

MYGAMMA CIRCLE



ENRICH YOUR MOBILE PRESENCE WITH OUR FREE-TO-USE MOBILE SOCIAL NETWORKING PLATFORM

About myGamma

m.mygamma.com

myGamma is a mobile-only online social network which is 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.

It has a presence in 89 countries, and the interface is available in 165 languages, maintained by a network of 5,300 member-translators.

myGamma Circle

Many brands and businesses have attempted to set up a social network for their target audience, and failed. Why? Because it takes significant time and expense to create a social network, and then, further time and energy to attract the critical mass of users that will form a community. As they say, a social network is only valuable if your friends are there already!

myGamma Circle allows you to set up your own FREE mobile internet social network – instantly! The resulting site promotes your brand or service alongside enticing chats, mobile blog content and user generated interaction from the m.mygamma.com mobile social networking site.

And the best part? The moment you activate your Circle, you will already have over 4,8 million existing registered users!



Features and Tools

You are able to:

- Customise and brand your Circle (specifying URLs, logos, titles and colours).
- Specify the countries and regions in which your new site will be displayed.
- Place banners at the top and bottom of the page.
- Upload short promotional text headers and footers to be displayed on each page.
- Access real-time comprehensive reports that allow you to understand you customers better.

How it Works

- We host and maintain all content at no cost, with free ongoing support and assistance.
- We provide you with instant reach into our rapidly growing global audience of mobile social networking users.
- Your brand is displayed alongside rich interaction, in a community of thousands of 'unwired' mobile users.
- Depending on the level of customisation required, your site can be customised and uploaded in as little as 30 minutes.
- myGamma Circle supports 100% of mobile internet-enabled handsets globally.

FAQs on myGamma Circle

1. Why is BuzzCity offering myGamma Circle?

By creating your own social networking site, you give your target audience free access to an online mobile community of avid mobile internet users – thereby promoting your brand or service. You gain access to a large global audience that is otherwise expensive to reach – at no cost. You also earn revenue from the advertising displayed on your new site.

For us, myGamma is an important site in the BuzzCity advertising network. By establishing your own Circle, you generate 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, 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 myGamma. Please view our standard publisher agreement for full details.

4. Can I choose the content that I publish?

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

5. How do I get started?

- a. Register on www.buzzcity.com and select the 'myGamma Circle' tab (here's the navigation path: Login > WAPmaster > myGamma Circle).
- b. Customise your site (logos, URL, colours content, etc), and then publish.
- c. Log on to <partnername>.mygamma.com with your login credentials to view reports and upload games and apps.

NEED MORE INFORMATION?

Please contact **Michael de Souza** at +65 6395 3749 or michaeld@buzzcity.com.

Further information is also available via your local Buzzcity account manager, and our website, www.buzzcity.com.