

Application Definition		Application Category													Demand Curve Position		Business Model Options		Business Model Components (from previous models)					
Application / Application Group	Application Description	Voice	Messaging	Personal Orig	Content / UGC / Gaming	LBS	Video	Internet	Advertising	Community	Enterprise	IPTV	Security	m-Commerce	Branded	Co-Branded	Third Party	Ad Sponsored	Subscription	Usage	Application Vendor Examples	Pricing Options	Addressable Segments	Longevity (fad or core)
Ad Platforms (insert)	Video, banner, search result insert		X			X	X	X	X					X	X	X	X	X			Visible World, Adinfuse, Admob,			
Ad Supported gaming	Copying the internet model to the mobile / STB				X										X	X	X	X			GreyStripe, Cellfun,			
Address Book Community	Operator-centric community driven from the address book	X	X	X	X	X	X			X					X			X	X	X	Gearon (Fidg't), Zyb, Oz,			
Asset Tracking	Track enterprise assets, tucks, capital equipment, people					X					X				X	X	X	X	X		Findwhere,			
Bill management	Enable enterprise to fo cost allocation, limits, tracking, slice and dice data										X				X	X	X	X	X		Ryder Systems			
Blogging / MicroBlogging	Facilitate blogging and micro-blogging from mobile		X	X	X												X	X	X		Fixwagon, Bambuser, Twitter, Pownce,			
Brewery finder	Find local breweries					X										X	X	X	X		Where (uLocate)			
Call Management	Intelligent call routing	X	X	X		X									X	X	X	X	X		lotum, Grand Central			
CityInformation	Location based info, tags, bookmarks, guided tours				X	X										X	X	X	X	X	Buzzd, Virtualcity.ca			
Co-branded Widgets, Internet Mobilization, STB Widgets	Playboy widget, BBC iPlayer widget. Mobilize a range of internet based applications, ot enable access from the STB.				X		X		X	X						X		X	X		BBC iPlayer, ODP			
Communication enabled business processes	Using messaging, conferencing, calling APIs, embedded in business applications such as salesforce.com	X	X								X				X				X	X	LignUp, Sylanro, BroadSoft, Integra5, Tanla, Bluenote Networks, Iperia			
Community enabler	Make is simple of customers to access their communities, expose address book, single sign on, etc.									X						X		X	X	X	Ning, Shozu, introNetworks, Inter casting, BluePulse			
Community Widget	Operator widget on internet communities that provides services such as: buy ringtones, SMS friends, location of buddies, etc.		X			X	X			X					X	X	X	X	X		Useful Networks, Xobni, Ning, Oz, Flock, Inter casting, Sonopia			
Conferencing / Collaboration	Integrated audio / video / web - based conferencing tools across multiple end points	X	X				X	X			X				X	X	X	X	X		PalBee, Webex, Jive, Octopz, Central desktop, Hylighter, Open Circle, Gaboogie			
Conferencing widget for social network	Enable conferencing amongst friends on a community using PC, mobile, home phone	X							X						X		X	X	X		lotum , Gaboogie, PlaBee, SightSpeed			
Content search and display	Search both local (PC/games machines/DVRs) and the internet for video content to play on PC/STB			X		X									X		X	X			Lightpole, Blinkx, Aspiro			
Converged Communications	Integated communications across several devices / networks - core benefit is cost savings	X	X					X			X				X			X	X		Sylanro, Broadsoft, Integra5, Telepo,			
Couponing	Discounts and savings all stored and available on the mobile (no forgetting pieces of paper at home).			X	X				X					X	X	X	X	X			Cellfire			
CRBT	Caller Ring Back Tones	X			X				X						X	X	X	X	X		IMmobile, LiveWire mobile,			

