Myxer

The real-world need for an open mobile internet

October 22-23, 2009

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Overview of Myxer

- Leading source of mobile entertainment
  - music, applications, video, ringtones
- Cross platform, cross carrier
- Founded 2005
- 26 million US consumers

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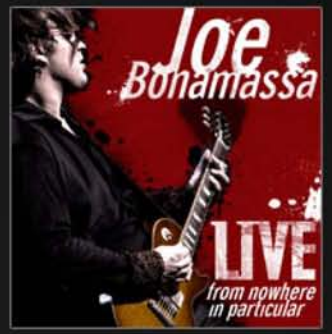
myxer

Joe Bonamassa



Joe Bonamassa
Live From Nowhere In Particular
In Stores Now!

BUY NOW

HOME TOUR MEDIA BIO DISCOGRAPHY STORE LINKS

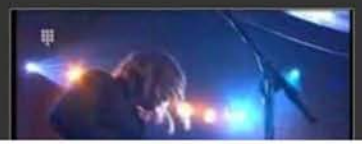
SUBSCRIBE TO NEWSLETTER GO

JOE'S NEWS

Important News Update!
Joe Bonamassa has won the Guitar Players Reader's Cgoice Award "Best Blues Artist 2008 (second year in a row) Thank you to all those who voted!
read the article

The brand new Joe Bonamassa street team website has launched
We will continue to add more features. So check back in the next few weeks.
Become a Street Member

JOE TUBE



THING'S TO DO

myxer | Downloads for your phone

Joe Bonamassa

Burning Hell Ringtone No Charge	PREVIEW	SEND TO PHONE
Ball Peen Hammer Ringtone No Charge	PREVIEW	SEND TO PHONE
Bridge To Better Days Ringtone No Charge	PREVIEW	SEND TO PHONE
Another Kind Of Love Ringtone No Charge	PREVIEW	SEND TO PHONE
Asking Around For You (Live)	PREVIEW	

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Powered by myxer

Myxer.com

MUSTANG

http://www.fordvehicles.com/mustang
USA

Text **MUSTANG** to **69937** (MYXER) to get Mustang content directly from your phone.

Myxer URL: **http://www.myxer.com/MUSTANG**

Bio: The Ford Mustang is an automobile manufactured by the Ford Motor Company. It was initially based on the Ford Falcon, a compact car.[1] Production began in Dearborn, Michigan on 9 March, 1964 and the car was introduced to the public on 17 April, 1964 at the New York World's Fair. It is Ford's second oldest nameplate currently in production, although the F-Series pickup truck line has undergone major nameplate changes over the years.

