Paywast Media Solutions

Feb, 11th 2013

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Agenda

- Brief Information about Paywast
- Innovative Media Solutions
- Success Stories
- Q & A

What is Paywast?

- 1st Mobile social Networking in Afghanistan
- Exchange of information & thoughts
  - Students
  - Friends
  - Colleagues
  - Relatives
  - Small businesses

www.paywast.af

Media Solutions

- Music Request
- SMS Chat
- SMS Voting
- Breaking News
- Audience Feedback and Dialogue
- Talent Shows
- Hit List
- News Tips
- Sports Update
- Live Events
- Citizen Outreach

Music Request

- Increase number of audience /listeners
- Generate Revenue
- Easy Steps
  - Promote the service
  - Music requests received are accessible though user friendly Web Interface
  - Select the best song and play , The sender can be endorsed

SMS Chat

- Do you have idle TV air time in the late or early hours of the day ?
- Looking for a way to fill it out and monetize?
- SMS Chat is the efficient way:
  - Audience can send their message to a short code.
  - Real time display

SMS Voting

- Which opinion is better than the one of your audience ?
- Allow your viewer /listeners to be a part of your live shows, debates, etc and receive their live vote.
- Results of votes can be displayed on real time in your TV screen.

Breaking News

- Competitive market
- Reach out your audience /listeners
- General News, Weather , Sport , etc.
    - Users can join your group by sending a message to a short code e.g. 729
    - Send the breaking news to their group

Audience Feedback

- Easy way of providing content
- Make your show alive
- Messages of audience can be displayed on the screen
- Users can send their feedback in any of the three languages (Dari , Pashtu and English)

Talent Show

- Most popular way of entertainment
- Generate Revenue
  - SMS voting
  - Allow participants to promote for themselves
  - Collect votes continuously
  - Display results all the time

Hit List

- If you focus on entertainment , music is the important element.
- Let your audience decide the daily/weekly music hit list through SMS
  - Plan and assign a unique ID for your songs
  - Application will rank the songs based on the votes received
  - Publish voting results

News Tips

- Let your audience to be important journalists by sharing news with you.
- Can boost news coverage
- Reach geographical areas where you have never been
- Encourage audience to send News tips continuously

Sport Update

- Do you want to inform your audience with sport games result quickly?
- Allow user to join your sport updates for their preferred sport around the world
- Send the latest updates
- Create a list of games like football, cricket, Taekwondo, etc.

Live Events

- Are looking to make your live events interactive ?
- Display your visitors messages on projector screen and stream them directly on TV, radio and social media.
- Give a new dimension to your live events

Citizen Outreach

- Effective way of advertising through SMS
- Are you looking to get feedback from citizens?
- Paywast payAd services

Success Stories

Questions & Answer

Thank you