

MOBILE PORTAL MANAGEMENT

For a Mobile Operator, the content management on his own portal represents a key factor. The objective is to strike the right balance between type, volume and permanence of the information published on the portal. An effective content management on a Mobile Portal, in line with the expectations of the company's Marketing, is therefore a key requirement to offer one's own clients a constantly renewed viewing experience. It is therefore necessary to adopt management processes of true editorial schedules with the objective to manage to ensure the content updating on the Mobile Portal.

Over the past two years, Live Reply has been taking care of the publication of contents on the wap portal of an important mobile telephone operator. The key role played by Live Reply consists in offering the Client the possibility to focus his resources on sales and space management activities, and delegate the operational aspects of editorial planning to an external company. The objective sharing, as well as the focus on the qualitative aspects of the service, ensured excellent results, to the full satisfaction of the Client.

SCENARIO

An important Live Reply's mobile telephone Operator expressed the need to manage editorial contents within the context of his own VAS Mobile services and pushed Live Reply to look for technical and organizational solutions which may support him during the whole editorial phase of his Mobile Portal. In particular, the client asked Live Reply to develop a planning and scheduling service of the editorial content aiming, above all, at delegating all staffing issues relating to planning and support, thus enabling him to focus mostly on the business and sales aspects of the Portal editorial spaces.

SOLUTION

Live Reply supports an important Italian mobile operator with the management service of the editorial schedule. The service consists in defining and scheduling the contents of some of the Client's wap portal areas. As a matter of fact, the portal of this operator features both static sections (for example navigation menus) and dynamic sections, subject to content refreshing. The dynamic sections are promotional areas and generally feature an image and a link with specific content. With regards to the schedule, a number of content types have been defined, according to the space they take up inside the portal, as well as specific content rotation rules (time slots).

SCHEDULE MANAGEMENT

The editorial schedule management service is made up by different phases:

- **Planning**

This phase defines which contents shall be programmed in the promotional areas of the portal: the editorial planning focuses on defining the schedule. Usually the planning is done one week before the content is put online on the portal. The Client provides Live Reply with the planning specifications: such specifications refer to the services to be promoted in the promotional areas, to their number as well as to their distribution (they specify in which section the content shall be viewed, how many times and in what specific time slot). This is 'rough' information which must then be processed and contextualized; therefore, the first step of this phase consists in information gathering and in the punctual drafting of a detail document (planning file) which may be considered an information sharing tool for all the entities involved: the Client's Marketing, the Live Reply team in charge of the scheduling, and the Client's monitoring bodies. To this purpose, the planning file has been organized in such a way as to have a fixed structure (a grid) mirroring the portal areas to be modified: therefore only the content is modified. Moreover, the file specifies the time slots when the different contents are shown. The necessary information which has to be included in the file concern the service name, the service description text and the link to access further content. Moreover, the file preparation must take into account some guidelines previously agreed with the Client, in order to avoid redundancies or conflicts between the published content. Therefore, with regards to the published content, Live Reply also offers a quality assessment service.

- **Scheduling**

Once the schedule has been completed according to the qualitative and quantitative specifications set by the editorial organization of the mobile portal, the real scheduling phase starts. This phase concerns the implementation, on the portal, of what specified by the editorial schedule, for which Live Reply

developed an Editorial Tool enabling the content uploading and scheduling, on the basis of what is included in the planning file.

The scheduling phase consists of different activities:

- **Image Uploading:** Images are uploaded to the Editorial Tool archive through an upload window;
- **Content Creation:** The information necessary to content creations (images, texts, links) are aggregated through a content editing window;
- **Content Scheduling:** in this phase, the day and time in which the created content shall be viewed are defined;
- **Scheduling assessment and checking:** since contents are created prior to their publication, the tool provides Preview functions enabling to check that the scheduling complies with the specifications contained in the planning file.

- **Support**

One of the important aspects of a Portal (mobile or wap) editorial planning management is content updating. Though most contents may be previously planned and are, indeed, planned in advance, some of them may undergo unforeseeable changes. This particularly concerns the planning of sports or cultural events which, for various reasons, may suddenly be cancelled or undergo time changes. In other situations, the need to modify contents may be due to purely qualitative criteria, for example when it is later assessed that it is not visually appropriate to have a certain type of content near another one. These are just examples for which the editorial schedule management will also require a prompt support and intervention service, aiming at satisfying possible changes required by the Client.

Live Reply ensures a support service outside working hours (which may reach total coverage H24*7*365) organized to promptly intervene on contents in order to:

- Correct erroneously published contents (i.e. published contents which do not comply with the specifications included in the planning file);
- Modify planned contents in case of particular events (like for example during sports events, concerts etc...).

