

# BUZZCITY CATALOGUES



## ENRICH YOUR MOBILE PRESENCE WITH OUR FREE-TO-USE LIBRARIES OF QUALITY MOBILE CONTENT

Most people know of BuzzCity as a mobile internet ad network made up of thousands of mobisites, owned and managed by external publishers. Until recently, the sole exception was **myGamma**, our in-house social networking platform.

In 2010, we added the phenomenally successful **Djuzz**, our ad-supported free mobile games and apps portal aimed at offering a rich variety of entertainment to mobile users. This was followed by **Now-Cook**, our mobile recipe site, and **JAMsked**, our international gig and event guide.



### WHY OFFER THESE SITES?

Our sites are designed to satisfy mobile internet users' insatiable demand for relevant, useful and entertaining content on the mobile internet, and they provide a great context for our advertisers to promote their brands.

### LIBRARIES OF FREE QUALITY CONTENT

We have signed distribution agreements with owners of quality content from around the world, building up a significant library of which we are now able to share with you, at no cost.

Our custom mobile tools allow you to **create your own free mobile internet sites** in which to display this content – **customised to your brand, style and appearance**. You are able to **set up a new mobile site instantly**, or **integrate selected content into your existing site or portal**, thereby enriching your mobile offer, growing your presence and building brand interaction.

This approach also applies to myGamma, our mobile social networking site, which can be accessed through any mobile phone handset with an internet connection. It has an average of over 5m page views each day, and over 4,8 million registered users. The social network can be customised into a bespoke site, carrying your branding.

### FEATURES AND TOOLS

You are able to:

- **Customise and brand your mobisite** (specifying URLs, logos, titles and colours), or integrate our content into an existing mobisite or portal.
- **Select the content / categories of content that you would like to offer** (the full range of content currently available, or specific items that match your brand or region).
- **Specify countries and regions** in which your site will be displayed.
- **Upload your own content** easily, using our content management system.
- **Access real-time, comprehensive reports** that allow you to understand you customers better.

## HOW IT WORKS

- We host and maintain all data at no cost, with free ongoing support and assistance.
- We provide you with instant reach into our rapidly growing global audience of users.
- Your brand is displayed alongside quality games, applications, recipes and events sourced from top publishers and content partners worldwide.
- Depending on the level of customisation required, your site can be created and uploaded in as little as 30 minutes.



## FAQs

### 1. Why is BuzzCity offering catalogues of free content?

By publishing your own catalogue, you give your target audience a wide range of quality content, thereby promoting your brand or service. You gain access to a large global audience that's otherwise expensive to reach – at no cost. You also earn revenue from the advertising displayed on your new site.

For us, your catalogue generates additional traffic and ad revenue for our ad network, which allows us to offer this service to you for free.

### 2. Who do we work with?

We work with operators / mobile networks, handset manufacturers, content providers, food and FMCG brands, and independent or commercial media portals looking to enrich their content offering.

### 3. How do partners benefit?

Apart from promoting your brand or service alongside enticing free content, you will earn a percentage of the revenues generated from the ads that appear on your site. Standard publisher rates apply – 65% to partners, 35% to BuzzCity. Please view our standard publisher agreement for full details.

### 4. Can I choose the content that I publish?

Yes, you can choose the specific items (or categories of content) to go live in your catalogue.

### 5. How do I get started?

- a. Register on [www.buzzcity.com](http://www.buzzcity.com) and select the appropriate tab, as follows: Click **Login** > **WAPmaster** > then the appropriate choice:
  - i. **Djuzz Catalogue** for free games and applications
  - ii. **myGamma Circle** for a free version of our social network, carrying your branding and colours
  - iii. **Now Cook Catalogue** for free recipes
  - iv. **JAMsked Catalogue** for comprehensive gig guide information and event listings.
- b. Customise your site (logos, URL, colours content, etc), and then publish.
- c. Log on to our content management system with your login credentials to view reports and choose existing items, or upload new content.



## OUR CONTENT PARTNERS

This is a sample of international partners who have contributed to our library of mobile content.

Mobile Games and Applications	Music Gigs and Listings	Recipes
Addidas	Alexis Bistro (Malaysia)	Foodista
Cellufun	Barcelona Rocks (Spain)	For the Love of Cooking
EA Mobile	Burrrp (India)	Guardian News & Media Ltd
Fring	Elephant Foot (Sri Lanka)	India Today
HeroCraft	Esplanade (Singapore)	Nestlé
HOVR	Flying Circus (South Africa)	Nibbledish
Hungama	Freemagz (Indonesia)	RecipeSource
IGFun	Gig.ph (Philippines)	Weigh Less
IndiaGames	Inertia (Australia)	
Playfon	Last.FM (UK)	
Reebok	Live Bar (US)	
	Mukuna (New Zealand)	
	Musica Studios (Indonesia)	
	Nocturnal Events (Sri Lanka)	
	Rakista (Philippines)	
	World Arena (US)	

**NEED MORE INFORMATION?**

Please consult your local Buzzcity account manager, visit our website at [www.buzzcity.com](http://www.buzzcity.com), or contact one of the following members of our media team below:

<b>SITE</b>	<b>CONTENT CATEGORY</b>	<b>CONTACT PERSON</b>	<b>EMAIL</b>	<b>TELEPHONE</b>
<b>DJUZZ</b>	Mobile Games & Apps	Jé Alipio	romulo@buzzcity.com	+65 6395 3714
<b>NOW-COOK</b>	Recipes	Michael de Souza	michaeld@buzzcity.com	+65 6395 3749
<b>JAMSKED</b>	Gigs & Events	Jé Alipio	romulo@buzzcity.com	+65 6395 3714
<b>MYGAMMA</b>	Social Networking	Michael de Souza	michaeld@buzzcity.com	+65 6395 3749