



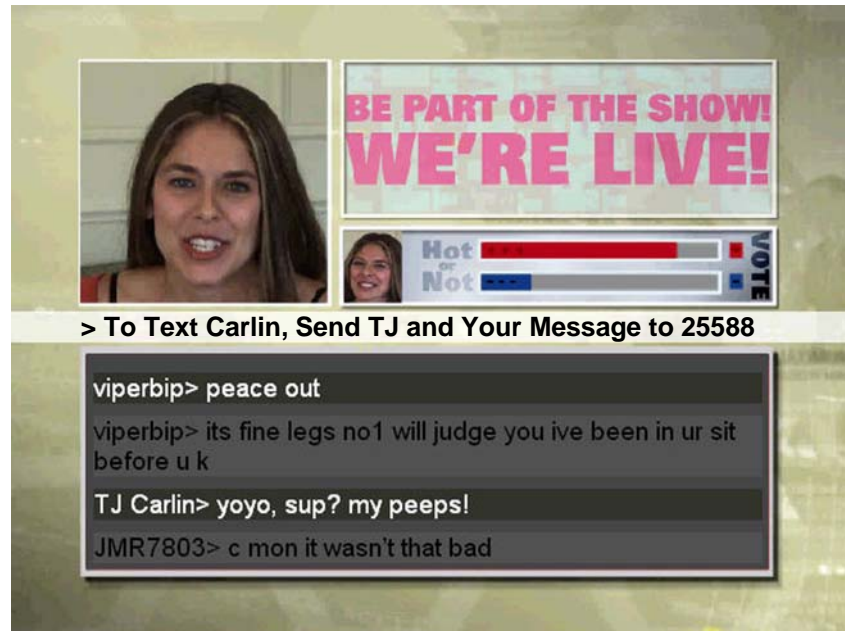
mobile social software

# Date Chat

*The first truly interactive television show*

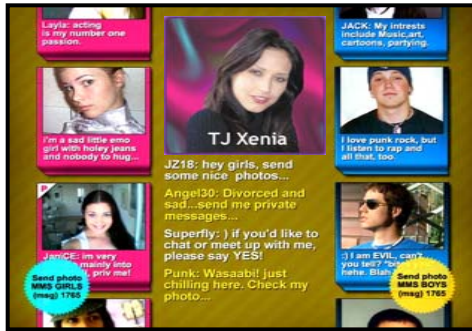
Presented by  
**Shelly Palmer**

# Executive Overview



- MoSoSo Date Chat is the first truly interactive television show for a mass audience.
- It is created by the audience, their cell phones and a live Text Jockey (TJ)

# How MoSoSo Works



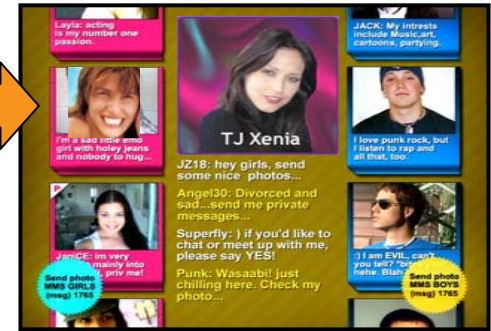
The viewer sees a MoSoSo Video Chat Screen on TV monitor.

1



They send a premium SMS or MMS message to the TJ (Text Jockey).

2

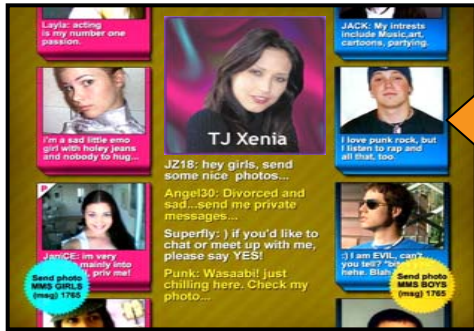


Their SMS or MMS premium message shows up in the MoSoSo Video Chat Room.

3

As the viewers interact with the show and each other by voting and messaging, they - along with the TJ - create the show.

# The Power of MoSoSo



The viewer sees a MoSoSo Video Chat Screen on TV and decides to contact one of the users in a private off-screen chat.

1



They send a premium SMS message to MoSoSo with the user's Nickname in the message.

