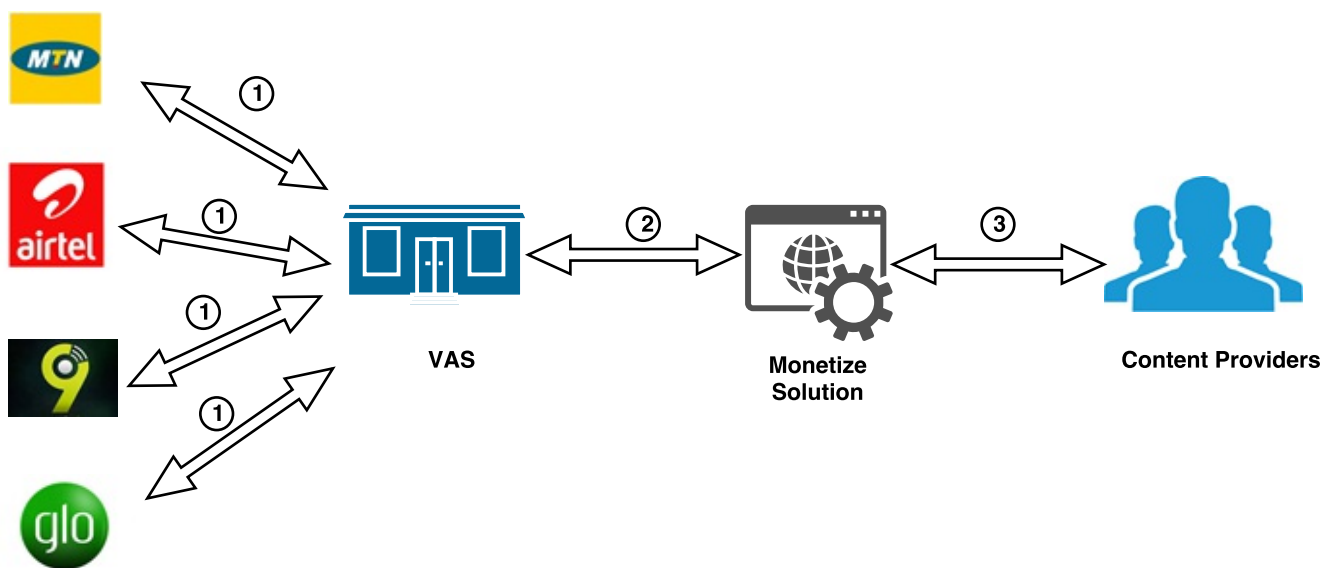


# PROPOSED DIGITAL CONTENT MONETIZATION PROCESS



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 VAS company(ICH) and the monetize solution developed by ICH.</p> <p>ICH has access to the monetize solution and can monitor the progress of the content being marketed on the solution</p> <p>ICH can control the content providers who have access to the monetize solution.</p> <p>ICH can offer subscription opportunities to content providers or any subscribers on the monetize solution.</p> <p>ICH can control marketing of the content on the monetize solution</p>
3	<p>This interaction occurs between the Content Providers and the monetize solution</p> <p>The Content Providers subscribe for free on the monetize solution</p> <p>The Content Providers can begin gaining visibility for their product</p> <p>The Content Providers can quickly and efficiently begin to monetize their product.</p> <p>The Content Providers can monitor the monetization progress of their product</p>