Mustang Featured Wallpapers

Tunnel
by Mustang

Preview

Send To Phone

Front Grill
by Mustang

Preview

Send To Phone

Red Profile
by Mustang

Preview

Send To Phone

Mustang Featured Ringtones

SUBMIT YOUR MUSTANG

Mustang Community — Sort by: Newest

Kurts Mustang
by Mustang

Preview

Send To Phone

Silver Buller Mustang
by Mustang

Preview

Send To Phone

Bumble Bee
by Mustang

Preview

Send To Phone

Kurts Mustang
by Mustang

Preview

Send To Phone

Kurts Mustang
by Mustang

Preview

Send To Phone

Kurts Mustang

Preview

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Some of our Customers

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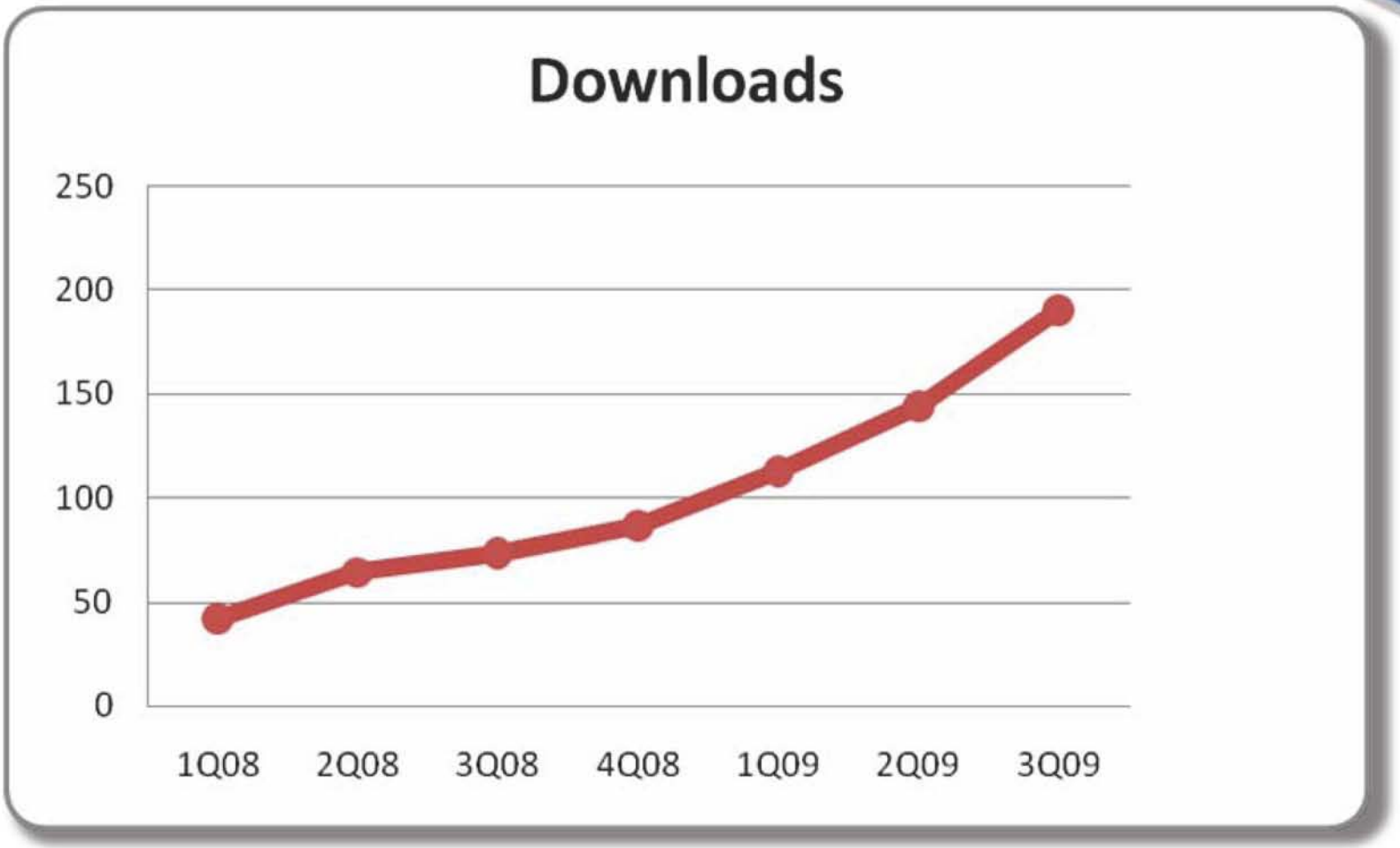

Overall downloads have increased an average of 29% every quarter since 1Q08, and are projected to reach 190M in 3Q09. Myxer is delivering an average of approximately 25 downloads every second of every day.

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myxer
Go with it

einstein WIRELESS

cingular raising the bar

NEXTEL

verizon wireless
We never stop working for you.®

SunCom WIRELESS

T · · Mobile

nTelos wireless

TRACFONE
nationwide prepaid wireless

U.S. Cellular
We connect with you.

alltel

cricket

CENTENNIAL WIRELESS

NET10
PAY AS YOU GO MADE SIMPLE

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What we've learned

Technological challenges are real, but solvable through innovation.

Institutional challenges are far more difficult roadblocks to innovation.

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Why Myxer is visiting the FCC

- Access to Myxer's internet service is now predominantly flowing through mobile networks.
- Mobile operators have demonstrated a willingness to use the control they have over internet access to:
  - restrict consumer choice,
  - prevent competition,
  - fix and inflate retail pricing, and
  - inhibit innovation in technology and business models.
- Formal extension of net neutrality principles to the mobile internet is critical

