



Media Management Centre

User Manual

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Document History

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1 Introduction

This document highlights the functionality of certain key features of the **Media Management Centre** - a great utility platform catering to the needs of the mobile operators.

This interface allows creating Groups, Targets, Contests, Voting, SMS broadcast and Scheduler engines. Different campaigns can be created and linked to various groups of customers, as and when desired. You can utilize the mobile operator base to explore and reach out to the masses by simple messaging.

Based on the hierarchical framework of Targets and Groups, and a modular structure for the management of Contests and Voting engines, the platform is an integrated tool for Media Management Centre.

The core focus of this platform is to:

- design campaigns like SMS blast, contests and voting engines with ease
- create different groups and sub groups for different types of campaigns, and configure these with the identified target audience
- provide the DND list formulation, a unique feature, for the users who opt to be left out from such campaign promotions. Users who wish to discontinue getting the SMS intimations for any such campaigns, can register themselves with the DND list by sending an SMS with the DND keyword.

As a unique application allowing the designing and launch of campaigns with ease, the Media Manager truly brings in the power for effective Media Management.

1.1 Aim

The document uses screenshots to discuss how **Media Management Centre** functionalities are used effectively. The scope and purpose of each functionality is also discussed.

1.2 Intended Audience

The intended audience of this document is the Superuser from Nazara, who is authorized to change the settings of the **Media Management Centre**. The superuser is the person who handles and maintains the **Media Management Centre** Settings on behalf of the company owning the CMS. The Superuser is responsible for understanding the Business Client requirements, converting it into specific information and then conveniently uses the CMS platform to manage an updatable client repository. The user can use this document to understand the CMS – **Media Management Centre** Settings and fully utilize its distinct features for efficiently catering to the client needs.

1.3 Prerequisites for the user

The document has been designed from the perspective of the potential user. However, It is assumed that the user is acquainted with certain technical aspects related to the topic.

For the intended audience to be able to understand and use the document effectively, it is suggested that the user is familiar with the following basics:

- Handling PC

- Acquaintance with the basic User Interfaces on the Mobile Genie CMS
- Using Mobile handsets and understanding the content compatibility and UI designing
- Understanding the Business requirement
- Telecom workflow and the Telecom Jargon

2 Login to the Interface

Type the URL address for the link in the Browser. The Login Page appears as shown in figure 1.

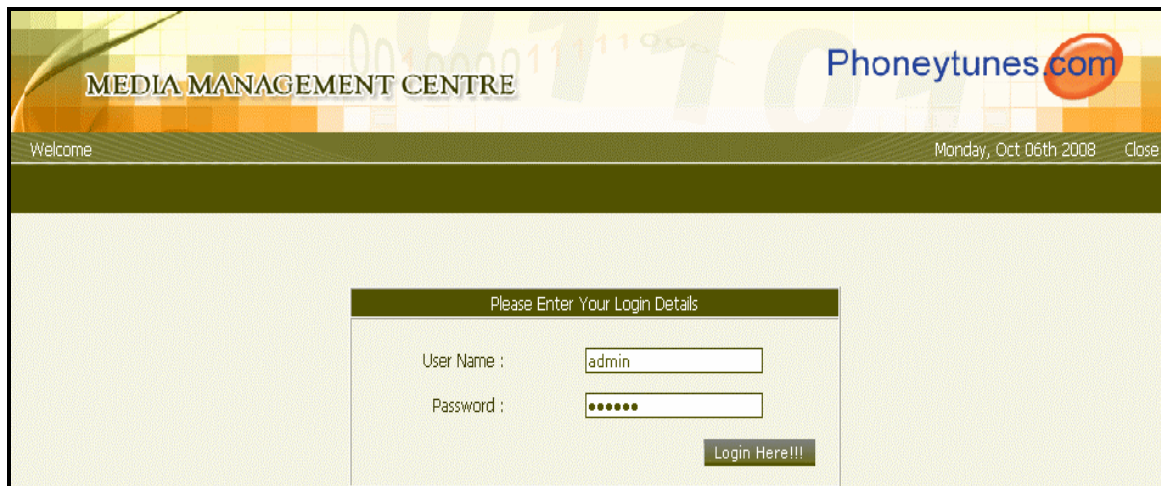


Figure 1

- Enter **User Name** and **Password** and then click **Login Here**. The **Home Page** appears as shown in figure 2.



Figure 2

Home page displays functional categories of the platform. The Menu categories as enlisted below are explained in the subsequent sections.

- **Group Management**
- **Target BuildUp**
- **Contest Management**
- **Voting Management**
- **Bulk SMS Broadcast**
- **Scheduler**

Note: Click on the required category name to view the corresponding sub categories.

2.1 Group Management

Use this section to create a Group. The **Group Management** renders an easy – to – manage hierarchical structure. Its sub categories exhibit a gamut of functions provided for management of the group.

- Click **Group Management** tab. List of sub categories displays within the **Group Management**, as shown in figure 3.



Figure 3

2.1.1 Create Group

Use this link to create a new group under **Group Management**.

- Click **Create Group**, the **Group Creation** box appears as shown in figure 4.

Figure 4

- Enter the **Group Name** and the **Description** in the corresponding fields.
- Click **Create Here**. The message confirming group creation on the top of the screen appears with sub categories (explained in the subsequent sections), as shown in figure 5.
 - Add Sub Group
 - Edit Group
 - Delete group

Figure 5

- The created group name displays under **Create Group**, as shown in figure 6.

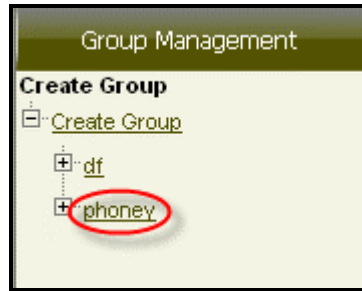


Figure 6

2.1.1.1 Add Sub Group

Use this option to create a sub group under a particular group.

There are two ways of creating a sub groups as shown in figure 7 and 8.

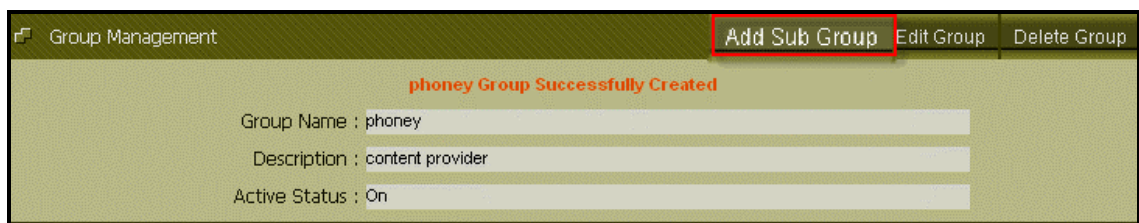


Figure 7

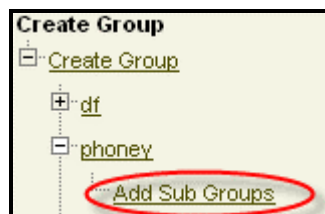


Figure 8

- Click **Add Sub Group/s**, the following screen appears as shown in figure 9.

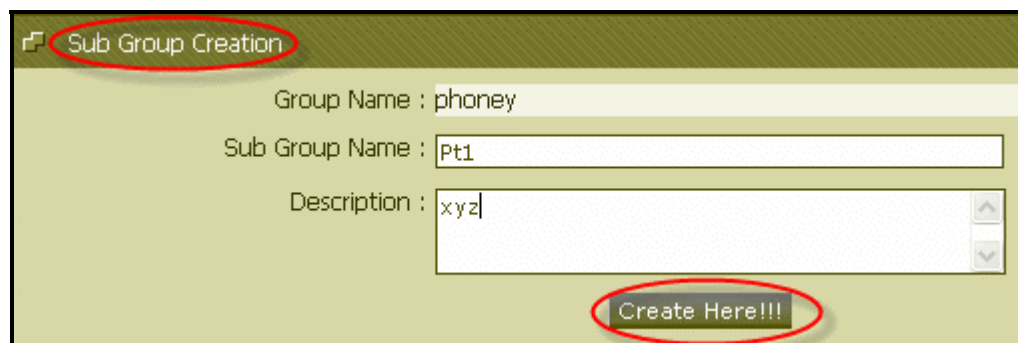


Figure 10

- Enter the **Sub Group Name** and the **Description** in the corresponding fields.

Click **Create Here**. The message confirming sub group creation appears on the top of the screen, as shown in figure 11.

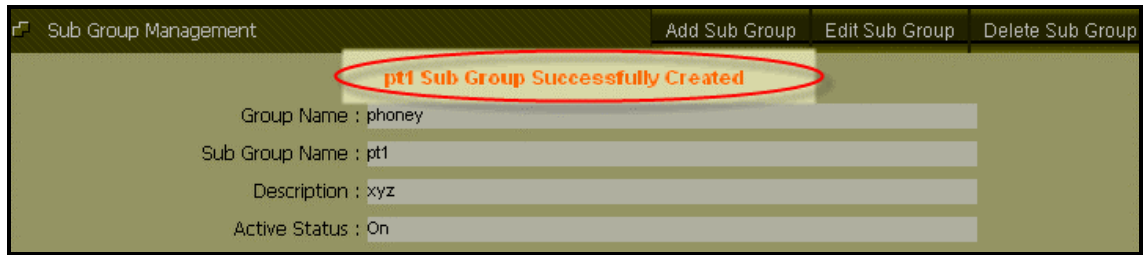


Figure 11

The created sub group name appears in a hierarchical list, as shown in figure 12.

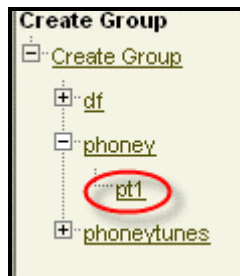


Figure 12

2.1.1.2 Edit Sub Group

Use this option to modify the Sub Group.

- Click **Edit Sub Group/s**, the **Sub Group Modification** box appears as shown in figure 13.

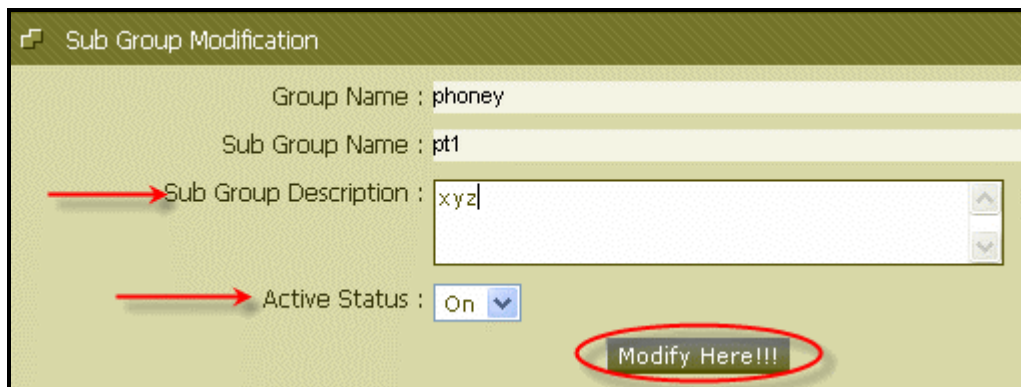


Figure 13

- Modify the **Description** or **Status (ON/OFF)** of the sub group as per the requirements.
- Click **Modify Here**, The following message appears, as shown in figure 14.



Figure 14

2.1.1.3 Delete Sub Group

Use this option to delete sub group/s.

- Click on a sub group name to be deleted, as shown in figure 15.

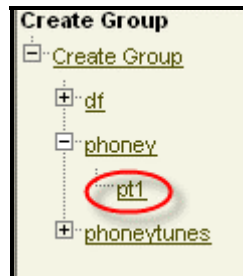


Figure 15

- Click **Delete Sub Group** under **Sub Group Management**, the following message appears confirming the deletion of the sub group as shown in figure 16.

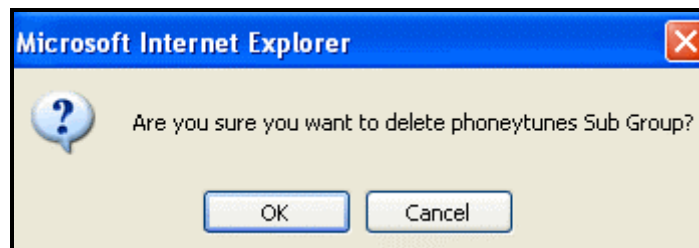


Figure 16

- Click **OK**, to delete the subgroup.
- If the subgroup is in the target list, a message appears as shown in figure 17.



Figure 17

Note: Targeted groups or subgroups cannot be deleted.

2.2 Target Buildup

Use this section to create and manage the target customers for campaign promotions.

- Click **Target Buildup** tab. List of sub categories displays under **Create Target**, as shown in figure 18.

