



# Competitive Positioning

ShoZu Confidential

# Two centers of gravity



# Benefits

**Mobile Operators**

**Discoverability**  
**Integrated billing**  
**Predictable costs**

**Handset vendors**

**Discoverability**  
**Can serve ads**

# Disadvantages

Mobile Operators

Discoverability

Integrated billing

Predictable costs

**Operator controls ad inventory**

**Long BD and dev cycles**

**Poor rev share**

Discoverability

Can serve ads

**Long BD and dev cycles**

Handset vendors

# ShoZu™ Partners

Mobile Operators



**Discoverability**

**Integrated billing**

**Predictable costs**

Operator controls ad  
inventory

**Long BD and dev  
cycles**

Poor rev share



Sony Ericsson

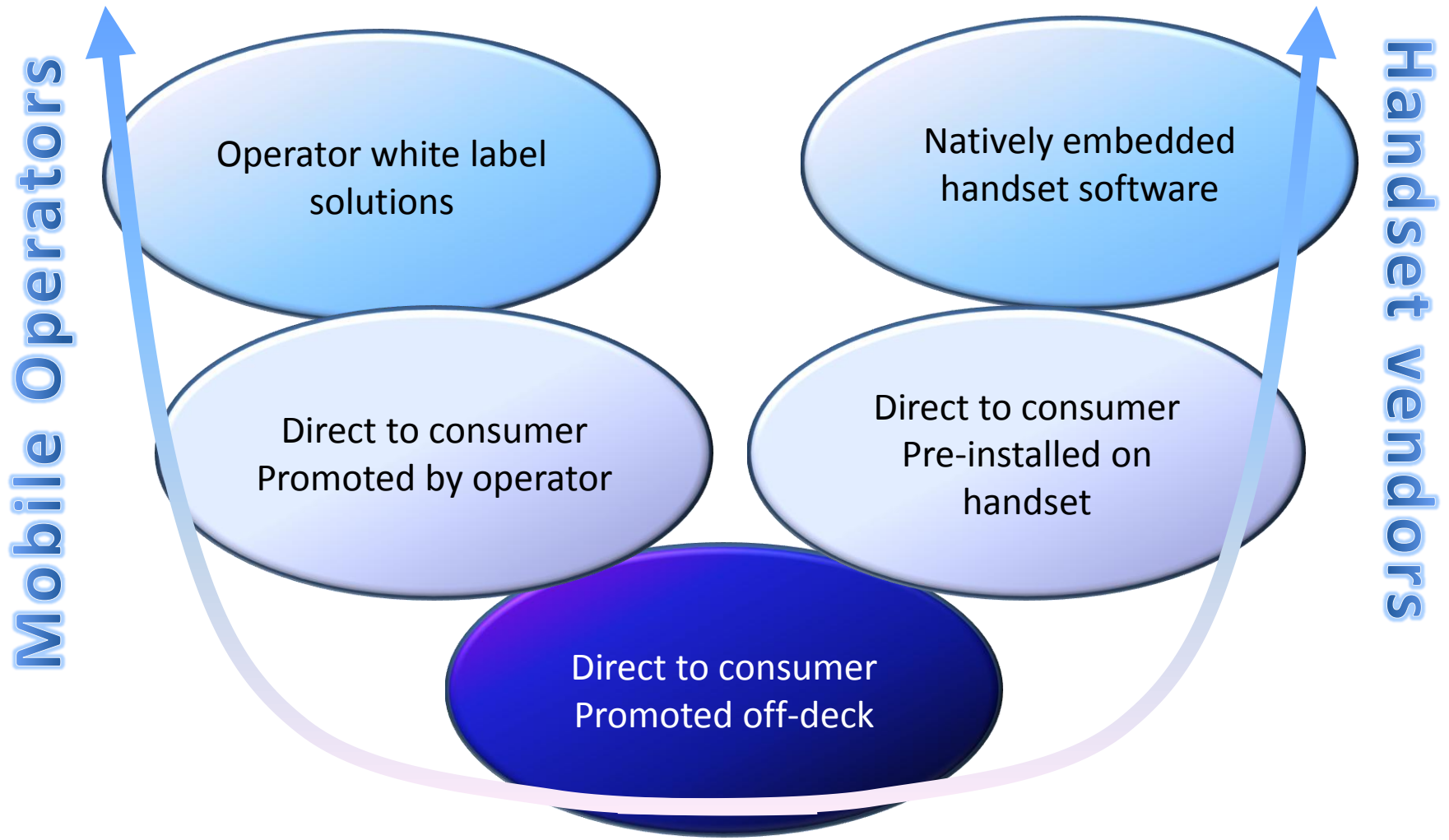
**Discoverability**

**Can serve ads**

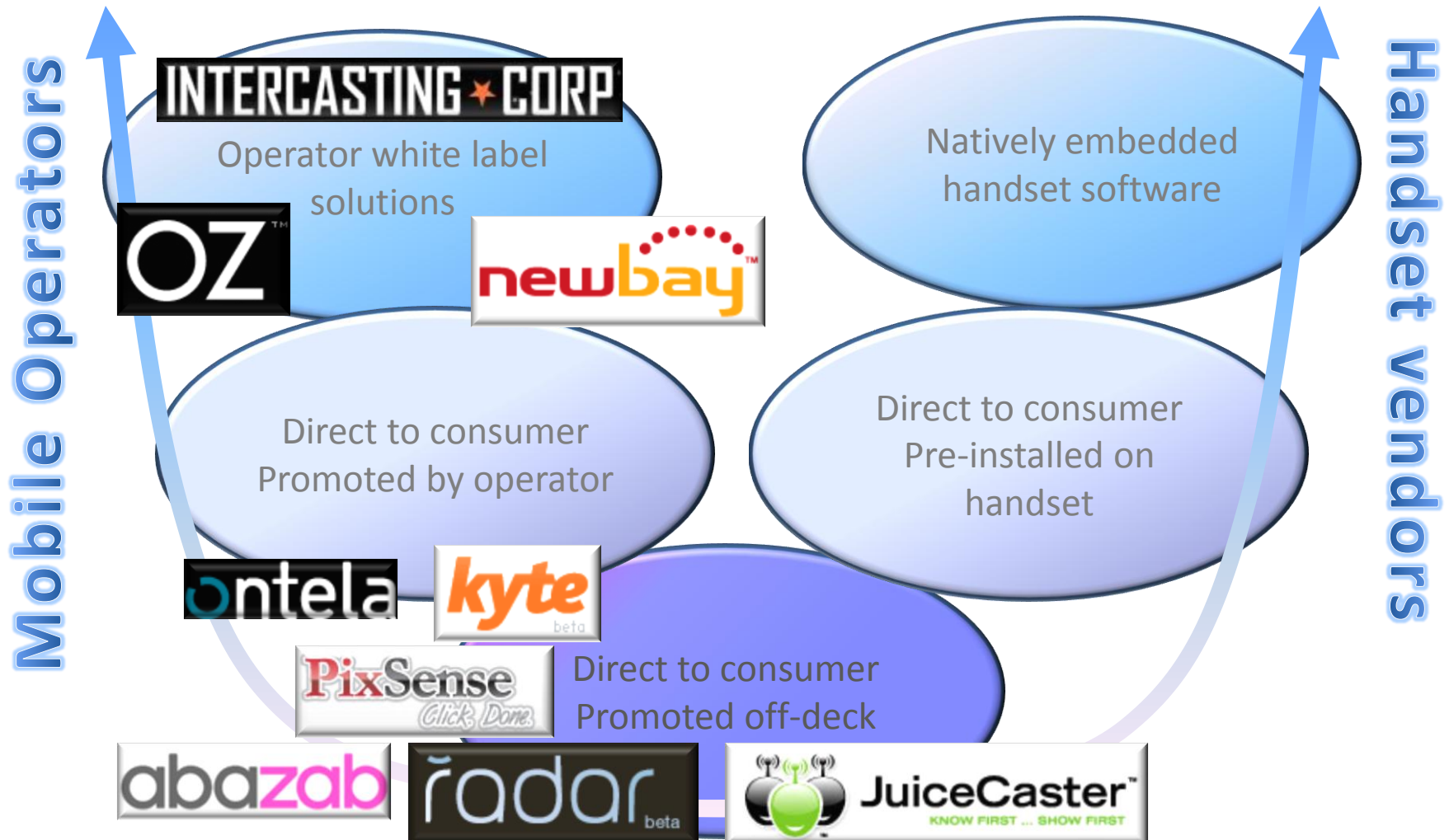
**Long BD and dev  
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Handset vendors

# Approaches to market



# ShoZu™ Competitors



# ShoZu™ Position

