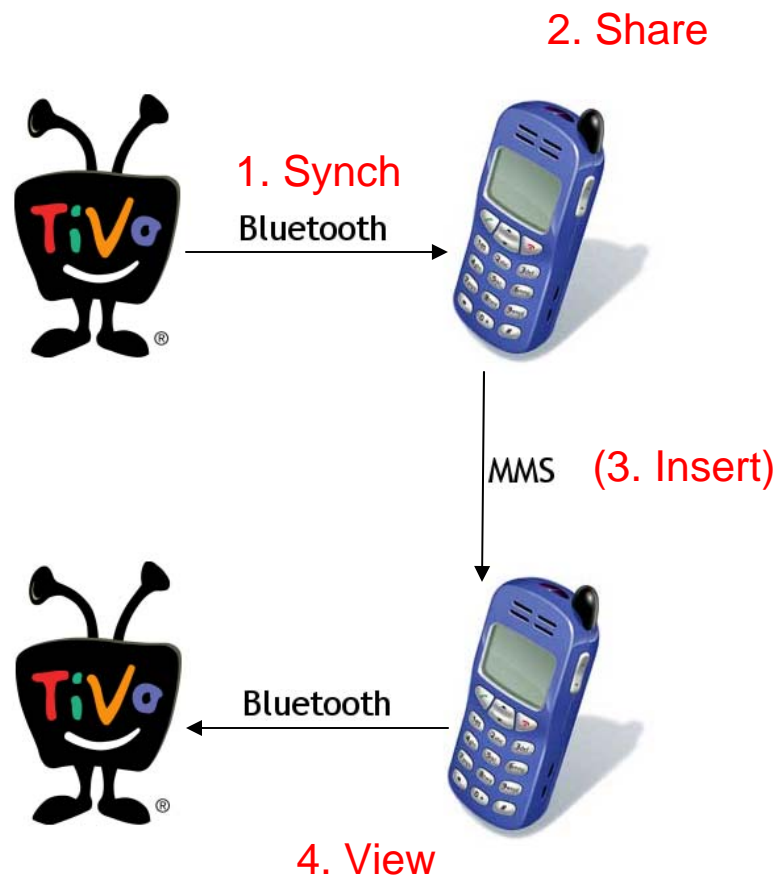


GoComics



- Syndicated newspaper comics delivered to your cell phone
- US\$2-3 per month subscription fee
- Joint venture between two wireless content providers, **uclick** and **Handtap Communications**
- Available on all the major U.S. carriers via MMS or animated GIF
- Thin-client J2ME and BREW version available on Sprint and Verizon

Social Bookmarks for TV



1. Phone synchs time and channel with media device
2. Alice sees a hilarious joke on the Daily Show, and hits a button on her cell to share the moment with friends
3. Comedy Central is a partner, so a 60s excerpt is inserted into an MMS
4. Bob sees the funny clip and (if he has a PVR) can opt to have it pull down the whole show

MTV's Total Request Live (TRL)

- Vote for your favorite video via SMS, WWW, IM, E-Mail or phone call.
- MTV's TRL daily charts can be seen on-air, and are published on MTV's website (video download) and videotext.
- Weekly charts are also printed in German magazine BRAVO.