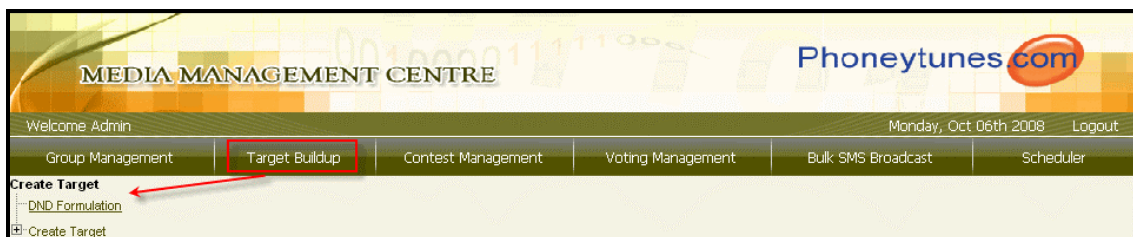


Figure 18

The sub categories of **Target Buildup** are explained in the subsequent sections:

2.2.1 Create Target

Use this option to create a target group or the contact numbers of the subscribers to intimate about the particular campaign.

- Click **Create Target** under **Target Buildup**, as shown in figure 19.

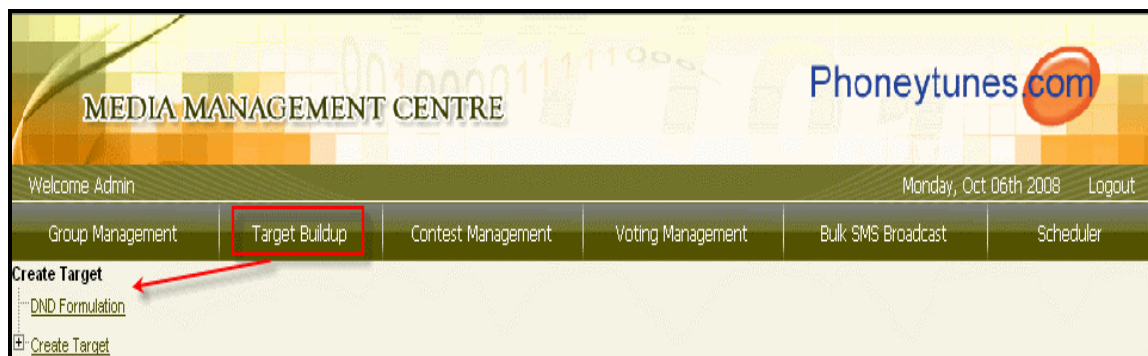


Figure 19

- The **Target Creation** box appears, enter the information in the corresponding fields as shown in figure 20.

The screenshot shows the 'Target Creation' form. The title 'Target Creation' is circled in red. The form has four main input areas: 'Target Name' with a text box, 'Selection Criteria' with a dropdown menu showing 'Select Criteria', 'Group Name' with a dropdown menu showing 'Select Group Name', and 'Select Sub Group' with a dropdown menu showing 'Select Sub Group Name'.

Figure 20

Target Name: Enter target name.

Selection Criteria: This option allows to specify certain criteria as the basis of selection to have a selective group of audience, who are interested in the related campaign.

- Select the selection criteria from the **Select Selection Criteria** drop-down list as shown in figure 21.

The screenshot shows the 'Target Creation' form with the 'Selection Criteria' dropdown menu open. The dropdown menu lists three options: 'Select Criteria', 'Ready User Base', and 'Import External DB'. The 'Selection Criteria' label is circled in red. The other fields in the form remain the same as in Figure 20.

Figure 21

The two available options under **Selection Criteria** are:

Ready User Base: Use this criteria to upload a user base which is saved in a file.

- Select **Ready User Base**, the Upload MSISDN field appears, as shown in figure 22.

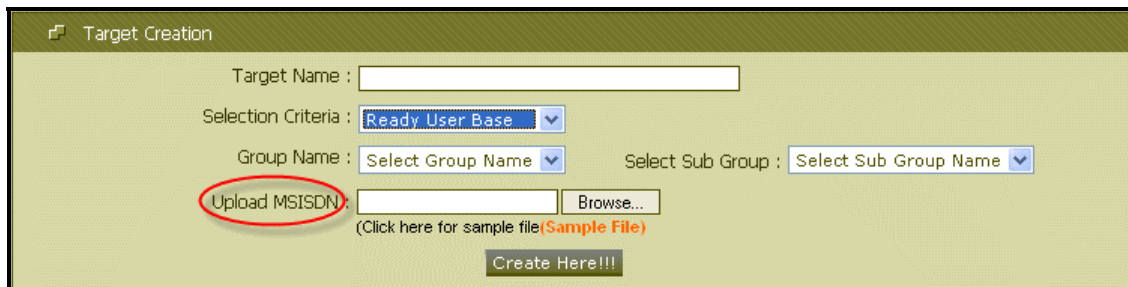


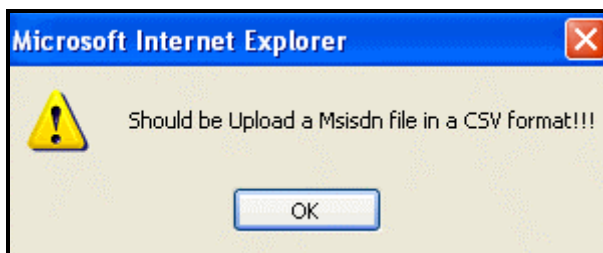
Figure 22

- Click **Browse**, to search and upload a ready user data file. The file to be uploaded must be a text file in CSV format.
- Click on **Sample File**, as shown in figure 23.



Figure 23

- After uploading a file click on **Create Here**. If an uploaded file is not in a CSV format, the following error message appears as shown in figure 24.



or

MSISDN File Is Not Valid

Figure 24

- After successfully uploading a csv file, select **Group Name** and **Sub Group Name** from the list.
- Click **Create Here**. A message appears as shown in figure 25.

Target Successfully Created

Figure 25

Import External DB: Use this option to upload a file from external database.

- Select Import External DB option from Selection Criteria list.
- Enter the information in following fields as shown in figure 26.

Figure 26

Host IP: Enter the IP address of the host as shown in figure 27.

Data Base: Enter the name of the database as shown in figure 27.

Figure 27

User Name: Enter the name of the user as shown in figure 28.

Password: Enter the password of the user as shown in figure 28.

- Click on **Make Connections**. The message appears as shown in figure 29.

Figure 29

- Message appears confirming the successful connection as shown in figure 30.

Connection Successfull

Figure 30

- Click **Open DBase** to open the database for generating a query as shown in figure 31.

Figure 31

- Message appears in case of successful connection, as shown in figure 32.



Figure 32

- Select the name of the database table from **DB Table** field and select MSISDN field from **MSISDN Field**, as shown in figure 33.
- Click **Add Condition** as shown in figure 33.

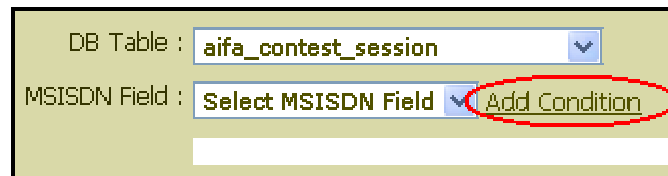


Figure 33

- The following fields appear as shown in figure 34.

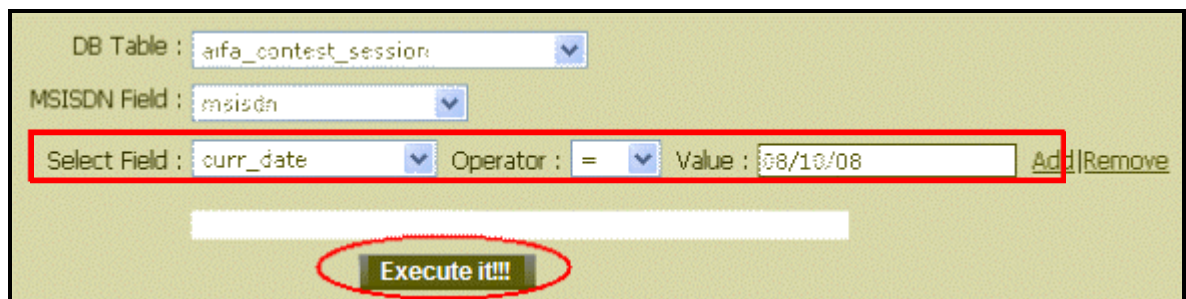


Figure 34

- Select the required data from **Select Field, Operator, Value** field list as shown in figure 34.
- Click **Execute It**.
- If the selected query was not found, a message appears as shown in figure 35.



Figure 35

Note: Different targets can be created and linked for different Sub Groups.

2.2.1.1 Target View

- To view created targets, click on the target name from the list as shown in figure 36.

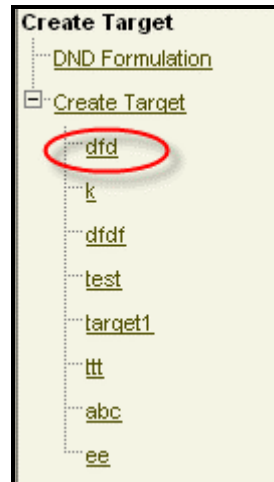


Figure 36

- Target view screen appears, as shown in figure 37.

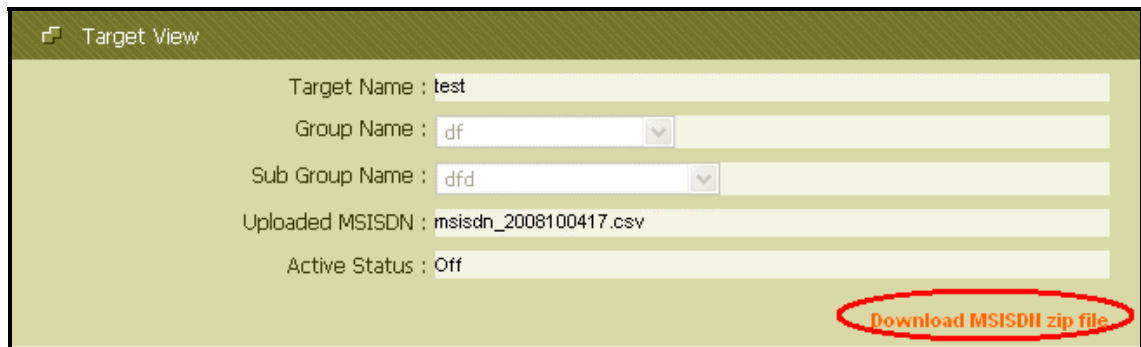


Figure 37

- Click **Download MSISDN Zip File** (as shown in figure 37) to view the MSISDN zip file content.

2.2.2DND Formulation

This section refers to the management of the **Do Not Disturb** list, and is the most distinguishing feature of the platform. This list refers to a group of all those users who do not want the promotional intimation on their mobiles. The list of these numbers who have opted for DND must be filtered out so that they do not receive the promotional message.

- Click **DND Formation** under **Target Buildup**, as shown in figure 38.



Figure 38

- The DND Formulation box appears, enter the information in the corresponding fields as shown in figure 39.

Figure 39

Group Name: Select the group name from the list.

Select Sub Group: Select Sub Group name from the list.

Upload MSISDN: Upload CSV format file.

- Click on **Browse** to search and insert a file.
- Click **Create Here**, the following message appears as shown in figure 40.

DND Successfully Created

Figure 40

2.3 Contest Management

Use this section to create and manage contest for promotions.

Click **Contest Management** tab. List of sub categories displays under **Create Contest**, as shown in figure 41.