2

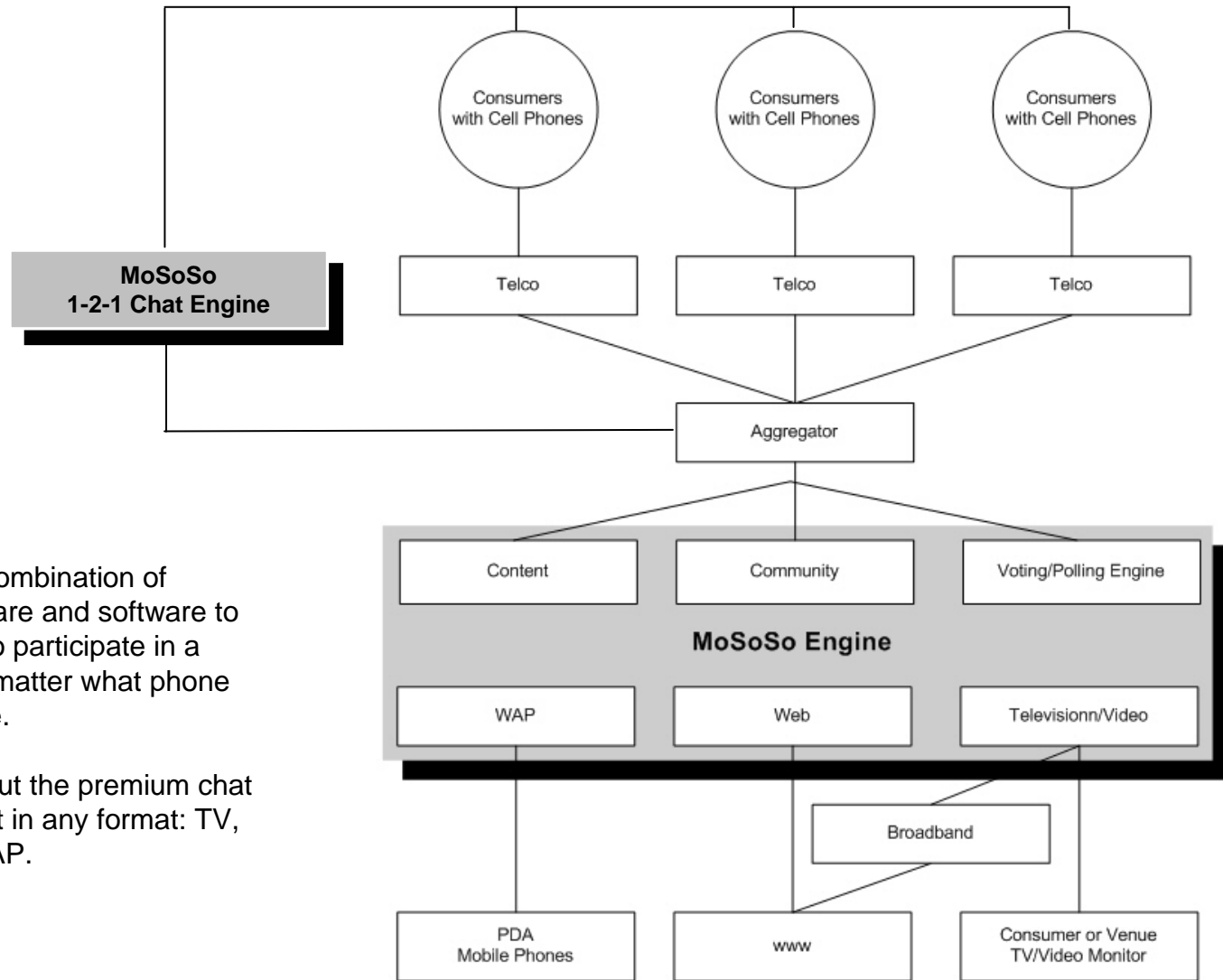


They can now carry on a private SMS chat through the MoSoSo Chat Server at premium text messaging rates.

3

Users have unlimited, uncensored, private conversations using our 1-2-1 off-screen chat mode.

# MoSoSo Technology



MoSoSo uses a combination of proprietary hardware and software to enable any user to participate in a premium chat no matter what phone company they use.

MoSoSo can output the premium chat and voting content in any format: TV, Video, Web or WAP.

# For The R.Kelly & Jay-Z Tour

## MoSoSo Turns Each Concert Venue Into A Gigantic Chat Room

### Video Window:

Traditional NTSC, HD video or a slide show can play in this window.

Content includes instructions, sponsors messages and artist content like stills or videos.

### Instructions:

The instructions for participation and pricing stay on the screen full time.

### Voting:

Viewers vote for the encore song or on any other subject the artist/promoter wishes. The rank changes dynamically.

**TAKE PART IN THE SHOW!**  
TEXT YOUR MESSAGE TO THE BIG SCREEN

**SMS CHAT (nickname) to 21212**  
Send **VOTE (a,b,c)** to 21212

a) 99 problems	70%	<input type="checkbox"/>
b) Moment of clarity	20%	<input type="checkbox"/>
c) Change clothes	10%	<input type="checkbox"/>

**James** Greetings to all rap fans I love you all!  
**Tough** Keep up the good Work!  
**Moderator** Get the party started! This is your host Johnnyboy. How are you doing?  
**Veli** Black Album!  
**Tough** Keep up the good Work!  
**John** Whats going on?  
**James** Greetings to all rap fans I love you all!