THE EDITORIAL TOOL DEVELOPED BY LIVE REPLY

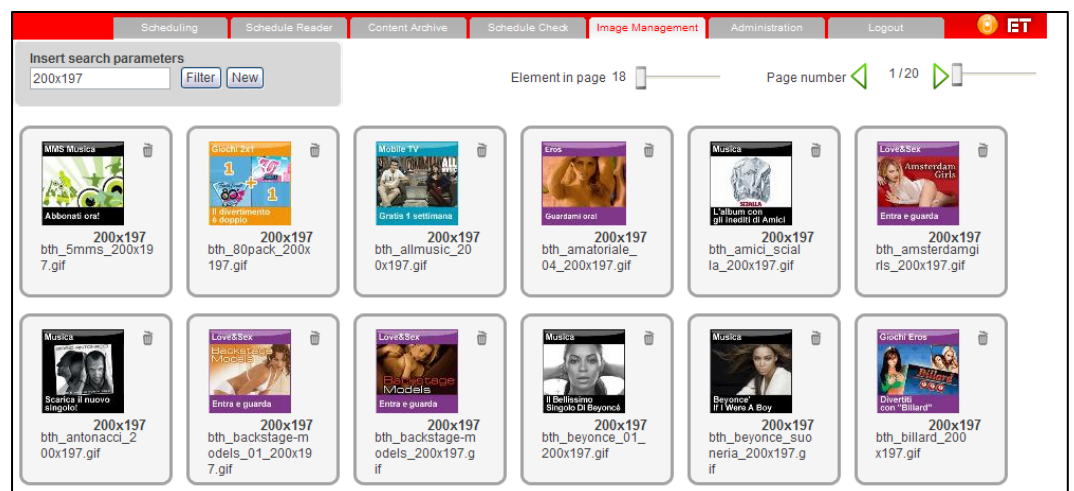
In order to better support the editorial schedule management, Live Reply designed and developed an Editorial Tool, enabling the creation and scheduling of the contents defined during the planning phase. One of the main objectives of Live Reply when developing the tool, was to make it user-friendly, since it is intended for use by non-technical staff. The tool allows to manage multi-user editorial tasks and facilitates the release and integration of new portal releases.

The main functionalities offered by the Editorial tool are:

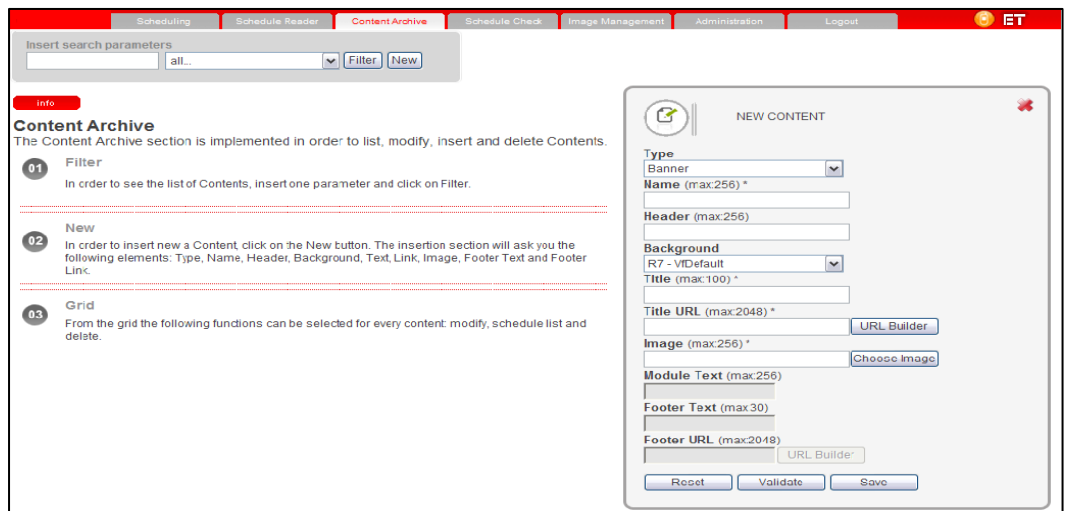
- Scheduling (content viewing time scheduling)
- Image Management (upload and checking of image size)
- Content Archive Management (creation of new contents and change of existing ones)
- Scheduling Assessment (Scheduling Preview)
- Administration Section (Url builder, Logs)
- Different levels of permission (for example: User, Reader, Admin etc..)

CONTENT CREATION AND SCHEDULING

The main activities offered by the Editorial Tool concern content creation and scheduling. Contents may be of different types. The content type is defined at the beginning, but it may vary according to possible new requests from the Client. Generally contents are made up by an image, a text and a link. The tool has an 'Image Management' function, through which it is possible to directly upload images, within the tool itself, in order to create an archive, easy to view at any time.