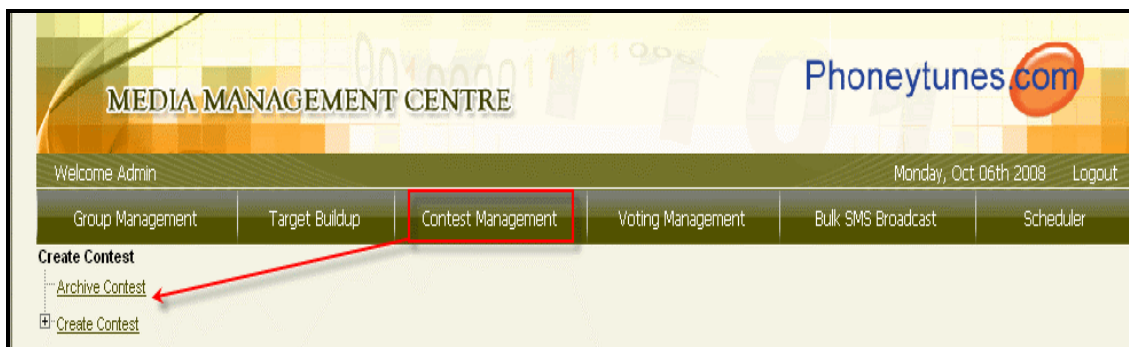
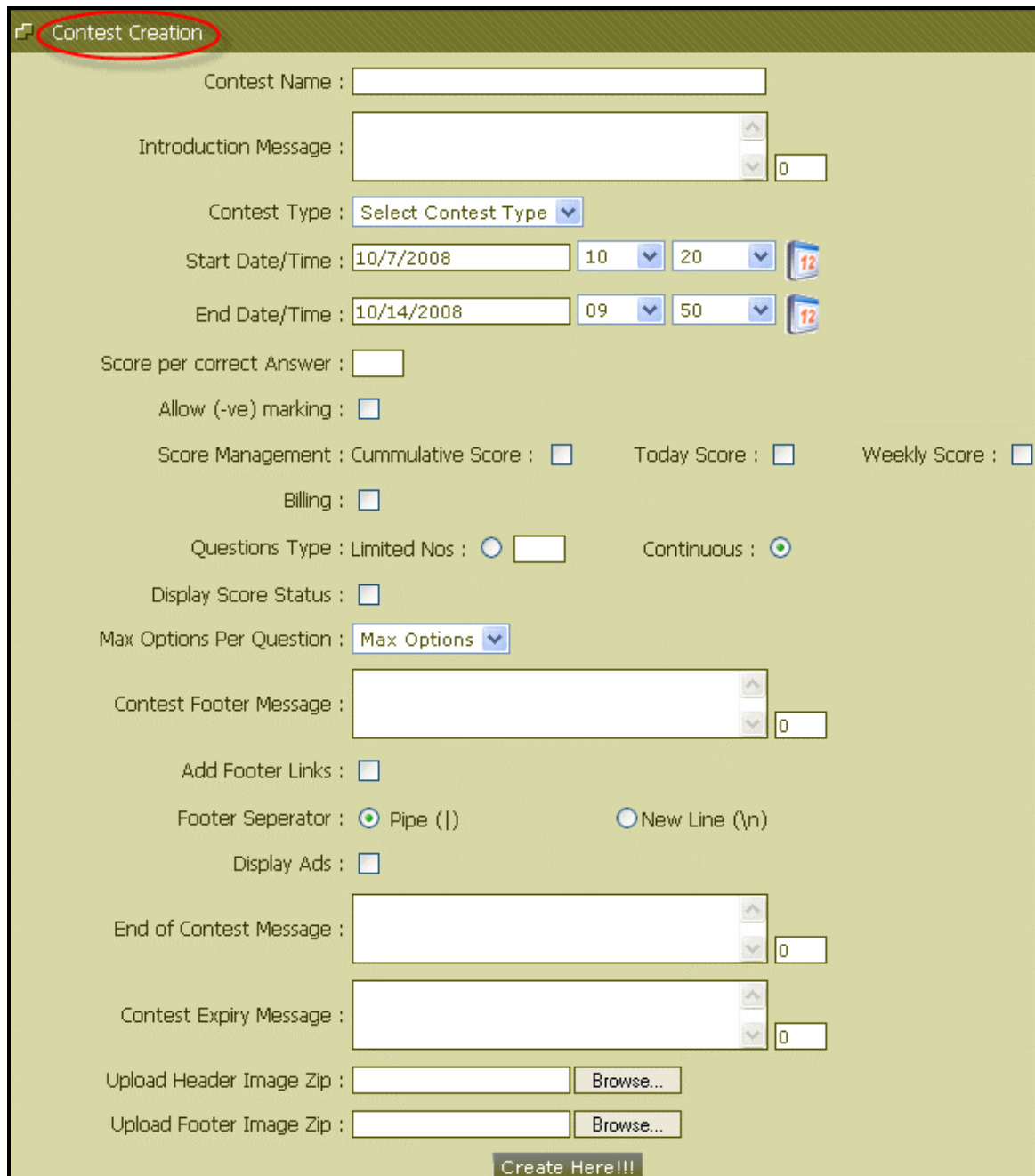


Figure 41

The sub categories of **Contest Mangement** are explained in the subsequent sections:

2.3.1 Create Contest

- Click **Contest Creation** in the Menu tree. The **Contest Creation** screen appears, as shown in figure 42.



Contest Creation

Contest Name :

Introduction Message : 0

Contest Type :

Start Date/Time :

End Date/Time :

Score per correct Answer :

Allow (-ve) marking : ☐

Score Management : Cumulative Score : ☐ Today Score : ☐ Weekly Score : ☐

Billing : ☐

Questions Type : Limited Nos : ☐ Continuous : ☒

Display Score Status : ☐

Max Options Per Question :

Contest Footer Message : 0

Add Footer Links : ☐

Footer Separator : ☒ Pipe (|) ☐ New Line (\n)

Display Ads : ☐

End of Contest Message : 0

Contest Expiry Message : 0


Upload Header Image Zip :

Upload Footer Image Zip :

Figure 42

Enter the data in the corresponding fields as described below:

Contest Name: Use this field to enter the name of the contest. For e.g. IPL, Bollywood etc. as shown in figure 43.



Contest Name :

Figure 43

- **Introduction Message:** refers to the welcome message that appears as the user opens the contest on the mobile as shown in figure 44.
- The integer number shown in the box indicated the number of characters in the message, as shown in figure 44.

Introduction Message : Welcome to bollywood

20

Figure 44

Note: Maximum 160 characters can be entered in a box.

- **Contest Type:** Refers to the type of contest and offers. Three options are available under this field, as shown in figure 45.

Contest Type : Select Contest Type

- Select Contest Type
- Continuous
- Stop on error

Figure 45

- **Continuous:** This option takes the user to the first question after the completion of the contest.
- **Stop on Error:** This option stops the contest after the generation of an error.
- **Everyday One Question:** Provide one question each day to the user to play a contest.
- **Start Date/Time:** This field is used to enter the starting date and time of the contest, as shown in figure 46.

Start Date/Time : 10/7/2008 10 20

Date Field Time (hour) field Time (sec.) field Calendar

Figure 46

Use calendar, as shown in figure 47, to change the date field.

Oct 2008						
S	M	T	W	T	F	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Figure 47

End Date/Time: This field is used to enter the ending date and time of the contest, as shown in figure 48.



Figure 48

The method of modifying the ending date and time is same, as mentioned above in the **Start Date and Time**.

Note: **Start date/time** should be greater than the **current date/time** and **end date/time** should be greater than the **current date/time**.

Score Per Correct Answer: This field is used to set the score for per correct answer, as shown in figure 49.

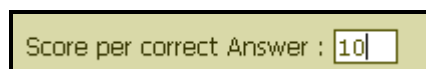


Figure 49

Note: Only integer values are allowed in the Score field.

- **Allow (-ve) Marking:** This is an optional field, which is used to set the negative marking (i.e number deducted per wrong answer).

Click **Allow(-ve) Marking**.

The field **(-ve) score per wrong Ans** appears, enter the number as shown in figure 50.

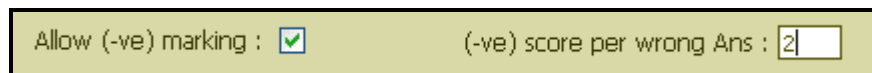


Figure 50

- **Score Management:** This field is used get the details about the highest score scored by the user. Three options are available under this field:
 - **Cummulative Score:** Show total score scored by the user till date.
 - **Today Score:** Show everyday score.
 - **Weekly Score:** Show weekly score.

Select the available option as per the requirement, as shown in figure 51.

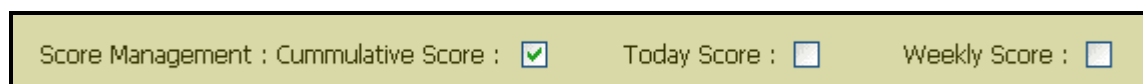


Figure 51

- **Billing:** Used to set the billing details for the contest. This is an optional field.

Click **Billing**. The **Application Id** and **Price Point** options displays under **Billing option**, as shown in figure 14.

- **Application Id:** Unique Id number of the contest.
- **Price Point:** Set the price or charges the price on the basis of: per question or per contest.

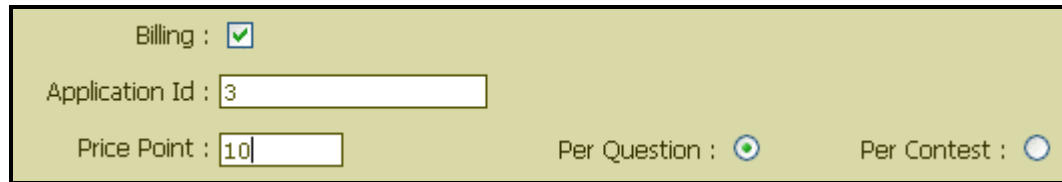


Figure 52

- **Questions Type:** Use this option to set the number of questions provided to the user to play a contest. Following options are available under **Question Type** field:
 - **Limited Nos:** Used to provide limited number of questions from the available list.
 - **Continuous:** Used to provide all the questions from the available list.

Click **Limited Nos** or **Continuous** as shown in figure 53.

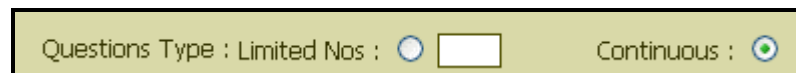


Figure 53

- **Display Score Status:** This option is used to display the score of the user on the mobile while playing a contest.

Click **Display Score Status**, as shown in figure 54.

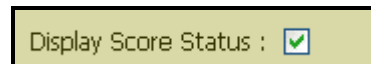


Figure 54

- **Max Options Per Question:** Use this option to provide number of options to a question. Maximum four options can be provided per question.

Select Number from the **Max Options Per Question** list, as shown in figure 55.

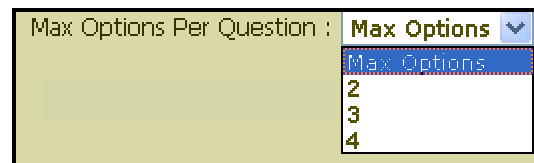


Figure 55

- **Contest Footer Message:** Use this option to provide footer message at the end of a per question screen.

Enter text in **Contest Footer Message** box, as shown in figure 56.



Figure 56

Note: Maximum 160 characters can be entered in a box.

- **Add Footer Links:** Use this option to provide text with links at the end of a per question screen. This is an option field.

Click **Add Footer Links**, the **Footer Text** and **Footer Link** input box appears.

Enter the text in **Footer Text** box and URL in **Footer Link** box.

Click **Add**, to add more **Footer Text** and Footer Link input boxes, as shown in figure 57.

Figure 57

- **Footer Separator:** Use this option to separate the footer text. Two types of separators are available:
 - **Pipe (|)** : separates text by using pipe sign for e.g. Previous | Next | Download.
 - **New Line (\n)**: separates text by using new line. Using new line separator the text will appear as:

E.g. Previous
Next
Download

Click **Pipe** or **New Line** under the **Footer Separator** option, as shown in figure 58.

Figure 58

- **Display Ads:** Use this option to link the ads. This is an optional field.

Click **Display Ads**, as shown in figure 59.

Figure 59

- **End of Contest Message:** Use this option to provide a message that appears at the end of the contest.

Enter message in the **End of Contest Message** box, as shown in figure 60.

Figure 60

Note: Maximum 160 characters can be entered in a box.

- **Contest Expiry Message:** Use this option to provide a message that will be displayed if the user tries to access the contest after the **Stop Time**.

Enter message in the Contest Expiry Message box, as shown in figure 61.

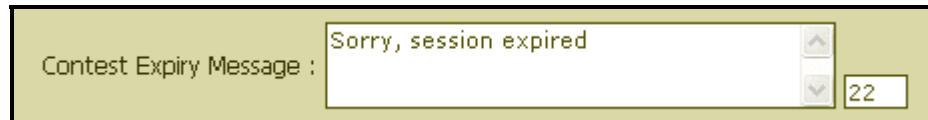
A form with a label "Contest Expiry Message :" followed by a text input field containing "Sorry, session expired". To the right of the input field is a small box containing the number "22".

Figure 61

Note: Maximum 160 characters can be entered in a box.

- **Upload Header Image Zip:** Use this option to insert an image in the header. The file to be uploaded must be a .zip file in .gif, jpeg or jpg format in 515x52, 295x52, 280x52, 250x52, 240x52, 230x52, 210x52, 180x52, 176x52, 165x52, 120x52, and 110x52 sizes.

Click **Browse** to search and insert an image in header, as shown in figure 62.

A form with a label "Upload Header Image Zip :" followed by a text input field and a "Browse..." button.

Figure 62

- **Upload Footer Image Zip:** Use this option to insert an image in the footer. The file to be uploaded must be a .zip file in .gif, jpeg or jpg format in 515x52, 295x52, 280x52, 250x52, 240x52, 230x52, 210x52, 180x52, 176x52, 165x52, 120x52, and 110x52 sizes.

Click **Browse** to search and insert an image in footer, as shown in figure 63.

A form with a label "Upload Footer Image Zip :" followed by a text input field and a "Browse..." button.

Figure 63

Note: Images uploaded in a header and footer must be in a zip format. If the uploaded files are not in a zip format or banner sizes do not matches with the available banner sizes following messages appear at the top of the screen.

A yellow rectangular box with a black border containing the text "Err : Bulk Upload should be in zip format" in red.

Figure 64


A yellow rectangular box with a black border containing the text "Err :Hazara Quiz Header Banner size do not matches with available banner sizes" in red.

Figure 65

- **Create Here:** Click **Create Here**, the following message appears at the top of the screen, if contest is created successfully.

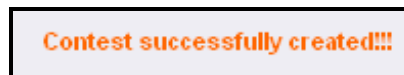
A yellow rectangular box with a black border containing the text "Contest successfully created!!!" in red.

Figure 66

The created contest name appears under **Create Contest** menu list, as shown in figure 67.