### Venue Video Screen

### Chat:

The users chat with the TJ (Text Jockey) and with each other.

They can send SMS, MMS or Video messages.

They can also chat one-to-one in our premium chat rooms.

**Content/Commerce Fields:** (not shown)

Screen real estate can also be used to sell downloadable music, games, ring tones, wall papers and other related products. All commerce will be done through the cell phone interface.



# MoSoSo Television

The screenshot displays a mobile social software interface with a dark background. On the left, a chat window shows messages from users: viperbip, ABT910, JMR7803, and TJ Carlin. The messages are: "viperbip> omg u were my outside today n the weather was terrible tho", "ABT910> yea u caught me", "JMR7803> c mon it wasn't that bad", "JMR7803> cya tomorrow", "viperbip> c mon it wasn't that bad", "JMR7803> ok well i g2g ttyl", "TJ Carlin> Let's talk GNP", "JMR7803> cya tomorrow", "ABT910> wow ur so lucky we were outside it was so cold".

On the right, the Bloomberg logo is at the top, followed by the time "06:04 PM ET" and date "1 NOV". Below this is a poll question: "Who Played 'Russell Simmons' In The Movie, Krush Groove?". The poll options and their percentages are: A) Denzel Washington (29%), B) Blair Underwood (29%), C) Russell Simmons (14%), and D) Mario Van Peebles (29%).

At the bottom of the screen, there is a "moSoSo" logo and a financial data section. The data includes: "After Hours ated Products 43.35 ▼ 0.86 674K JDS Unip", "NYSE (C) :um 66.92 ▼ 0.53 Analog Devices 40.32 ▲", and "Personal Spending in U.S. Increases 0.6% In September; Incomes Rise 0.2%".

There are several MoSoSo Television formats currently in production.

- **MoSoSo Dating**
  - **MoSoSo Jukebox**
  - **Food Network** Food Network Kitchens
  - **DIY Network** Scrap booking show
  - **TBS Network** All Night Date Chat comedy show
  - **Cartoon Network** Adult Swim Chat Show
  - **Bloomberg** Financial Chat
- ... and many, many more.

# MoSoSo Jukebox – Broadcast on UPN13 in Los Angeles

## Video Window:

Traditional NTSC or HD video plays in this window.

Content will include music videos, our TJ and possibly commercials.



Weedwacker>  
Vanessa is the best female vocalist in the world

TJ Xenia>  
Has anybody heard Vanessa's new album yet?

j8man>  
i just heard her nu album it rules!

musicgirl43>  
i sing better than van does how come i don't have a music video?



## Chat:

The users chat with each other and with the TJ. They can send SMS, MMS or Video messages.

They can also choose to chat one-to-one in our premium chat rooms.

MMS messages can include stills or videos.

## Voting:

Viewers vote by number for the next song they wish to hear. The rank changes dynamically.

Rank	Band	Song Title	SMS Code
35%	Maroon 5	She Will Be Loved	043
21%	1000 Miles	Vanessa Carlton	182
18%	Kevin Lyttle	Turn Me On	234
14%	JoJo	Leave Get Out	543
12%	Ashlee Simpson	3 Pieces Of Me	022

To vote for the next song, just send a text message to 8888 with the SMS code of your song. Or, send a text message to TJ Xenia only 75 cents!

## Instructions:

The instructions for participation and pricing stay on the screen full time.

## Branded Environment:

The channel can carry the channel brand and/or a sponsor's brand.



Now Playing: Vanessa Carlton "Ordinary Day"  
To purchase her new album, send vc to 2773  
Get the new Vanessa Carlton Ring Tone, send vcrt to 2775



## Content/Commerce Field:

This area will be used to sell albums, ring tones, wall papers, games, downloads and other related products. All commerce will be done through the cell phone interface.

Additional registration and enhanced MoSoSo functionality will be available through <http://www.MoSoSo.tv>





# Consumers at a glance

- Cell Phones are the most ubiquitous wireless computers in the US.
- There are over 150,000,000 SMS enabled Cell Phones and PDA's in the US. (CTIA 2004)
- More than one third of US mobile owners are now using SMS (text messaging) – over 38 million texters sending over 5 Billion text messages each month. (Enpocet 2004)
- In 2003, basic SMS (text messaging) revenue exceeded \$40 Billion for mobile phone companies. (Arc Group)





mobile social software

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