



Rob Wells



Virgin Media Player



- Browse and watch over 60 hours of the latest VoD shows from Virgin Media including branded channels & shows from:



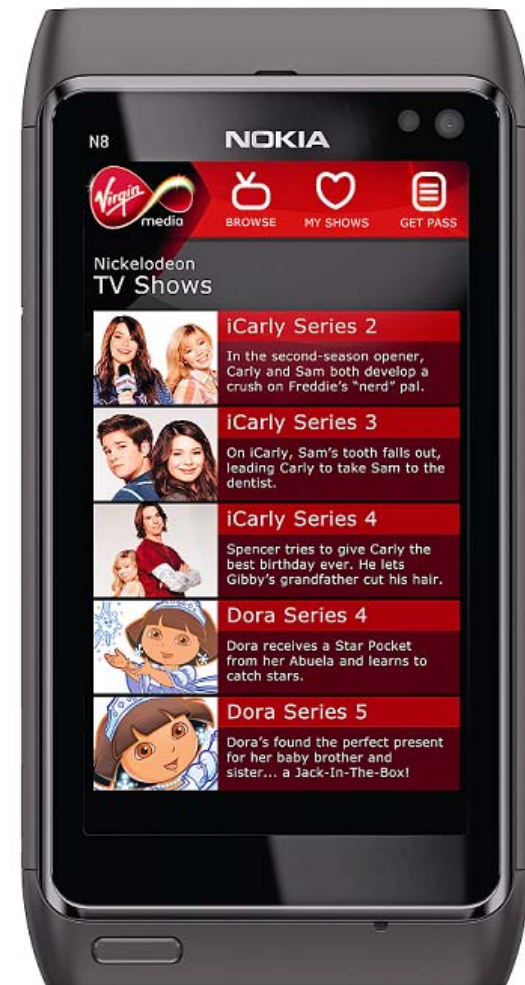
- Available on any UK mobile network
- Content is streamed to the handset's video player.
- Pause, rewind, fast-forward and resume shows.
- Purchase time-based passes - dip in a out of content when you choose.



Virgin Media Player App



- The Virgin Media Player app is embedded on Nokia's flagship handset the N8, and will also shortly be available on the C7.
- Soon available on Android.
- Makes use of OpenMarket / Virgin Media billing engine (COPPS) to enable in-app payments.



COPPS billing engine

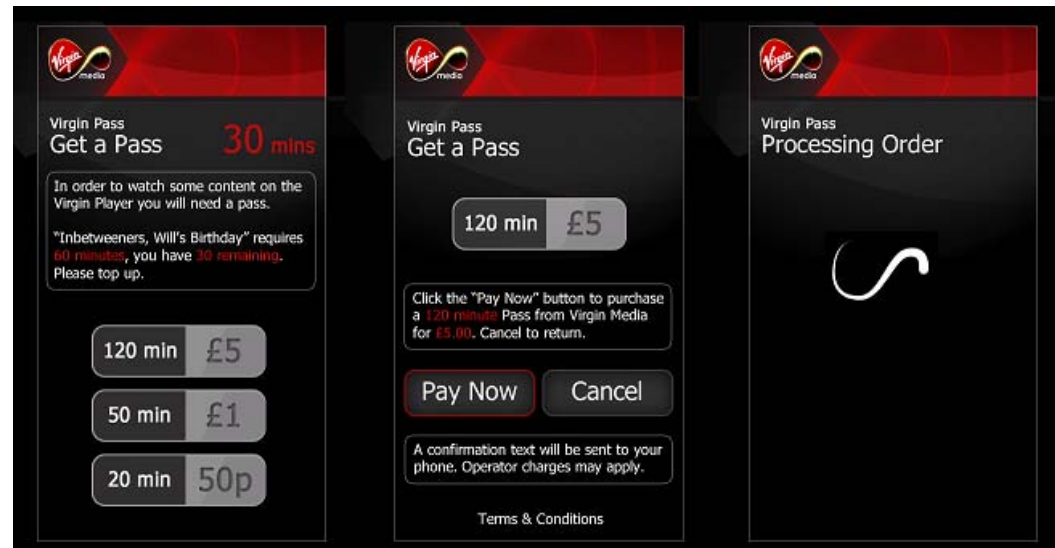


- A bespoke billing system designed and implemented by Virgin Media and OpenMarket – **Customer, Pass Purchase and Subscriptions.**
- As well as providing typical billing functionality with Virgin Media’s content partners, it also contains features such as:
 - Network lookup – to distinguish offerings for cross net customers.
 - Geoblocking – to block certain content being accessible outside of the UK (e.g. TV Player content, rights issues)
 - Customer care integration – allowing Virgin Media’s care agents to lookup and manage customer’s passes and subscriptions.

In-App Billing



- In App billing infrastructure allows for:
 - Cross net billing.
 - Single payments.
 - Subscriptions.
- Easily integrated into future applications.
- Virgin Media shortly launching a Music Player application allowing in-app purchases of new music singles.



Music App



- Music Sync being released on Virgin Media later this month on Android, and on Blackberry in January.
- Allows customers to sync their music library between their PC and their handset, as well as purchase new music within the app directly.
- Purchases and subscriptions are supported within the app via the COPPS billing engine.