A screenshot of a menu titled "Create Contest". It contains two items: "Archive Contest" and "Create Contest". Below "Create Contest" is a sub-item "d" with a red arrow pointing to it and the text "Contest name" next to it.

Figure 67

2.3.1.1 View Contest

- Click on contest name (d), the list of questions appears, as shown in figure 68.

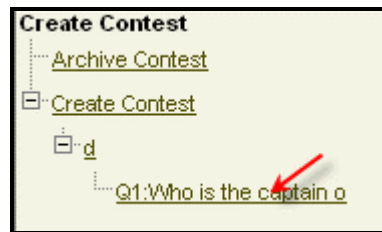


Figure 68

- To view the details of the created contest, click on the name of the contest.
- The Contest Management screen appears, as shown in figure 69.

A screenshot of the 'Contest Management' screen. At the top, there are four tabs: 'Add Contest Question', 'Edit Contest', 'Delete Contest', and 'Import Question'. The main area contains various input fields and dropdown menus for configuring a contest. The fields are: Contest Name (d), Introduction Message (fdfdf), Contest Type (Continuous), Start Date Time (10/03/2008 17:00), Stop Date Time (10/10/2008 16:30), Score per correct Answer (11), Negative score per wrong Ans (0), Questions Type (Continuous), Max Options Per Question (2), Contest Footer Message (dfd), Footer Separator (Pipe Separated), Display Ads (Add Off), End of Contest Message (df), Contest Expiry Message (dfd), Active Status (Off), Upload Header Image Zip (ideaheader.zip), and Upload Footer Image Zip (ideafooter.zip).

Figure 69

The **Contest Management** screen also displays following options, explained in the subsequent sections:

2.3.1.2 Add Contest Question

Use this option to create a contest question for a selected contest.

- Under **Contest Management**, click **Add Contest Question** tab as shown in figure 70.

Contest Question Creation

Contest Name : d

Header : fdfdf

Contest Type : Continuous

Start Date Time : 10/03/2008 17 00

Stop Date Time : 10/10/2008 16 30

Question :

Option A :

Option B :

Answer : A ☒ B ☐

Preview:

Your next question is Q: Option A. B. dfd

Insert Here!!!

Figure 70

The **Contest Question Creation** screen appears, which contains following fields:

Contest name: Shows the name of the contest.

Header: Shows the header message.

Contest Type: Show the type of contest.

Start and Stop Date/Time: Shows start and stop date of the contest.

Question: Use this option to add questions to the contest.

Enter the question in **Question** box and options in **Option** boxes, as shown in figure 71.

Question : who is the best player

Option A : sachin

Option B : sehwag

Answer : A ☒ B ☐

Preview:

Your score is [score]. Your next Q: who is the best player Option A.sachin B.sehwag dfd

Figure 71

Option A: provide first answer option for the multiple choice contest questions.

Option B: provide second answer option for the multiple choice contest questions.

Note: The number of options that appears on this screen depends on the number of options that you had selected in the **Max Options** field on the **Contest Creation** screen while creating the contest.

Answer: displays the radio button selection option displaying all the answer options. Select the correct answer option. Only one option can be selected.

Preview: shows the score with question and their options.

- Click **Insert Here** to insert questions in a contest. The message appears as shown in figure 72.

Contest Question successfully inserted!!!

Figure 72

- Inserted question appears under contest name, as shown in figure 73.

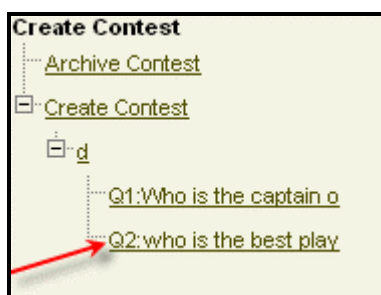


Figure 73

2.3.1.3 Edit Contest

Use this option to modify a contest.

- Click **Edit Contest** under **Contest Management** to modify a created contest, as shown in figure 74.

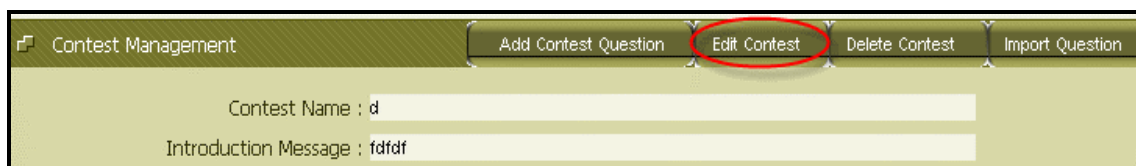
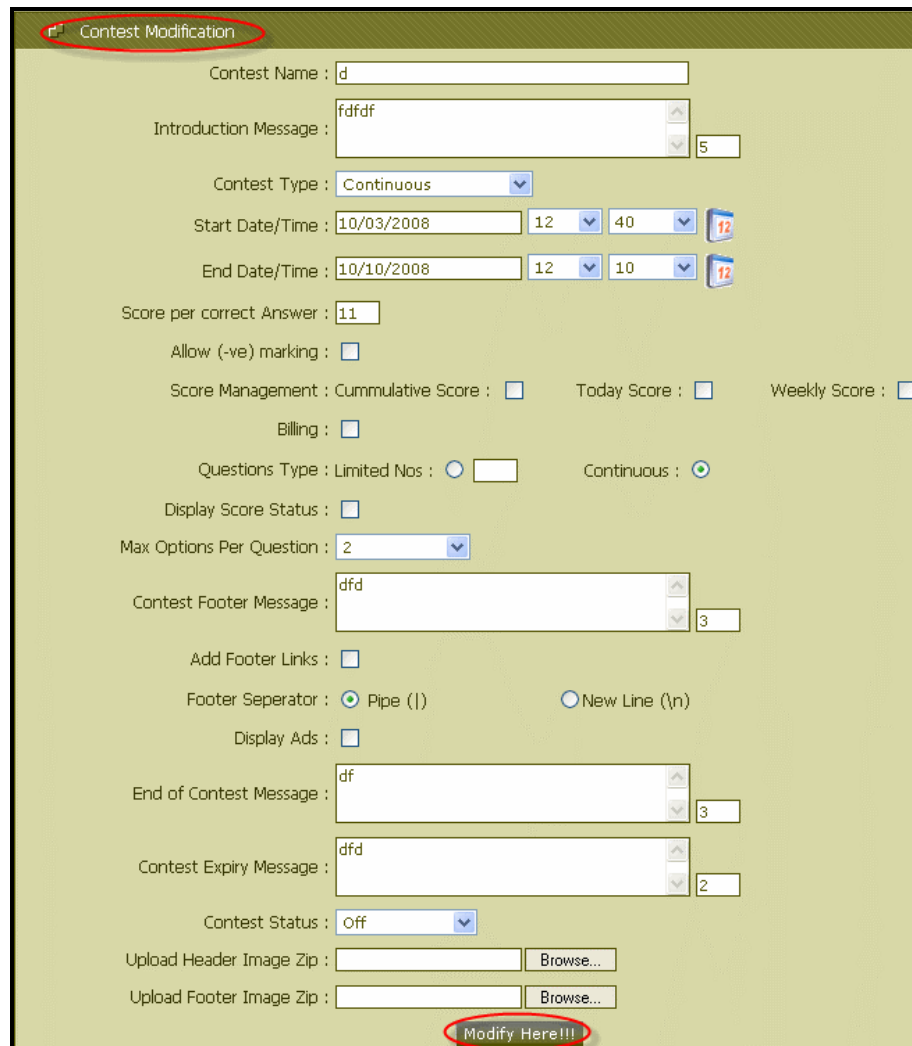


Figure 74

- Contest Modification** screen appears, modify the required information as shown in figure 75.



The image shows a web form titled "Contest Modification" with a red circle around the title. The form contains various input fields and checkboxes for editing contest details. At the bottom, a red circle highlights a button labeled "Modify Here!!!".

Contest Name : d

Introduction Message : fdfdf 5

Contest Type : Continuous

Start Date/Time : 10/03/2008 12 40 12

End Date/Time : 10/10/2008 12 10 12

Score per correct Answer : 11

Allow (-ve) marking : ☐

Score Management : Cumulative Score : ☐ Today Score : ☐ Weekly Score : ☐

Billing : ☐

Questions Type : Limited Nos : ☐ Continuous : ☒

Display Score Status : ☐

Max Options Per Question : 2

Contest Footer Message : dfd 3

Add Footer Links : ☐

Footer Separator : ☒ Pipe (|) ☐ New Line (\n)

Display Ads : ☐

End of Contest Message : df 3

Contest Expiry Message : dfd 2

Contest Status : Off

Upload Header Image Zip : Browse...

Upload Footer Image Zip : Browse...

Modify Here!!!

Figure 75

- Click **Modify Here**, a message appears confirming the updation of the information as shown in figure 76.

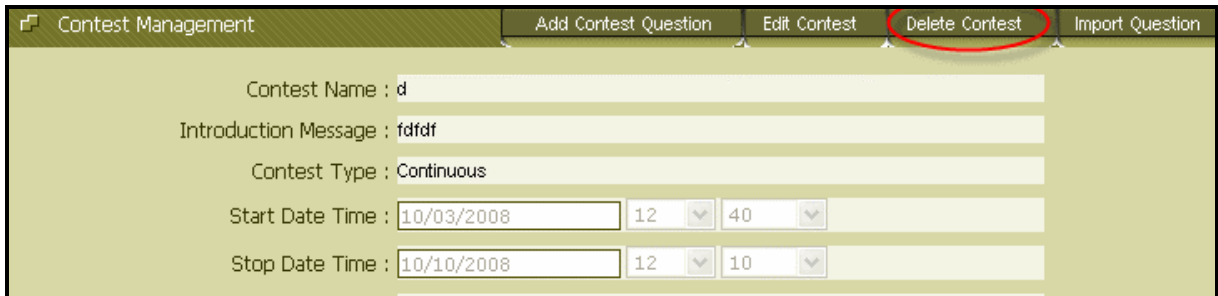
Contest successfully Updated!!!

Figure 76

2.3.1.4 Delete Contest

Use this option to delete a contest.

- Click **Delete Contest** under **Contest Management** to delete a created contest, as shown in figure 77.



The screenshot shows the 'Contest Management' form. At the top, there are four buttons: 'Add Contest Question', 'Edit Contest', 'Delete Contest' (highlighted with a red circle), and 'Import Question'. Below the buttons, the form contains the following fields:

- Contest Name : d
- Introduction Message : fdfdf
- Contest Type : Continuous
- Start Date Time : 10/03/2008 12 40
- Stop Date Time : 10/10/2008 12 10

Figure 77

- The message box appears, as shown in figure 78.

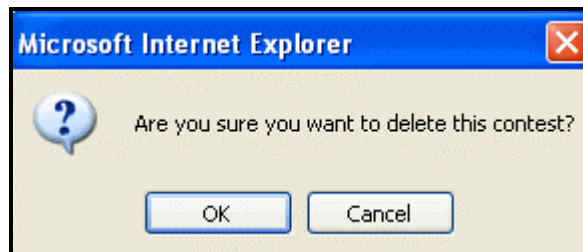


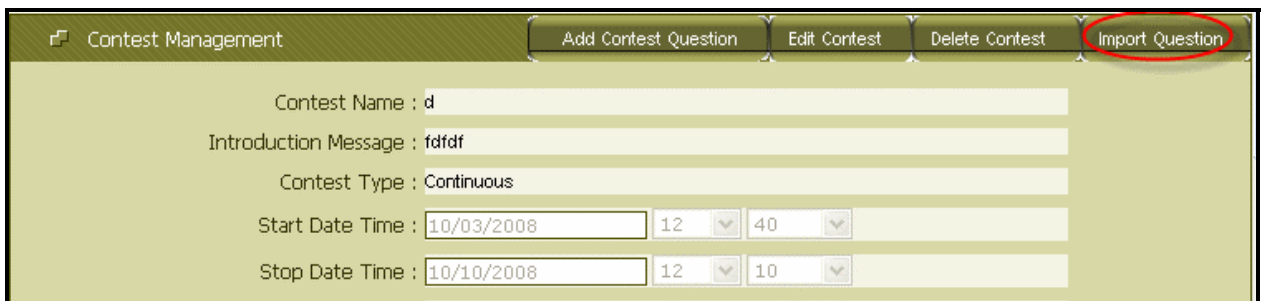
Figure 78

- Click **OK**, to delete a contest.
- Click **Cancel**, to cancel the deletion.

2.3.1.5 Import Question

Use this option to add multiple questions to the Contest. The list of questions in the form of a file can be uploaded to the platform directly.

- Click **Import Question** under **Contest Management**, as shown in figure 79.



The screenshot shows the 'Contest Management' form. At the top, there are four buttons: 'Add Contest Question', 'Edit Contest', 'Delete Contest', and 'Import Question' (highlighted with a red circle). Below the buttons, the form contains the following fields:

- Contest Name : d
- Introduction Message : fdfdf
- Contest Type : Continuous
- Start Date Time : 10/03/2008 12 40
- Stop Date Time : 10/10/2008 12 10

Figure 79

- **Contest Question Creation** screen appears, as shown in figure 80.

