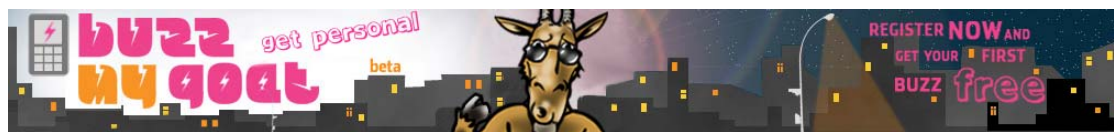


## Outcast TV



## TANLA MOBILE CASE STUDY

Client:	Outcast TV
Country:	UK
Industry:	Television
Project:	Customised mobile video platform and narrowcasting service.
Brands:	Buzz My Goat
Target Audience:	18-25 Youth Market
Medium:	Web, Mobile
The Challenge:	Outcast required a robust mobile content delivery platform that could enable brands and consumers to create personalised video content for web and mobile users across multiple networks and devices. The company needed a partner that could develop both the customised video service and the underlying payment system.
The Solution:	Tanla Mobile developed a customised platform which allows the seamless integration of audio and video segments in a practically limitless number of combinations. The resulting videos are delivered to recipients via WAP across any operator network. Underlying the content delivery, is a comprehensive billing layer that also allows Outcast TV to easily track transactions and the delivery success rate.
Results:	The BuzzMyGoat customised video service was successfully launched at Mobile World Congress, February 2008. The service has already generated interest from major brands and publishing houses. <a href="http://www.buzzmygoat.com">www.buzzmygoat.com</a>

### **Delivering the buzz**

Narrowcasting involves delivering messages to specific consumers, based on values, preferences, or demographic attributes. The maturity of web and mobile platforms is such that now many companies are exploring how they can target market users with new and exciting applications that exploit the opportunities offered by narrowcasting. One such company is Outcast TV, which was formed in October 2005 by award winning television producer Justin Wickham to pioneer the convergence of television and communication technology. Outcast drives new content and services to a global mobile audience through the development of innovative production techniques and technologies.

### **The Challenge**

Outcast TV wanted to develop a website that enables users to customise and send video clips that communicate a wide range of personal messages. However, these multimedia messages would need to deliver a consistent experience across all networks and a wide range of handsets, while providing a transparent view of all transactions and downloads to Outcast TV. It turned to Tanla Mobile to provide both the content delivery mechanism and the billing platform.

The project was also particularly challenging because it covered multiple touchpoints in modern mobile technology, encompassing WAP, video delivery, content streaming, MMS and billing.

### **The Solution**

“Outcast TV is at the forefront of the mobile narrowcasting market but, in order to succeed, we needed to partner with a company that could provide a robust, flexible content delivery and billing platform,” explains Wickham. “The real challenge was to ensure a totally intuitive and user-friendly experience from personalisation and preview right through to handset delivery. We chose to partner with Tanla Mobile because of their experience in delivering mobile content, and our preference to have one partner for both bespoke development and mobile billing.”

Tanla’s team of mobile specialists got to work in March 2007 developing a cost-effective mobile content deliver and billing platform that met the needs of Outcast TV and enabled the company to serve content to end users quickly and simply.



Over the course of nine months, Tanla Mobile's five man team created a platform capable of delivering personalised video messages across a range of operators and handsets. While the user experience is consistent and easy to use, this belies the huge technical effort that went into making it possible. For example, many operators block messages over a certain size meaning that Tanla Mobile had to work out the optimum frame rate to ensure videos download successfully.

The platform uses groundbreaking technology which allows the seamless integration of audio and video segments in a practically limitless number of combinations. The resulting videos are highly-personal and delivered to recipients via WAP across any operator network. Underlying the content delivery, is a comprehensive billing layer that also allows Outcast TV to easily track transactions and the delivery success rate. Despite the complexity of the back-end infrastructure, the process for the user is transparent and intuitive.

"Tanla Mobile delivered exactly what we required and demonstrated a thorough understanding of the specific challenges in the mobile market," adds Wickham. "The dedicated team supplied in-depth technical knowledge and expertise across multiple technologies and operating platforms to ensure a simple and seamless end-user experience. Furthermore, although the main project team was based in India, Tanla Mobile's UK presence ensured we could effectively manage the project without worrying about time zones or investing in costly and time-consuming travel."

### **The Result**

Together, Outcast TV and Tanla Mobile designed and built Buzz: the world's first fully featured mobile narrowcasting platform, which leverages a combination of film making talent and new production technology to creating exciting consumer and business applications. Commercial products in advanced development for Buzz include branded and white-label mobile marketing services delivering highly personalised, tracked and targeted brand promotion.

Buzz is a unique media personalisation engine which enables brands and consumers to create highly personalised video content for web and mobile users. The first commercial



application of the technology is BuzzMyGoat.com: a fun service allowing people – and brands – to communicate with personalised video.

“Video messaging services are in their relative infancy but have huge potential to shape the way in which we communicate,” adds Gautam Sabharwal, Director, Tanla Mobile. “Outcast TV has given consumers exciting new tools, and their quirky and idiosyncratic approach, combined with our technical expertise, makes BuzzMyGoat an easy, fun and totally original way to get your message across.”

The BuzzMyGoat customised video service was successfully launched at Mobile World Congress, February 2008. The service has already generated interest from major brands and publishing houses.

#### **Future Plans**

BuzzMyGoat represents the first of many possible applications for the Buzz platform. Major brands and publishing houses have already noted the system’s unique potential for delivering a bespoke and highly-personalised route to market, merchandise and promote products or talent. In addition, Tanla Mobile is currently developing a WAP site to complement the website as well as exploring the use of 3G technology for delivering the content and integrating PayForIt technology to simplify payment.

Wickham concludes, “This is the beginning of an ongoing relationship with Tanla Mobile that will enable us to expand the Buzz platform to embrace customised services for major brands. Mobile is the most personal, immediate and compelling of communications channels and the Buzz platform allows us and our clients to exploit this to the full. The possibilities for brands to use this technology imaginatively to communicate to a mass market in an extremely individual way are endless.”

[www.tanlmobile.com](http://www.tanlmobile.com)

[www.outcast.tv](http://www.outcast.tv)

[www.buzzmygoat.com](http://www.buzzmygoat.com)