



Icon	Interaction
1	<p>This interaction occurs between the Telco and the VAS(Value Added Service) company.</p> <p>The VAS company comes to the Telco to request to market some content to the subscribers of the Telco.</p> <p>The Telco in turn provides information about their subscribers to the VAS company. The information includes, contact phone numbers, billing access and targeted marketing data (sex, age and location) of their subscribers.</p> <p>The Telco and VAS company come to a contractual agreement regarding the percentage split of all earnings resulting from the marketed content.</p>
2	<p>This interaction occurs between the VAS company and the Content Provider.</p> <p>The Content Provider comes to the VAS company if they want to monetize their content to Telco subscribers.</p> <p>The VAS company and Content Provider come to a contractual agreement regarding the percentage split of all earnings resulting from the marketed content after the Telco has taken its cut. Alternatively the VAS company and Content Provider can come to an upfront payment agreement per month for the content.</p>