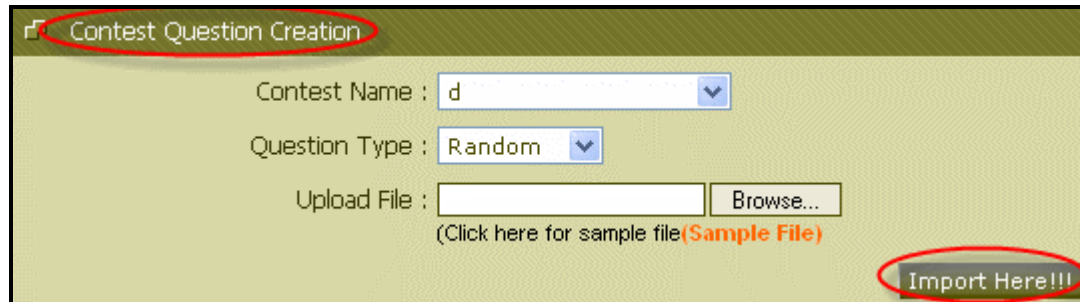


Figure 80

- Select the **Contest Name** to import the question bank.
- Select the type of question from **Question Type** drop-down list, which includes two options:
 - **Random**: select this option to let the question appear in a random order.
 - **Sequence**: select this option to let the questions in the file to be retained for the contest.
- Click **Browse** to upload a file containing, contest questions.
- Click **Import Here**.

Note: The file to be uploaded must be a .txt file in CSV (Comma Separated Values).

2.3.1.6 View question

Use this option to view the detailed version of the question.

- To view a description of a question, click on a question under a particular contest name as shown in figure 81.

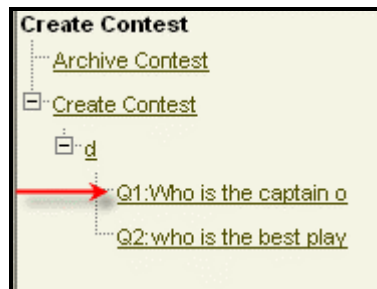
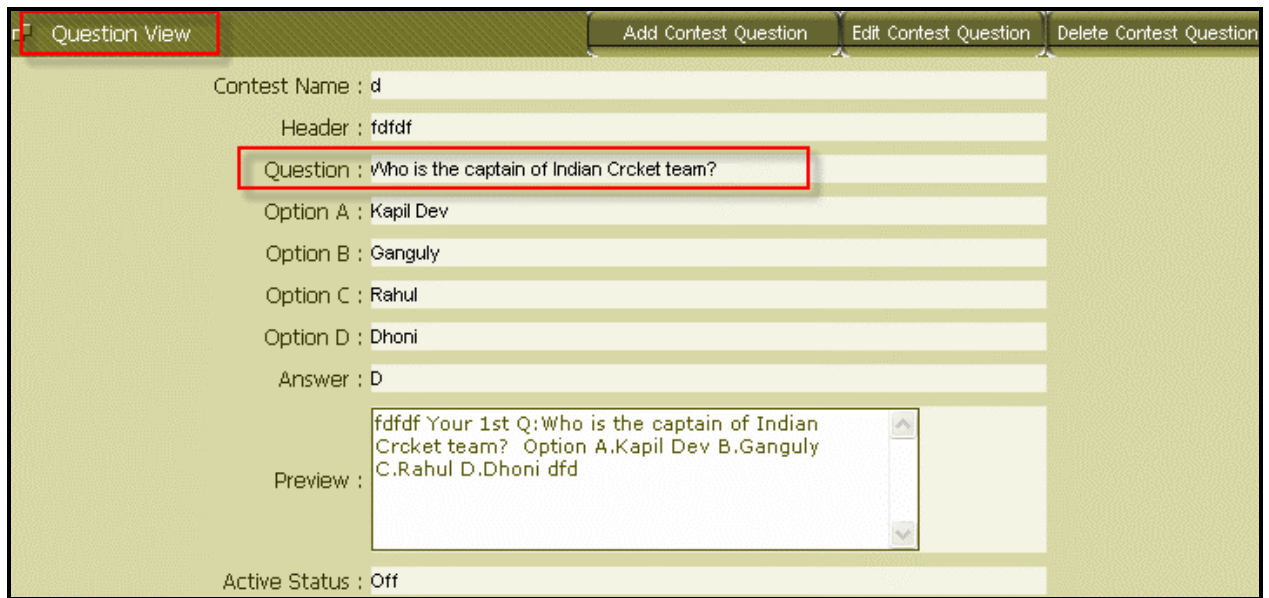


Figure 81

- **Question View** screen appears as shown in figure 82.



Question View Add Contest Question Edit Contest Question Delete Contest Question

Contest Name : d

Header : fdfdf

Question : Who is the captain of Indian Cricket team?

Option A : Kapil Dev

Option B : Ganguly

Option C : Rahul

Option D : Dhoni

Answer : D

Preview : fdfdf Your 1st Q:Who is the captain of Indian Cricket team? Option A.Kapil Dev B.Ganguly C.Rahul D.Dhoni dfd

Active Status : Off

Figure 82

The **Question View** screen also displays following options, explained in the subsequent sections:

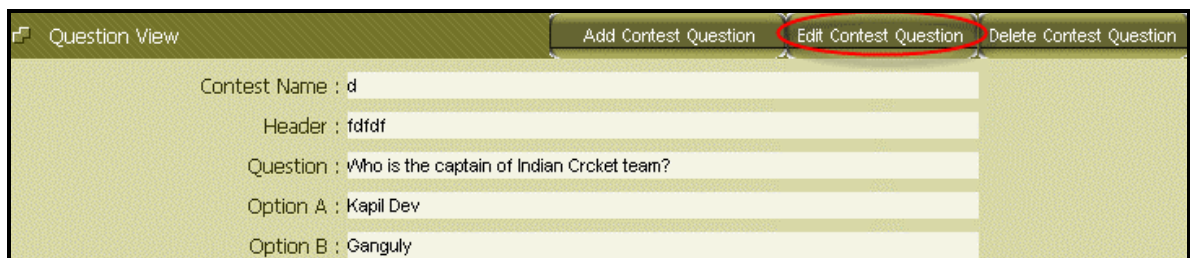
2.3.1.7 Add Contest Question

Explained in ([section 2.3.2](#))

2.3.1.8 Edit Contest Question

Use this option to edit a contest question for a selected Contest.

- Click **Edit Contest Question** under **Question View** as shown in figure 83.



Question View Add Contest Question Edit Contest Question Delete Contest Question

Contest Name : d

Header : fdfdf

Question : Who is the captain of Indian Cricket team?

Option A : Kapil Dev

Option B : Ganguly

Figure 83

- The **Contest Question Modification** screen appears, as shown in figure 84.

Contest Question Modification

Contest Name : d

Header : fdfdf

Question : Who is the captain of Indian Cricket team?

Option A : Kapil Dev

Option B : Ganguly

Option C : Rahul

Option D : Dhoni

Answer : A ☐ B ☐ C ☐ D ☒

Active Status : fdfdf Your 1st Q:Who is the captain of Indian Cricket team? Options A.Kapil Dev B.Ganguly C.Rahul D.Dhoni dfd

Active Status : Off

Modify Here!!!

Figure 84

- Modify the question as per the requirement and click **Modify Here**.
- Message appears confirming the modification of the contest, as shown in figure 85.

Contest Question successfully Modified!!!

Figure 85

2.3.1.9 Delete Contest Question

Use this option to delete a contest question of a selected Contest.

- Click **Delete Contest Question** under **Question View** as shown in figure as shown in figure 86.

Question View

Add Contest Question Edit Contest Question **Delete Contest Question**

Contest Name : d

Header : fdfdf

Question : Who is the captain of Indian Cricket team?

Option A : Kapil Dev

Option B : Ganguly

Option C : Sehwag

Option D : Dhoni

Figure 86

- The Message dialog box appears, as shown in figure 87.

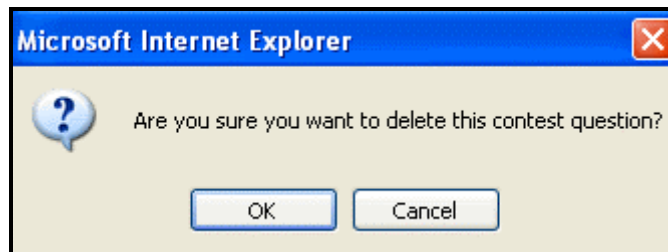


Figure 87

- Click **OK**, the message appears confirming the deletion of the contest question as shown in figure 88.



Figure 88

Note: The Contest and Question cannot be deleted at a live status.

2.3.2 Archive Contest

When the contest menu list size exceeds the size of the **Contest Management** window, it requires scrolling the page to see the entire list of content. This option allows the user to easily search and explore the contest list.

- Click **Archive Contest** under **Contest Management** as shown in figure 89.



Figure 89

- Contest Archive** screen appears, click on **archive** checkbox.
- Click **Archive Here** as shown in figure 90.

Application Id	Contest Name	Start Time	Stop Time	Archive
d		2008-10-03 12:40:00	2008-10-10 12:10:00	<input checked="" type="checkbox"/>

Archive Here!!!

Figure 90

Note: The name of the contest will not get displayed on the **contest management** screen, when archived. But the contest is still in active state at the backend.

2.4 Voting Management

This section deals with the creation and management of the Voting engine for a promotion.

- Click **Voting Management** tab. List of sub categories displays under **Create Voting**, as shown in figure 91.



The sub categories of **Voting Mangement** are explained in the subsequent sections:

2.4.1 Voting Creation

Use this option to create a voting engine for a promotion.

- Under **Voting Management**, click **Create Voting**.
- The **Voting Creation** screen displays all the essential fields for Voting Creation, as shown in figure 92.

Voting Creation

Voting Name :

Introduction Message : 0

Start Date/Time : 10/7/2008 16 00 12

End Date/Time : 10/14/2008 15 30 12

Billing : ☐

Display Results : ☐

Max Options Per Question : Max Options

Voting Footer Message : 0

Add Footer Links : ☐

Footer Seperator : ☒ Pipe (|) ☐ New Line (\n)

Display Ads : ☐

End of Voting Message : 0

Voting Expiry Message : 0

Upload Header Image Zip : Browse...

Upload Footer Image Zip : Browse...

Create Here!!!

Figure 92

- **Voting Name:** Enter voting name, as shown in figure 93.

Voting Name : Cricket

Figure 93

- **Introduction Message:** This message appears at the beginning of the voting session. Enter message in the Introduction message box, as shown in figure 94.

Introduction Message : best player of the year 23

Figure 94

The integer number shown in the box indicated the number of characters in the message.

- **Start Date/Time:** Enter starting date/time of the voting, as shown in figure 95.

Figure 95

Use calendar, as shown in figure 96, to change the date field.

Figure 96

- **End Date/Time:** This field is used to enter the ending date and time of the contest, as shown in figure 97.

Figure 97

The method of modifying the ending date and time is same, as mentioned above in the **Start Date and Time**.

Note: **Start date/time** should be greater than the **current date/time** and **end date/time** should be greater than the **current date/time**.

- **Billing:** Used to set the billing details for the voting. This is an optional field.

Click **Billing**, as shown in figure 98.

', indicating that the billing option is selected."/>

Figure 98

The **Application Id** and **Price Point** options displays under **Billing** option.

Enter information in both the fields as per the requirement as shown in figure 99.

', 'Application Id : 5', and 'Price Point : 10'."/>

Figure 99

- **Application Id:** Unique Id number of the voting.
- **Price Point:** Set the price on the basis of per question or per voting.

- **Display Result:** The activation of this option displays the voting result.

Click on **Display Result** to activate as shown in figure 100.

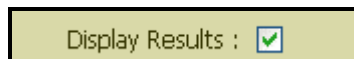


Figure 100

- **Max Options Per Question:** Use this option to provide number of options to a question. Maximum four options can be provided per question.

Select Number from the **Max Options Per Question** list, as shown in figure 101.

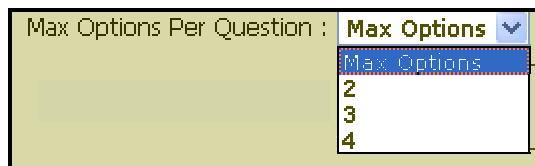


Figure 101

- **Voting Footer Message:** Use this option to provide footer message at the end of a per question screen.

Enter text in **Voting Footer Message** box, as shown in figure 102.

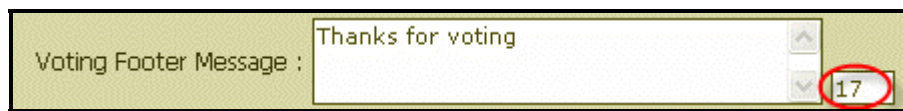


Figure 102

Note: Maximum 160 characters can be entered in a box.

- **Add Footer Links:** Use this option to provide text with links at the end of a per question screen. This is an option field.

Click **Add Footer Links**, the **Footer Text** and **Footer Link** input box appears.

Enter the text in **Footer Text** box and URL in **Footer Link** box.

Click **Add**, to add more **Footer Text** and Footer Link input boxes, as shown in figure 103.

