

GROW YOUR BRAND WITH MYGAMMA



Brands are flocking to myGamma to establish a mobile social media presence, and drive their message to our audience of thousands of 'unwired' mobile users who are not connected to traditional media outlets.

This short introduction provides the basics on how to go about establishing a presence for your brand.

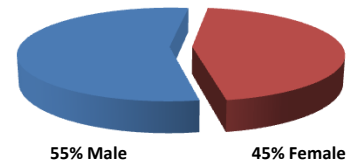
ESSENTIAL STATS

- myGamma is a mobile-only online social network.
- It can be accessed through any mobile phone handset with a WAP connection.
- Average of over 5m page views each day.
- 4,8 million registered users.
- Over 30,000 unique users sign in daily.
- 4,5 million ad exposures (graphic and text) served in myGamma pages daily.
- Presence in 89 countries.
- Interface available in 165 languages, maintained by a network of 5,300 member-translators.

OUR USERS

> Demographics

- Avid lower to middle income mobile users.
- Blue-collar/service-industry workers in developed regions such as Western Europe and the USA. The emerging middle class in developing countries.
- Also includes students and young people (often in their first job) who are settling into their careers and starting families.
- A group with limited access to other media (fixed-line internet, premium television or publishing).



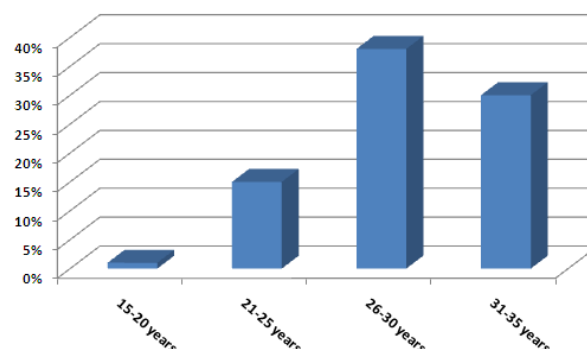
> Member Personality

- Our users wish to share their lives with others.
- Key motivations include making friends, interaction and a sense of belonging to the community.
- They are keen to interact with other members through games or virtual gifting.
- They may not earn much, but they have money to spend.
- They demands more mobile services & wish to do more transactions online (m-commerce, mobile banking opportunities).
- They seek entertainment, news & information.
- Communities form around many subject areas (food, movies, culture, music, games).

> Top 10 Markets

1. India
2. Indonesia
3. South Africa
4. Kenya
5. Libya
6. Thailand
7. Egypt
8. Nigeria
9. USA
10. Vietnam

> Age of audience



FEATURES AND TOOLS

Here's how most brands go about establishing a presence in myGamma.

1. Create a character

No one wants to interact with a faceless corporation. You'll need to create a character who embodies and complements your brand. This is the persona that will carry your message or promote your service, and interact with our users. Some examples:

- **Doctor Calculator** (a financial expert offering money advice)
- **Rally Driver** (a performance driver, talking about cars and bikes)
- **Hungry Chef** (a food lover, who shares recipes and cooking tips)

2. Set up a group

Groups are where users gather to discuss a particular subject. They can be dedicated to anything. It's a good idea to tie your group to a key activity associated with your brand. You're welcome to feature your brand name prominently in the title. Some examples:

- **The Filipino Rocker Group** (appeals to music fans)
- **Budget Backpackers Bar** (appeals to travellers)
- **The Foodies Group** (appeals to food lovers)

3. Start a blog

Whereas a group allows your followers to gather and interact with each other, blogs provide a steady feed of information from you to your audience. A blog can tell a story over time, and can house official communications like brand announcements or specials. Some examples:

- **The Daily Recipe Blog**
- **Shopper's Friend: What's On Sale**
- **Coffee Secrets: A Barista's Diary**

4. Create your own myGamma WAP Site

A myGamma WAP site (known in myGamma as Mobile Home) is your social base. It houses all your content (your blog, group and official profile), and can drive traffic on to your own properties. It's located at a custom URL, usually yourbrand.mygamma.com.



CONTACT INFORMATION

For further information or assistance in establishing a presence for your brand, please contact a member of our production team:

COUNTRY	NAME	TELEPHONE	EMAIL
(Global / Multinational)	Natasha Soh	+65 6395 3750	natasha@buzzcity.com
India	Manish Mishra	+91 22 2648 9963	manish@buzzcity.com
Indonesia	Veronika Wu	+65 6395 3743	veronika@buzzcity.com
South Africa	Hawa Omar	+27 82 866 0305	hawa@buzzcity.com
Thailand	Monchai Sricharoensak	+66 2 6329100	monch@buzzcity.com