



MTV Networks' South Park

SOUTH PARK MTV Networks needed to establish and grow its mobile business. South Park, Comedy Central's award-winning animated TV show, with its avid, loyal following and cult like status was a perfect fit for mobile. Nellymoser's award-winning mobile services platform, combined with world-class mobile strategy and design, gave MTV Networks everything they needed to deliver rich, interactive mobile applications to the broadest audience. The result – South Park Mobile

The mobile service brings unmatched rich, interactive mobile experiences to South Park fans when and where they want it - instant access to video & audio on demand, production blogs, flipbooks, avatars, message boards, wallpapers and ringtones - directly from their mobile devices. With the ability to engage millions of fans on multiple cellular networks in the US, South Park Mobile not only sets new standards for UGC (user generated content) and mobile social networking services, but also market penetration. Creating a personalized experience, consumers can build South Park avatars that will be displayed on forums, message boards, Q&A sessions with the shows creators Parker and Stone, and when interacting with others through community features. In addition the service gives users the ability to access ten seasons worth of streaming video from South Park episodes, ringtones, news, and graphics – all in one integrated mobile service.

By managing service delivery for MTV Networks, Nellymoser handles all the mobile channel complexity of dozens of network operators, a diversity of mobile device standards and media formats, and numerous distribution channels with different revenue models. Easily integrating into existing content management systems, network operator infrastructure, billing systems and advertising networks the Nellymoser Platform provides MTV Networks with a scalable, end-to-end solution for delivering engaging mobile experiences with South Park Mobile

Key Benefits and Features:

- > Create South Park Avatars that will be displayed on forums, message boards, and Q&A sessions
- > Streaming videos from 10 seasons of South Park
- > Q&A sessions with the shows creators Parker and Stone
- > Self-contained media player
- > Branded to the look and feel of South Park
- > Browse, preview and purchase of exclusive South Park digital media assets including ringtones & wallpapers
- > Integrated with network operator billing systems
- > Automatic updates of all content that is accessible through the service with no action required by the consumer
- > Comprehensive statistics and analytics package