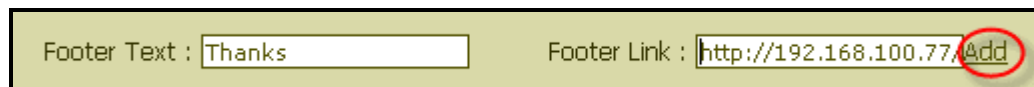


Figure 103

- **Footer Separator:** Use this option to separate the footer text. Two types of separators are available:

- **Pipe (|)** : separates text by using pipe sign for e.g. Previous | Next | Download.
- **New Line (\n)**: separates text by using new line. Using new line separator the text will appear as:

E.g. Previous
Next
Download

Click **Pipe** or **New Line** under the **Footer Separator option**, as shown in figure 104.

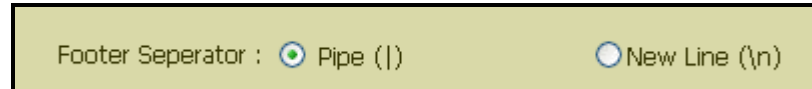


Figure 104

- **Display Ads:** Use this option to link the ads. This is an optional field.

Click **Display Ads**, as shown in figure 105.

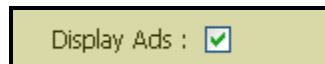


Figure 105

- **End of Voting Message:** Use this option to provide a message that appears at the end of the voting.

Enter message in the **End of Voting Message** box, as shown in figure 106.



Figure 106

Note: Maximum 160 characters can be entered in a box.

- **Voting Expiry Message:** Use this option to provide a message that will be displayed if the user tries to access the voting after the **Stop Time**.

Enter message in the **Voting Expiry Message** box, as shown in figure 107.



Figure 107

Note: Maximum 160 characters can be entered in a box.

- **Upload Header Image Zip:** Use this option to insert an image in the header. The file to be uploaded must be a .zip file in .gif, jpeg or jpg format in 515x52, 295x52, 280x52, 250x52, 240x52, 230x52, 210x52, 180x52, 176x52, 165x52, 120x52, and 110x52 sizes.

Click **Browse** to search and insert an image in header, as shown in figure 108.

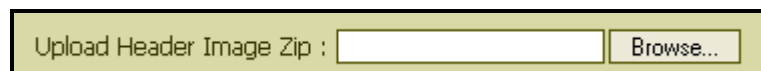


Figure 108

- **Upload Footer Image Zip:** Use this option to insert an image in the footer. The file to be uploaded must be a .zip file in .gif, jpeg or jpg format in 515x52, 295x52, 280x52, 250x52, 240x52, 230x52, 210x52, 180x52, 176x52, 165x52, 120x52, and 110x52 sizes.

Click **Browse** to search and insert an image in footer, as shown in figure 109.



Figure 109

Note: Images uploaded in a header and footer must be in a zip format. If the uploaded files are not in a zip format or banner sizes do not matches with the available banner sizes following messages appear at the top of the screen.

A rectangular box with a black border and a light gray background. Inside, the text "Err : Bulk Upload should be in zip format" is written in orange.

Figure 110

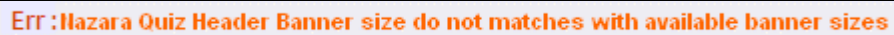
A rectangular box with a black border and a light gray background. Inside, the text "Err : Nazara Quiz Header Banner size do not matches with available banner sizes" is written in orange.

Figure 111

- **Create Here:** Click **Create Here**, the following message appears at the top of the screen, if contest is created successfully.

A rectangular box with a black border and a light gray background. Inside, the text "Voting successfully created!!!" is written in orange.

Figure 112

The name of the created voting appears in the menu list, as shown in figure 113.

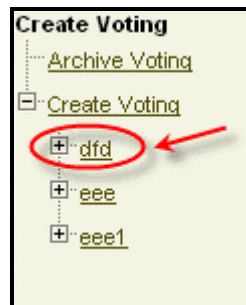


Figure 113

2.4.1.1 View Voting Question

Use this option to view the details of the created voting question.

- To view a particular voting question, click on name of the voting as shown in figure 114.

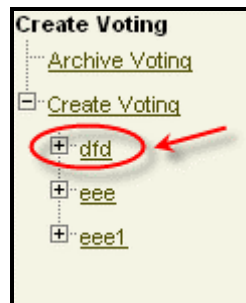
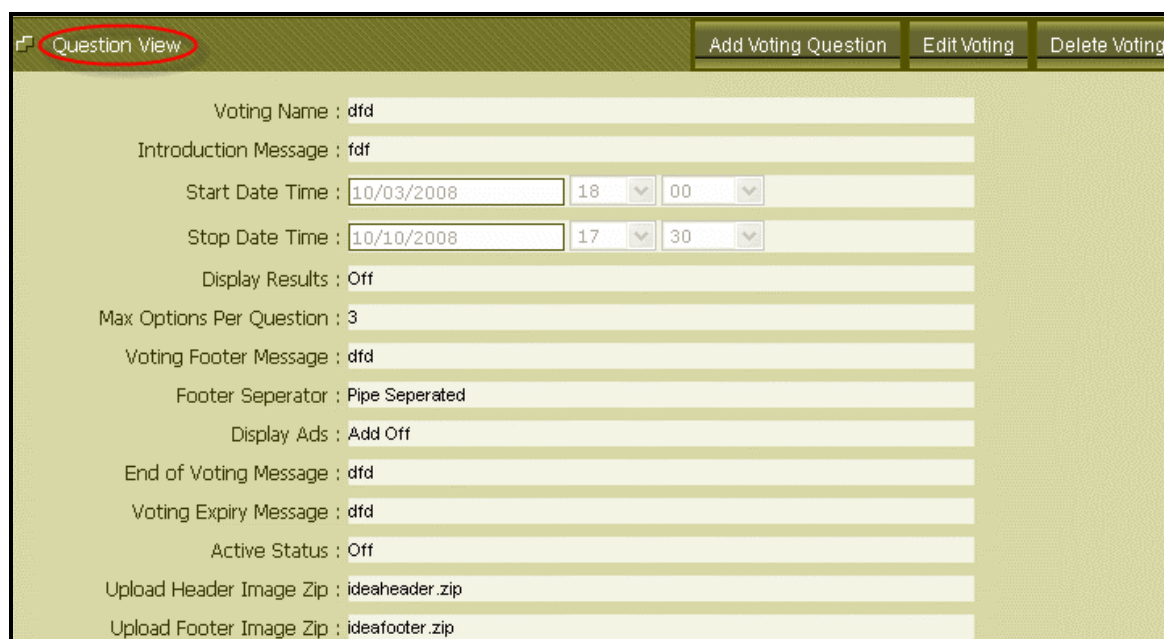


Figure 114

- **Question View** screen appears to view a question, as shown in figure 115.



Question View

Add Voting Question Edit Voting Delete Voting

Voting Name : dfd

Introduction Message : fdf

Start Date Time : 10/03/2008 18 00

Stop Date Time : 10/10/2008 17 30

Display Results : Off

Max Options Per Question : 3

Voting Footer Message : dfd

Footer Separator : Pipe Separated

Display Ads : Add Off

End of Voting Message : dfd

Voting Expiry Message : dfd

Active Status : Off

Upload Header Image Zip : ideaheader.zip

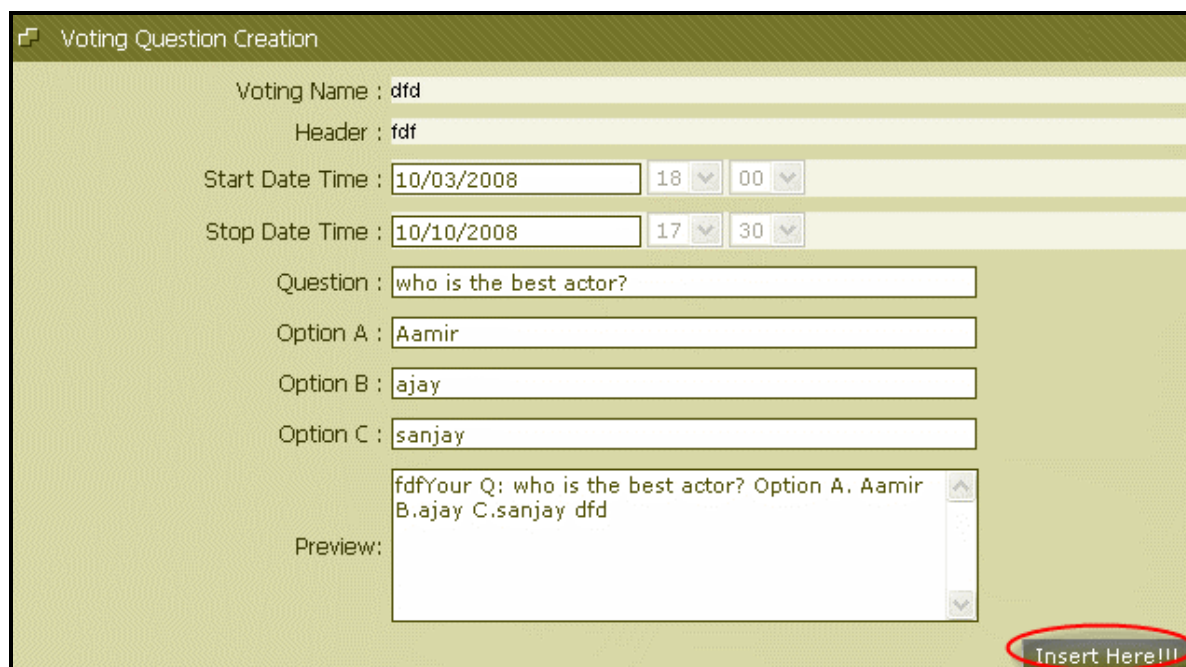
Upload Footer Image Zip : ideafooter.zip

Figure 115

2.4.1.2 Add Voting Question

Use this option to add more questions in the voting list.

- Click **Add Voting Question** tab under **Question View**, as shown in figure 116.



Voting Question Creation

Voting Name : dfd

Header : fdf

Start Date Time : 10/03/2008 18 00

Stop Date Time : 10/10/2008 17 30

Question : who is the best actor?

Option A : Aamir

Option B : ajay

Option C : sanjay

Preview: fdfYour Q: who is the best actor? Option A. Aamir B.ajay C.sanjay dfd

Insert Here!!!

Figure 116

- Enter question in Question input box and its option in the available Options fields, as shown in figure 117

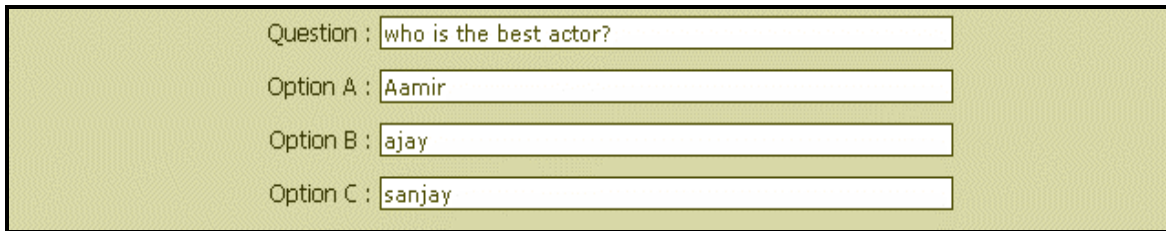


Figure 117

- The preview box displays the view of the voting question, as shown in figure 118.

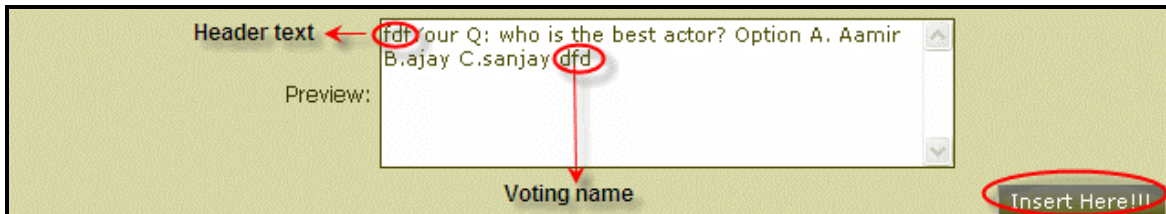


Figure 118

- Click **Insert Here**, a message appears confirming the voting question creation as shown in figure 119.

Voting Question successfully inserted!!!

Figure 119

- Created question appears in the menu list, as shown in figure 120.

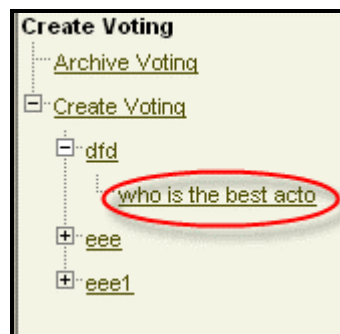


Figure 120

2.4.1.3 Edit Voting

Use this option to alter created voting engine. Under **Voting Management**, click **Edit Voting** as shown in figure 121.