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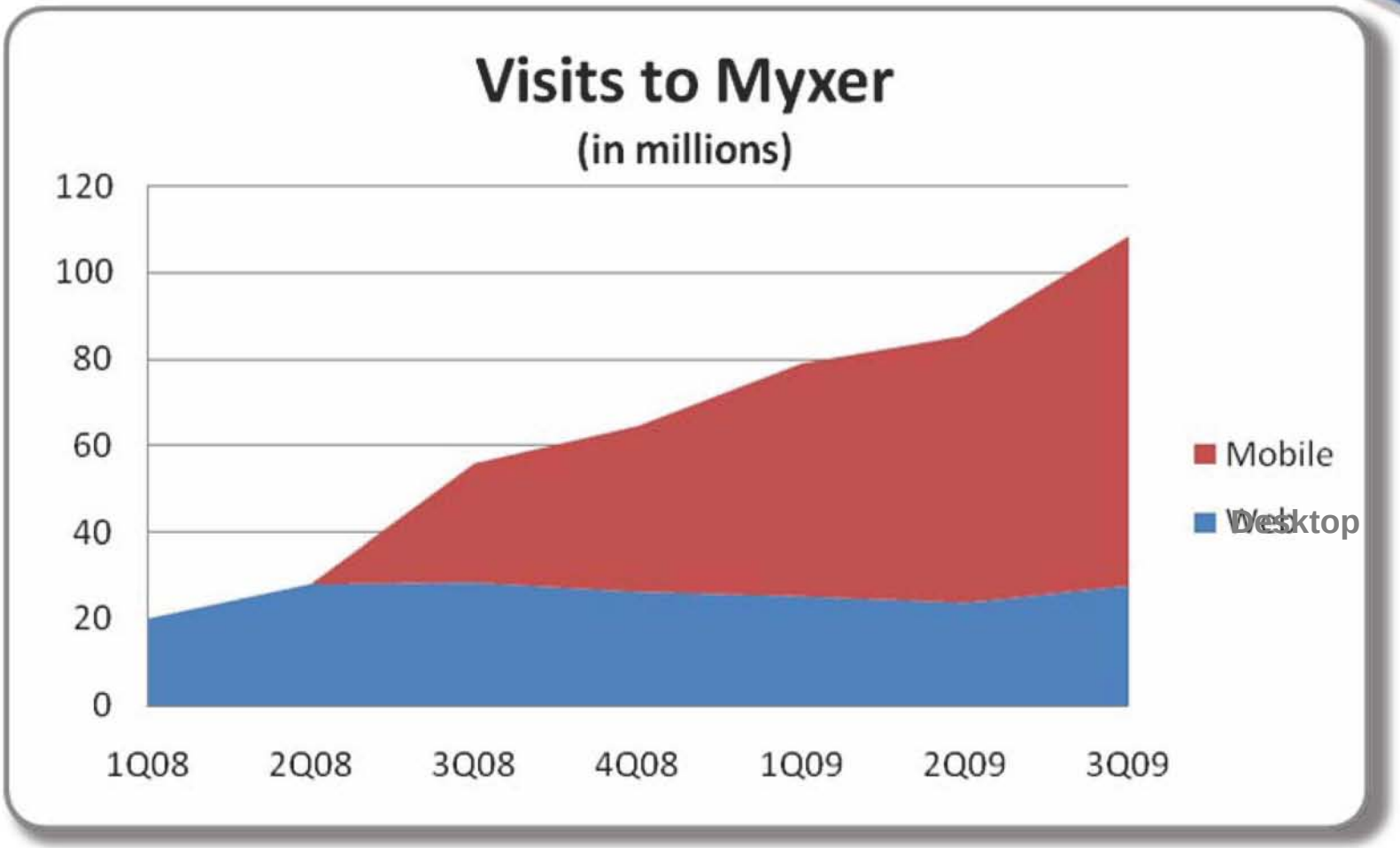

Our audience is large, growing, and embracing the mobile web at a fantastic pace. Well over 100M visits were recorded to myxer.com in the third quarter of 2009, a 27% increase from the previous quarter.