A specific section is reserved for content creation where, according to the selected content type, the tool shows the fields that have to be filled in, namely the text and the link. In this section, it is possible to extract the image from the archive, and link it to the content you are looking for.



Once the content has been created, you must shift to the scheduling section which enables to associate the said content to the day/hour of the week. A key aspect is the reusability of the created contents: the content is created only once but it may be associated to different scheduling, even distant in time. Moreover, there is the possibility to set up recurrent scheduling (for example to show content every day of the week, or every Monday, or else every Monday, Tuesday and Wednesday between 06.00 and 22.00hrs etc.). Scheduling allows fractioning into up to 15-minute slots.



Another key element is the 'Scheduling Preview' function. As a matter of fact, it is possible to obtain a qualitative preview of the portal scheduling, by setting up the day and time in the calendar. The 'Schedule Check' section allows to verify if the scheduling of a specific day has been completed. The calendar shows days in green if the scheduling has been completed, in red if it has not yet been done, and in yellow is the scheduling is only partial:

The screenshot displays the 'Schedule Check' section of a mobile portal management tool. At the top, there is a navigation bar with tabs: Scheduling, Schedule Reader, Content Archive, Schedule Check (active), Image Management, Administration, and Logout. Below the navigation bar, the 'Current Date' is shown as 2009-02-12 14:30. A legend indicates that red represents 'Missing', yellow represents 'Partial', and green represents 'Complete'. The main area features a calendar for February 2009, with the current date (Thu, 12. Feb 2009) highlighted. The calendar grid shows the following status for each day:

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
5							1 (Complete)
6	2 (Complete)	3 (Complete)	4 (Complete)	5 (Complete)	6 (Complete)	7 (Complete)	8 (Complete)
7	9 (Complete)	10 (Complete)	11 (Complete)	12 (Complete)	13 (Complete)	14 (Complete)	15 (Complete)
8	16 (Partial)	17 (Partial)	18 (Partial)	19 (Partial)	20 (Missing)	21 (Missing)	22 (Missing)
9	23 (Missing)	24 (Missing)	25 (Missing)	26 (Missing)	27 (Missing)	28 (Missing)	

On the left side, there is a 'Device Category' list with radio buttons for GPRS 2G, GPRS 2G GLOBAL UE (selected), UMTS 2G, UMTS 2G GLOBAL UE, UMTS 3G, and UMTS 3G GLOBAL UE. Below that is a 'Portal Page' list with icons and labels: VLive! Portal, 1 TAB HomePage, 1 TAB HomePage R9, 2 TAB www, 3 TAB Fun, 4 TAB Friends, LEV 2 GratisPerTe, LEV 2 Immagini, and LEV 2 MobileTV. At the bottom, a 'Recap Portal Page' section shows the selected page (1 TAB HomePage R9), device (GPRS 2G GLOBAL UE), and date (2009-02-12 14:30).

Additionally, the tool offers a series of specific checks concerning:

- image sizes (to avoid uploading and use of images which are not compatible with the portal schedule);
- text size;
- the insertion of possible non-supported characters.

The Editorial Tool was structured in order to have different permission levels: administrator users, for examples, besides offering the above described user basic functions, have the possibility to consult logs and configure some elements (like for example the Url Builder section). In addition, there are users who have read-only access. This last feature is very useful because it also allows the Client, though not directly involved in the scheduling phase, to have remote access to the Tool and consult the sections of his interest.

REPLY VALUE

The remarkable experience in the field of VAS Services (Value Added Services) allow Live Reply to best support customers in the publication of contents on wap portals, by also putting at their disposal the skills acquired in the field of Content Management and Advertising.

Live Reply played a key role in the project developed for an important mobile telephone Operator, since it offered his Client the possibility to focus his resources on sales and space management activities, and delegate the operational aspects of editorial planning to an external company. The objective sharing, as well as the focus on the qualitative aspects of the service, ensured excellent results, to the full satisfaction of the Client.

Context knowledge, reliability, flexibility and problem solving attitude are value added services which distinguish Live Reply allowing a constantly renewed relationship with the Client, based on trust.



Live Reply is the Reply group company dedicated to advanced services and digital contents for Mobile, Web and TV. Live Reply satisfies the requirements of Telecommunication and Media Company Operators to create a new generation of services able to leverage the conversion between media, the potentialities of the new consumer electronics and the ever-growing possibilities of customizing the “user experience” offered by the network.

In particular, Live Reply is specialized in the planning, development and distribution of services and contents on Mobile and TV, in defining Community and Entertainment services for Web, Mobile and TV, and in developing advanced applications for Mobile Devices and Set-Top-Box.

Live Reply
www.reply.eu