Voting Management

[Edit Voting](#) [Delete Voting](#)

Voting Name : dfd

Introduction Message : fdf

Start Date Time : 10/03/2008 18 00

Stop Date Time : 10/10/2008 17 30

Display Results : Off

Max Options Per Question : 3

Voting Footer Message : dfd

Footer Seperator : Pipe Seperated

Display Ads : Add Off

End of Voting Message : dfd

Voting Expiry Message : dfd

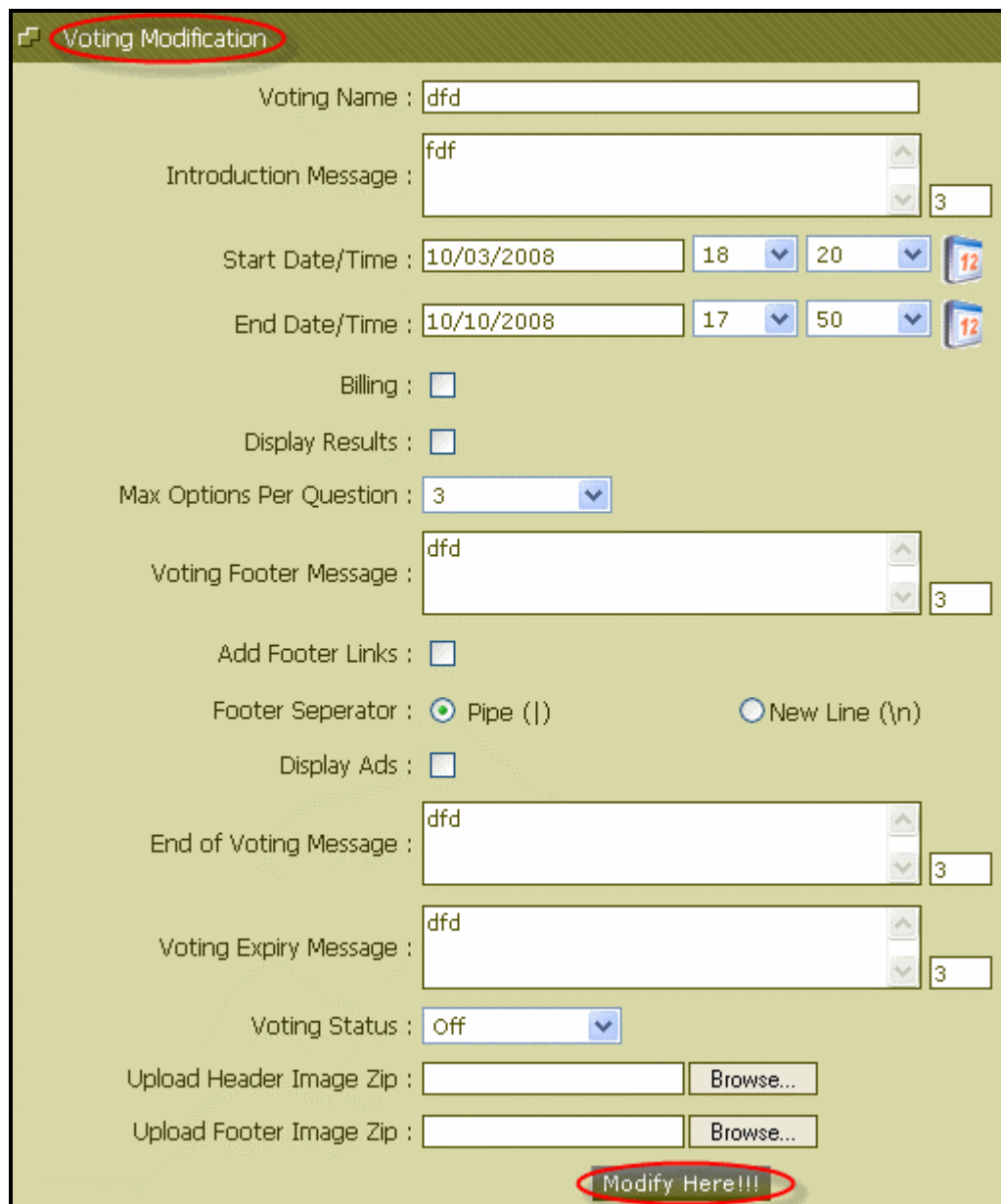
Active Status : Off

Upload Header Image Zip : ideaheader.zip

Upload Footer Image Zip : ideafooter.zip

Figure 121

- **Voting Management** screen appears, modify the required information.
- Click **Modify Here**, as shown in figure 122.



Voting Modification

Voting Name :

Introduction Message :

Start Date/Time :

End Date/Time :

Billing : ☐

Display Results : ☐

Max Options Per Question :

Voting Footer Message :

Add Footer Links : ☐

Footer Seperator : ☒ Pipe (|) ☐ New Line (\n)

Display Ads : ☐

End of Voting Message :

Voting Expiry Message :

Voting Status :

Upload Header Image Zip :

Upload Footer Image Zip :

Modify Here!!!

Figure 122

- A message appears confirming modification as shown in the figure 123.

Voting successfully Updated!!!

Figure 123

2.4.1.4 Delete Voting

Use this option to delete the created voting.

- Click **Delete Voting** tab under **Voting Management** as shown in figure 124.

Figure 124

- A message dialogue box appears as shown in figure 125.

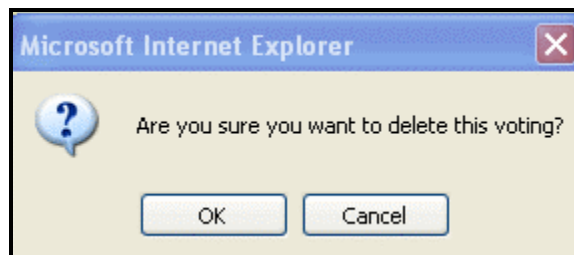


Figure 125

- Click **OK**, to delete the voting.
- A message appears confirming the deletion of the voting, as shown in figure 126.



Figure 126

2.4.2 Voting Archive

When the Voting menu list size exceeds, it requires scrolling the page to see the entire list of voting. This option allows the user to easily search and explore the voting list.

- Click **Archive Voting** under **Voting Management**, as shown in figure 127.

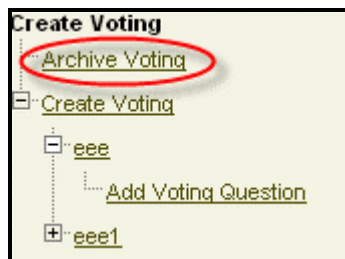


Figure 127

- **Archive Voting** screen appears, Click on **Archive** check box.
- Click **Archive Here** as shown in figure 128.



Application Id	Voting Name	Start Time	Stop Time	Archive
	eee	2008-10-03 18:00:00	2008-10-10 17:30:00	<input checked="" type="checkbox"/>
	eee1	2008-10-03 18:00:00	2008-10-10 17:30:00	<input type="checkbox"/>

Figure 128

- Message appears confirming archive as shown in figure 129.

Voting 2 Successfully Archived!!!

Figure 129

- The archived voting names not get displayed on the **Voting Management** screen, as shown in figure 130. But the contest is still in active state at the backend.

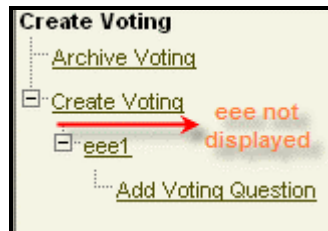


Figure 130

2.5 Bulk SMS Broadcast

Use this option to create SMS messages that are used to broadcast and promote the created Campaign.

- Click **Bulk SMS Broadcast** tab. List of sub categories displays under **Create SMS Broadcast**, as shown in figure 131.

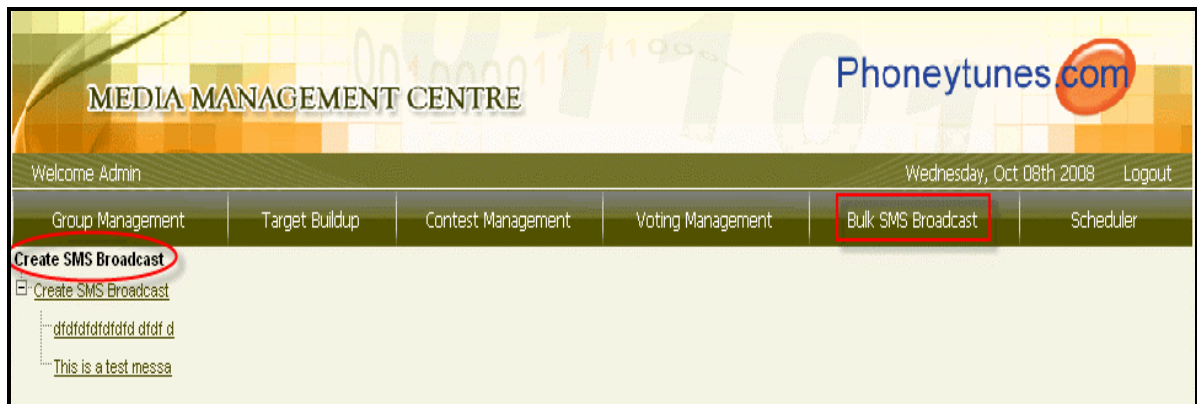


Figure 131

The sub categories are explained in the subsequent sections:

2.5.1 Create SMS Broadcast

Use this option to create SMS message for broadcasting.

- Click **Create SMS Broadcast** as shown in figure 132.



Figure 132

- SMS Broadcast** screen appears, which contains the following options as shown in figure 133.

A screenshot of the 'SMS Broadcast' screen. The title 'SMS Broadcast' is circled in red. Below the title, there are two radio buttons: 'Text Base' (selected) and 'Wap Push'. Below these are two text input fields: 'Message' and 'Footer Message'. A 'Create Here!!!' button is at the bottom right.

Figure 133

- Choose SMS Ad Type:** Use this field to mention type of message to be displayed. The two type of messages are:

- ☐ **Text Base**
- ☐ **WAP Push**

Text Base

- Select the type as **Text Base**, as shown in figure 134.

A screenshot of the 'SMS Broadcast' screen. The title 'SMS Broadcast' is circled in red. Below the title, the 'Text Base' radio button is selected.

Figure 134

- Message:** Enter the message for the promotion of a particular campaign as shown in figure 135. This message is displayed on mobiles of target contacts as per the dates set in the list.

A screenshot of the 'Message' input field. The text 'This is a Welcome Message' is entered. The input field is highlighted with a red rectangle.

Figure 135

- Footer:** Enter a footer message for the created SMS message, as shown in figure 136.

A screenshot of the 'Footer Message' input field. The text 'Thanks' is entered. The input field is highlighted with a red rectangle.

Figure 136

- Click **Create Here**, as shown in figure 137.



The screenshot shows the 'SMS Broadcast' form. At the top, 'Choose SMS Type : Text Base' is selected with a radio button, and 'Wap Push' is unselected. The 'Message' field contains 'This is a Welcome Message' and has a character count of 25. The 'Footer Message' field contains 'Thanks'. A 'Create Here!!!' button is highlighted with a red circle at the bottom right.

Figure 137

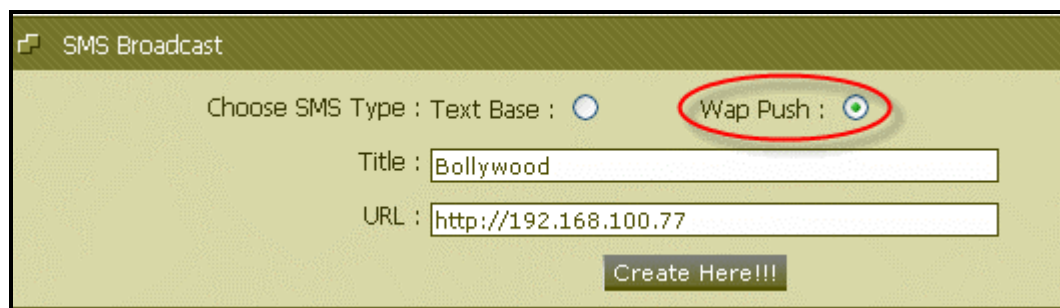
- Message appears confirming the creation of the message, as shown in figure 138.

Message Successfully Created

Figure 138

WAP Push

- Select the Type as **WAP Push** as shown in figure 139.



The screenshot shows the 'SMS Broadcast' form with 'Wap Push' selected. The 'Choose SMS Type : Text Base' is unselected, and 'Wap Push' is selected with a radio button. The 'Title' field contains 'Bollywood' and the 'URL' field contains 'http://192.168.100.77'. A 'Create Here!!!' button is highlighted with a red circle at the bottom right.

Figure 139

- Enter title in the **Title** field as shown in figure 139.
- Enter url of the WAP push message in the **URL** field as shown in figure 139.
- Click **Create Here**.
- Message appears confirming the creation of the SMS broadcast message as shown in figure 140.

Message Successfully Created

Figure 140

- The created messages displays in the **Create SMS Broadcast** list, as shown in figure 141.