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Carriers have restricted consumer choice

- Arbitrary and opaque content standards enforced
- Intentional crippling of device capabilities
- Expensive and restrictive approval processes

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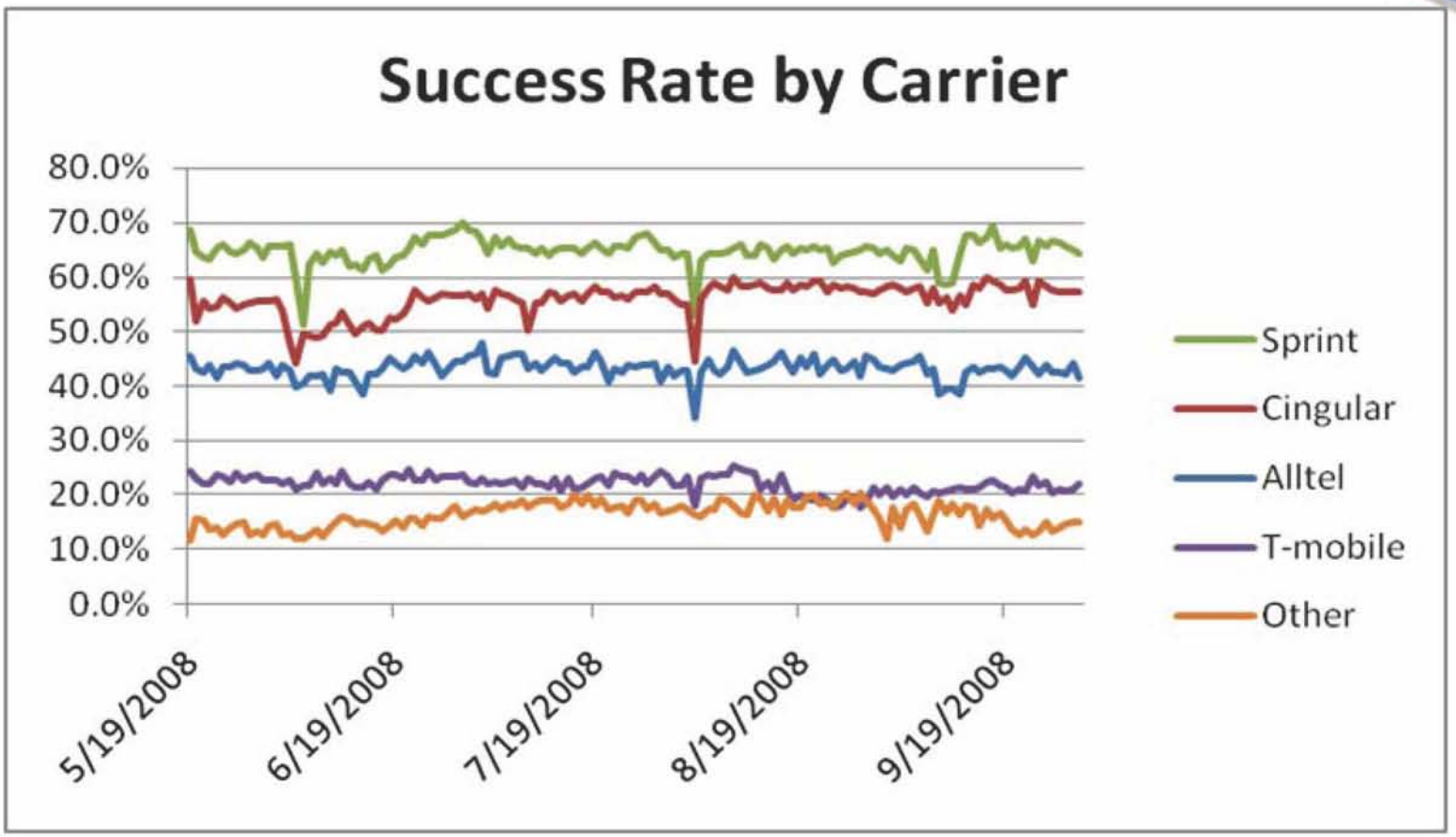

The T-Mobile line demonstrates the devastating effect of carriers intentionally crippling devices (here, the Sidekick) to prevent "off-deck" content downloads. Only 20% of T-Mobile users can use Myxer.

