

# Oxygen8 Media



## Infotainment Services

The media landscape is becoming ever more varied and increasingly interactive. Today's audience doesn't just want to read, listen and watch; they want to participate actively.

Oxygen8 MEDIA solutions are designed to help media companies engage their audience, build audience communities and develop brand loyalty in new and innovative ways in this new environment. With our unique technologies, vast experience and partnerships with leading industry players, Oxygen8 MEDIA is uniquely positioned to deliver interactive solutions, cross-platform and cross-media, throughout the English speaking world and beyond.

- Newspaper and Magazine Publishers
- TV and Radio Broadcasters
- Online Publishers
- Content Owners

At the heart of our platforms, 'Active' CRM allows our media clients to track and understand their audience across different channels and build opt-in databases for future marketing and interaction. This data is key, not only to generating new revenue streams by cross selling new services to your audience, but also to improving your audience's experience of your content. Our Content Partner, Melodi Media, specialises in the development of mobile content including content; content management, hosting and delivery; and WAP development. The platform has an extensive content library with ready-made services and supports advanced handset recognition for content optimisation, along with SMS, MMS, WAP and IVR capability. Oxygen8 MEDIA solutions are flexible and scalable, whether you are a local newspaper, a national broadcaster, or an international media group. Self service applications give our media clients the flexibility and independence to manage their own communications strategy. Our extensive range of ready-made services and content offer a fast and effective implementation strategy for many media clients. And, you can even outsource customer care to us, allowing you to focus on your audience, whilst we take care of your services.





## Interactive Solutions for an Interactive World

### Oxygen8 VOICE for MEDIA

Oxygen8 VOICE services have unlimited potential for deployment across a range of media organisations.

Oxygen8 is a licensed network operator and through carrier agreements supports voice services worldwide.

We offer full ranges of international and local numbers across our territories, including non geographic, free phone, local rate, national rate and premium rate numbers to suit your needs, whether it be for generation of new revenue streams; as part of a brand strategy; or to support a new interactive programme format.

In conjunction with our number ranges, we also offer interactive voice response systems (IVR) and intelligent call management services through our own carrier-grade voice infrastructure.

Simple web based interfaces allow our clients to manage both inbound and outbound calling applications including:

- Call Routing, Queuing and Recording
- Menu Systems
- Integration to web and mobile services

### Oxygen8 MOBILE for MEDIA

Whether you are taking your first step into mobile or have already integrated mobile into your media strategy, Oxygen8 MOBILE has a solution, spanning the range of mobile technologies, from SMS and MMS to WAP, mobile internet and video streaming solutions.

You can create your own services in minutes through the Oxygen8 MOBILE platform using web-based, user-friendly interfaces. Alternatively Oxygen8 can connect your existing systems directly into Oxygen8's gateway.

We can also work with you to build and design bespoke mobile services. The Oxygen8 Mobile platform is designed to support high volume mass media events.

#### Oxygen8 MOBILE services include:

- Bulk SMS and MMS
- Premium SMS and WAP billing
- Shortcodes and Long Numbers
- Mobile Marketing and 'Active' CRM Platform

### Working to Build a Safer Communications Industry for Consumers

One of the key challenges for media companies today is how to run services that are safe for consumers to use, within local regulatory frameworks, whilst enhancing their media brand and identity. With over 10 years of experience, working with broadcasters and media groups, Oxygen8 MEDIA understands these challenges. Compliance goes to the heart of the group and our 6 stage compliance model ensures that our media clients can have confidence that any services supported by Oxygen8 will adhere to best practice guidelines for the industry with regular industry updates, keeping them up to speed with any changes in the regulatory environment.

For more information on how Oxygen8 has helped other Media companies interact with their audience, contact our sales team for your FREE review

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