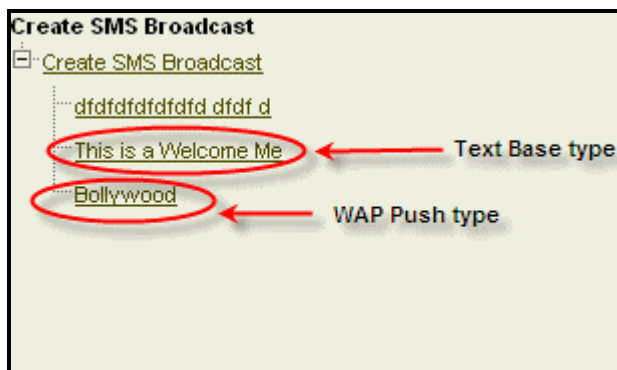


Figure 141

2.5.1.1 View SMS Broadcast Message

To view the created SMS broadcast message, click on the message. The **SMS Broadcast** screen appears as shown in figure 142.

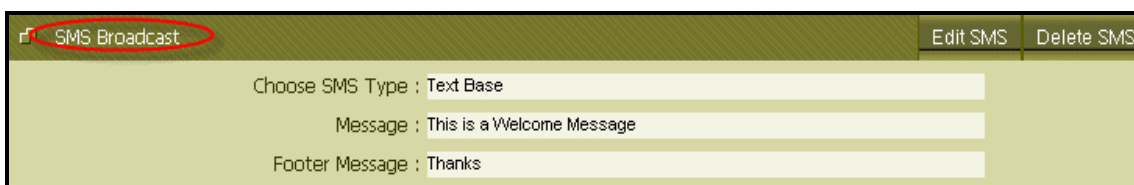


Figure 142

2.5.1.2 Edit SMS

Use this option to modify created SMS broadcast message.

- Click **Edit SMS** tab under **SMS Broadcast**, as shown in figure 143.

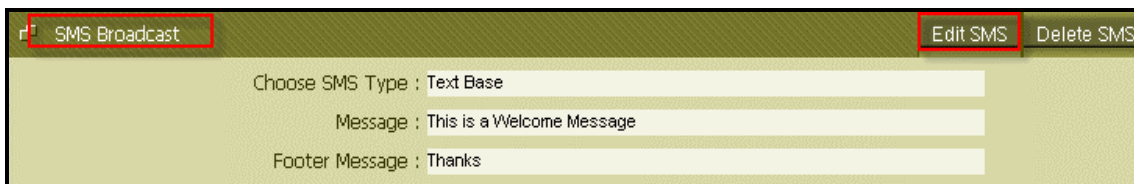


Figure 143

- SMS Broadcast screen appears for modification, modify the required data.
- Click **Modify Here**, as shown in figure 144.



Figure 144

- Message appears confirming the modification, as shown in figure 145

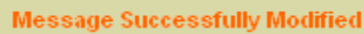
A yellow rectangular box with a black border containing the text "Message Successfully Modified" in orange.

Figure 145

2.5.1.3 Delete SMS

Use this option to delete the SMS Broadcast message.

- Click **Delete SMS** tab under **SMS Broadcast**, as shown in figure 146.

A screenshot of a web form titled "SMS Broadcast". It has a tabbed interface with "SMS Broadcast" selected. To the right are "Edit SMS" and "Delete SMS" buttons. The form contains three input fields: "Choose SMS Type : Text Base", "Message : This is a Welcome Message", and "Footer Message : Welcome".

<input checked="" type="checkbox"/> SMS Broadcast	Edit SMS	Delete SMS
Choose SMS Type : Text Base		
Message : This is a Welcome Message		
Footer Message : Welcome		

Figure 146

- A message dialogue box appears confirming the deletion of the SMS broadcast message, as shown in figure 147.

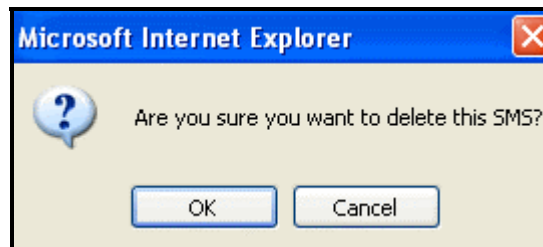


Figure 147

- Click **OK**, to delete the message.
- Message appears confirming the deletion of the SMS broadcast message, as shown in figure 148.

A yellow rectangular box with a black border containing the text "SMS Message Successfully Deleted" in orange.

Figure 148

Note: Click Cancel to cancel the deletion action.

2.6 Scheduler

Use this option to schedule SMS push. Starting and ending time of the message is scheduled for sending the message on to the user's handset.

Click **Scheduler** tab. List of sub categories displays under **Create Scheduler**, as shown in figure 149.

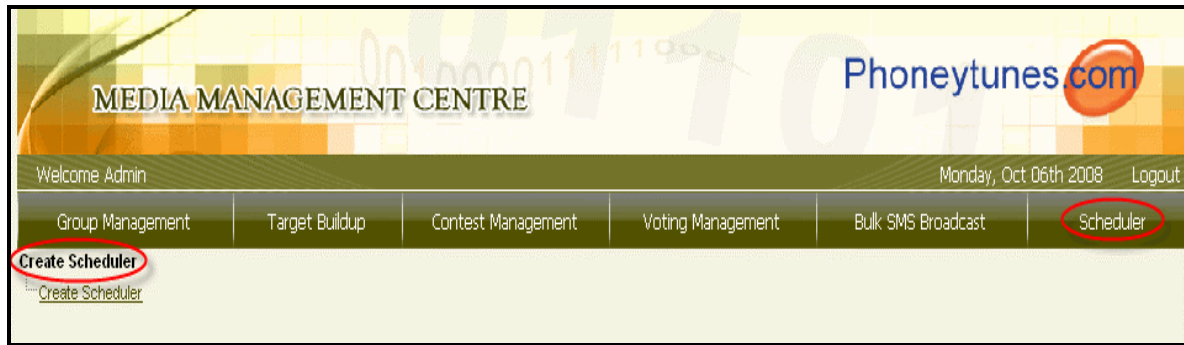


Figure 149

2.6.1 Create Scheduler

- Click **Create Scheduler**.
- **Create Scheduler screen** appears, which displays the following options as shown in figure 150.

Figure 150

- **Scheduler Name:** Enter a name for the Scheduler.
 - **Target Name:** Select the name of the target from the list.
 - **Beginning Date:** Enter the starting date of the message to be pushed.
 - **Ending Date:** Enter the ending date, till the user receives the message.
 - **Beginning Time:** Enter the starting time of the message to be pushed.
 - **Ending Time:** Enter the ending time.
 - **Choose SMS Type:** Select the type of the SMS as: **Text Base** or **WAP Push** (Both the types are explained in the [section 2.5.1](#))
 - **No. of Messages:** Enter the Number of messages to be pushed on to the user's handset.
 - **Message Text:** Select message to be pushed from the list
 - **Message Footer:** Display the Footer Message.
- Click **Create Here**.

As shown in figure 151.

Create Scheduler

Scheduler Name :

Beginning Date :

Beginning Time : :

Choose SMS Type : Text Base : ☒ Wap Push : ☐

Message Text :

Target Name :

Ending Date :

Ending Time : :

No of Messages :

Message Footer :

Create Here!!!

Figure 151

- Message appears confirming the creation of the scheduler, as shown in figure 152.

Bollywood Scheduler Successfully Created

Figure 152

- The name of the scheduler appears under **Create Scheduler** list, as shown in figure 153.

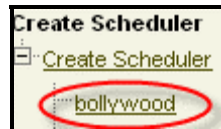


Figure 153

2.6.1.1 View Schedule

- To view the created schedule, click on the name of the schedule under Create Schedule list as shown in figure 154.

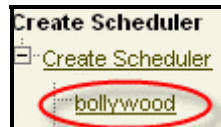


Figure 154

- The **Scheduler Creation** screen appears to view the created schedule, as shown in figure 155.

Scheduler Creation [Edit Schedule](#) [Delete Schedule](#)

Scheduler Name :

Beginning Date :

Beginning Time : :

Choose SMS Type :

Footer Message :

Active Status :

Target Name :

Ending Date :

Ending Time : :

Message :

No of Messages :

Figure 155

2.6.1.2 Edit Schedule

Use this option to modify created schedule.

- Click **Edit Schedule** tab under **Scheduler Creation**, as shown in figure 156.

The screenshot shows the 'Scheduler Creation' form. At the top right, there are two tabs: 'Edit Schedule' (highlighted with a red circle) and 'Delete Schedule'. The form contains the following fields:

Scheduler Name : bollywood	Target Name : dfd
Beginning Date : 10/08/2008	Ending Date : 10/15/2008
Beginning Time : 12 : 40	Ending Time : 13 : 10
Choose SMS Type : Text Base	Message : This is a Welcome Message
Footer Message : Welcome	No of Messages : 3
Active Status : On	

Figure 156

- Scheduler Modification screen appears. Edit the required field.
- Click **Modify Here**, as shown in figure 157.

The screenshot shows the 'Scheduler Modification' form. At the top left, the title 'Scheduler Modification' is highlighted with a red circle. The form contains the following fields:

Scheduler Name : bollywood	Target Name : dfd
Beginning Date : 10/08/2008	Ending Date : 10/15/2008
Beginning Time : 12 : 40	Ending Time : 13 : 10
Choose SMS Type : Text Base : <input checked="" type="radio"/> Wap Push : <input type="radio"/>	No of Messages : 3
Message Text : This is a Welcome Message	Message Footer : Welcome
Active Status : On	

At the bottom center, there is a button labeled 'Modify Here!!!' which is highlighted with a red circle.

Figure 157

- Message appears confirming the modification of the schedule, as shown in figure 158.

bollywood Scheduler Successfully Updated

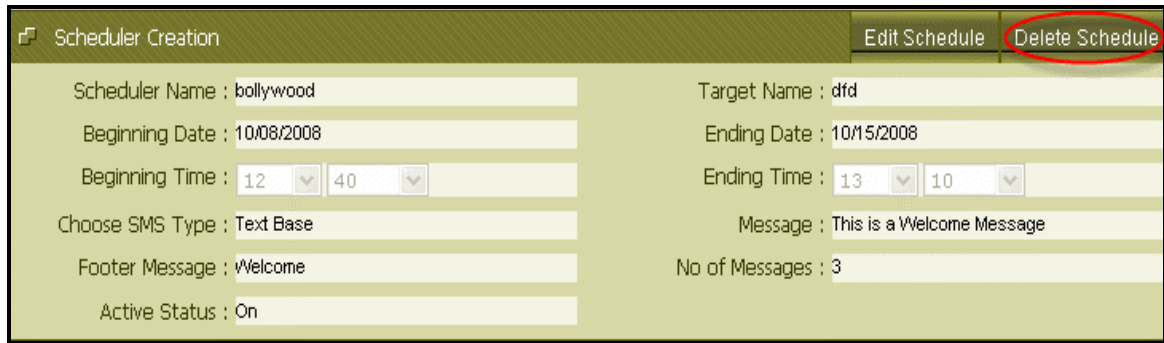
Figure 158

Note: The **Active Status** field can be used to change the state of the message, which is **On** by default when created.

2.6.1.3 Delete Schedule

Use this option to delete a created schedule.

- Click **Delete Schedule** tab under **Scheduler Creation**, as shown in figure 159.



Scheduler Creation

Edit Schedule Delete Schedule

Scheduler Name : bollywood

Beginning Date : 10/08/2008

Beginning Time : 12 : 40

Choose SMS Type : Text Base

Footer Message : Welcome

Active Status : On

Target Name : dfd

Ending Date : 10/15/2008

Ending Time : 13 : 10

Message : This is a Welcome Message

No of Messages : 3

Figure 159

- Message dialogue box appears, as shown in figure 160.

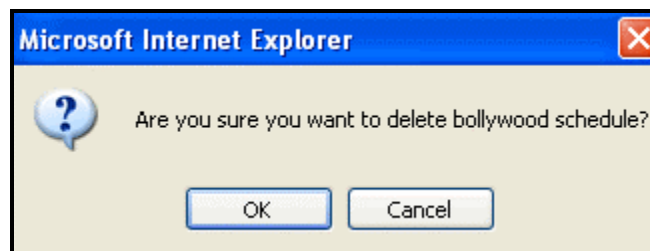


Figure 160

- Click **OK**, to delete a message.
- Following message appears confirming deletion of the schedule as shown in figure 161.

Bolly Scheduler Successfully Deleted

Note: If the status of the scheduler is **ON** or **Ending Date** and **Time** is not expired, following message appears as shown in figure 162.

Bollywood Scheduler End Date or Status Are Not Valid for Deletion

Figure 162

3 Glossary

The Glossary provides definitions and a brief overview of some vital technical terms and topics that appear in this guide.

3.1 Mobile Campaigns

The Mobile Campaigns refer to various types of contests, voting engines that can be floated on the existing Operator's network. These Campaigns use short codes and keywords as the basis for the implementation of a Campaign.

The Mobile users are intimated about the latest campaign through SMS broadcast. The interested users then send the keyword to the defined short code as SMS.

Such Campaigns are a great way to reach out to the public to share views or provide business - related promotional contests. The SMS enabled service makes the concept easy to use and popular among the subscribers.

For the mobile operators, creation and management of such campaigns is a good way to provide mobile entertainment.

4 Appendix

4.1 Abbreviations

The Abbreviations used in the document are stated below:

SMS	Short Message Service
CSV	Comma Separated Values