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Carriers have inhibited competition

- Prevented use of alternative billing mechanisms

	[illegible]	Aller[illegible]	[illegible]&T	Boost	(Do[illegible]	[illegible]ell	Nextel	Sprin[illegible]	[illegible]er 2/3	[illegible]Mobile	US [illegible]	[illegible] Wireless	[illegible]Mobile
Billing Method													
PSMS	N	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y
FTEU[20]	N[26]	N	Y	N	N	N[26]	N	N	N[26]	Y[40]	N[26]	N	N
Alternative Billing (Credit cards/Paypal)	N	N	N	N	N	N	N	N	N	CBC[20]	N	N	N
P[illegible] Handsets	[illegible]	Y[12]	[illegible]	Y	[illegible]	[illegible]	[illegible]	N	N	[illegible]	[illegible]	Y	Y

- Denied and/or terminated SMS access of perceived competitive products and services

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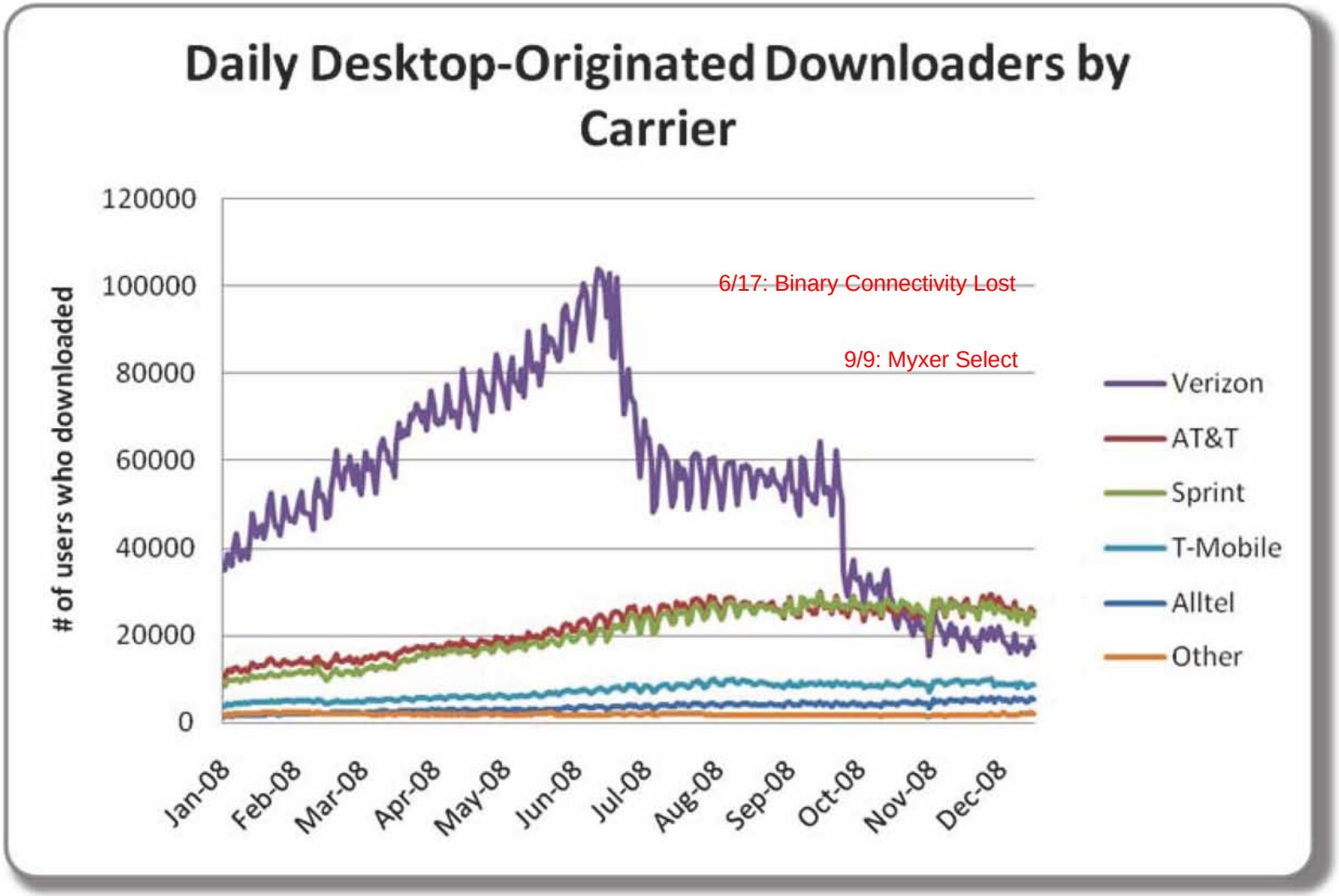

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Carriers inflate consumer prices for mobile content

