest, Deloitte Studie October 2008 and Forrester Research 2008



# Mobile Marketing - Mobile Internet - Mobile Advertising

## Mobile Portal & Content Portale

Adaption of Online content!

## Mobile Newsletter

Returning value for users!

## Mobile Microsites

Ideal for Specials and Landingpage-Campaigns

## Mobile Advertising

## Mobile Couponing & Mobile Tagging

Raise of customer loyalty!

## Mobile Payment

## Mobile OnPack Kampagnen

## Bluetooth Marketing

modern Technologie & Know-How!



## Mobile Tagging

Action:



Mobiltelefon auf den Code richten!



Scannen



Decodieren



Mobile Microsite

Sample:

Mobile Tagging,  
mobile Microsites



Customer with foto phone and QR-Code Reader.



## Mobile Couponing

Special offers through mobile coupons, attractive special actions or others

- easy handling with 2D Codes
- Individuell generated
- Delivery directly onto the phone  
(airline Check-in)
- guaranteed Handset-Optimized delivery
- redeemable at cash-desks with QR-Code Reader





# Mobile Marketing - Mobile Internet - Mobile Advertising




- possible advertising formats:
  - regular Ad-Banner
  - animated Ad-Banner
  - Textlinks (Text only)
  - Textlinks (Text + Image)
- Possible placements:
  - On portal pages
  - inside mobile Newsletter
  - on other strong-traffic sub-pages



**getmusic** LIVE UPDATE


willkommen zum getmusic Mobile-Newsletter! Freu Dich auf die neusten Angebote und aktuellsten Inhalte!

**Gratis Freizeichentouren**



Exklusiv: Sicher dir jetzt jetzt den Top Hit „if i were a boy“ von Beyoncé für dein Handy!  
 > **jetzt gratis runterladen!**

**Game Tipp:**



High School Musical 3: Senior High ist das Spiel zum heiß erwarteten neuen Disney-Film!  
 > **jetzt runterladen!**

**Top 3 Music-Charts**

- 1. If I Were A Boy** - Beyoncé
- 2. So What** - Plink
- 3. One of the Boys** - Katy Perry

> **weitere Top-Hits!**

**Service**

> **Tell-a-Friend Hilfe**

Für das Surfen im Newsletter fallen je nach Tarif die üblichen GPRS-/Wap-Verbindungsgebühren an!  
 copyright by getmusic

**DER FILM MÄNNERSACHE**

**Story Downloads Trailer**

Willkommen zum mobilen Special von Männersache!

**Die Story zum Film!**



➔ **hier geht es zur Story!**

**Interview mit Mario Barth**



➔ **zum großen Interview...**

**Exklusive Gratis Downloads**



Hier findest du gratis exklusive Wallpaper für Dein Handy!

➔ **Brüllkäfer als Realtone**

➔ **Wallpaper-Downloads!**

**Galerie**



➔ **Bilder zum Film...**

Mobile Content → Video Inserts



Mobile Content → Premium SMS



WEB & SMS → Landingpages + Banner





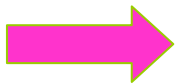
# Mobile Revolution 2009 – „Yes, we can!“



- **Mobile Portale**
  - Mobile VOD
- **Mobile Live Cam Chat**
  - Mobile Community
- **Mobile Content**
  - Mobile Applikationen



## Revenue



- intelligent customer relationship & services
- Innovation & simple complexity

## Conclusion

- Mobile Services → a range of services and applications is necessary to bring the users most valuable fun; subscription services for a long term partnership and database
- Interactive → interactive services like SMS Chat, Live Cam, Streaming or Text-to-TV applications lead to higher revenues
- Billing → different payment methods; Premium SMS, Premium Voice (IVR) and alternativ billing
- Content → good Images, Wallpapers, Videos, Games which run on all mobile devices! Strategy of branded or non- branded content.
- Marketing Spots → Good marketing spots on TV or in magazines bring best value; direct response marketing is efficient!



Thank you for your attention.

**Questions?**

**Please ask me!**



**or**

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