- Define and enforce permitted retail price-points;
- Define and enforce permitted bundling options;
- Forbid use of competitive billing mechanisms;
- Gouge on transaction costs (up to 50% per retail transaction, vs. 2-5% for comparable internet service)

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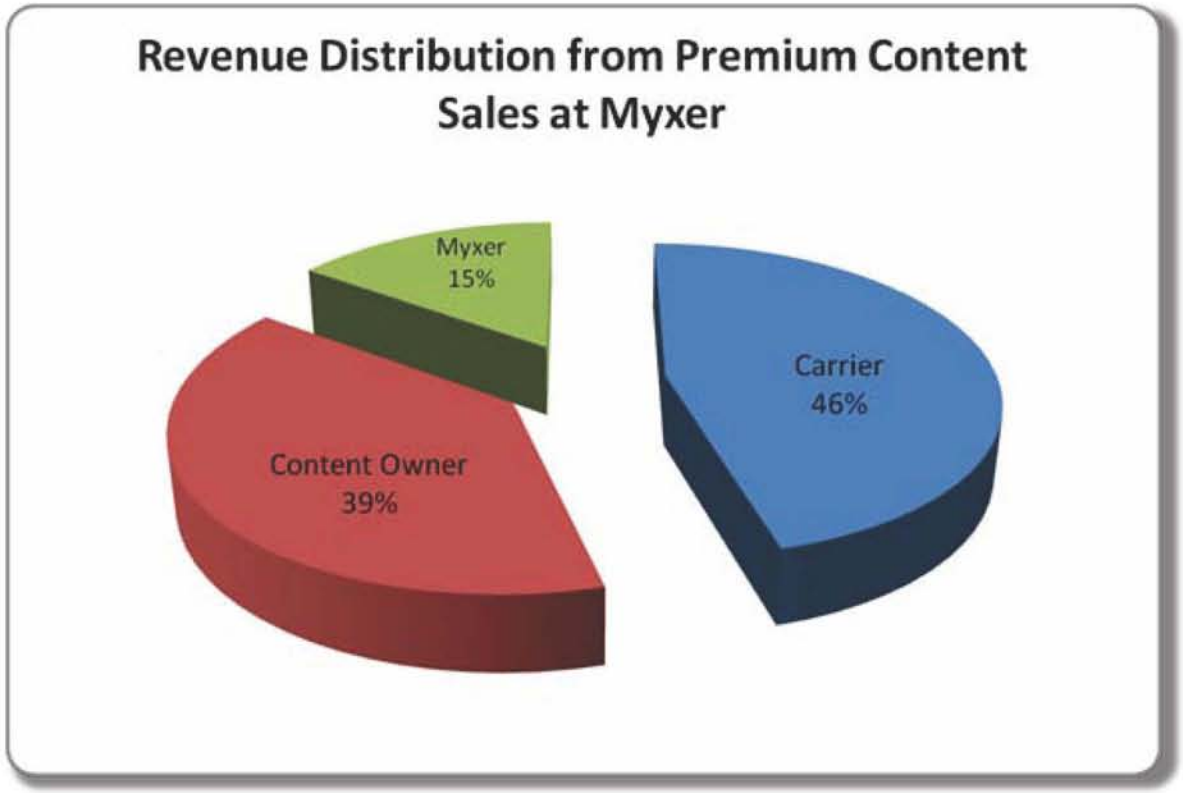
Gouging of transaction costs



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Carriers have prevented adoption of new business models

- Explicitly disallow “free to end user” (FTEU) content (e.g., advertising-supported)

	[illegible]	Aller[illegible]	[illegible]&T	Boost	(Do[illegible]	[illegible]tel	Nextel	Sprint	[illegible]er 2/3	[illegible]Mobile	US [illegible]	Wireless	Mobile
Billing Method													
PSMS	N	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y
FTEU[20]	N[26]	N	Y	N	N	N[26]	N	N	N[26]	Y[40]	N[26]	N	N
Alternative Billing (Credit cards/Paypal)	N	N	N	N	N	N	N	N	N	CBC[20]	N	N	N
P[illegible] Handsets	[illegible]	Y[12]	[illegible]	Y	[illegible]	[illegible]	[illegible]	N	N	[illegible]	[illegible]	Y	Y

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The Vision

Content Provider

Access Provider

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Summary

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- Formal extension of net neutrality principles to the mobile internet is critical to achieving the FCC's mandate.

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