

# THWAPR MOBILE VIDEO DASHBOARD FEATURE SUMMARY



*Share to Phone... Mobilize and Monetize™*

Thwapr is a cloud-based mobile video sharing service that allows brands to mobilize and monetize content while delivering the highest possible quality and best user experience regardless of device, network or carrier.

# Your own analytics DASHBOARD

Thwapr provides an extensive brand partner dashboard for mobile video and SMS analytics. Brand partners log in to a secure and branded web portal to view and interact with mobile video statistics and analytic data, which is updated dynamically and accessible on a 24 x 7 basis:

## OVERVIEW

- Summary view of total mobile video subscribers, video views and uploads, social sharing, and SMS messages distributed for full campaign period
- Date range search option for ad-hoc queries by day(s), week(s), month(s), etc.

The screenshot displays the Thwapr dashboard interface. On the left is a navigation menu with options: Overview, Content Management, Content Statistics, Device Usage, and Subscription History. The main content area is titled 'Content Distribution' and includes a search bar with 'Keyword: [dropdown]', 'Share to Fans', 'Fans: 0', 'Request Keyword', and 'Upload Content'. Below this is a table listing content items with columns for Name, ViewCount, and DateAdded.

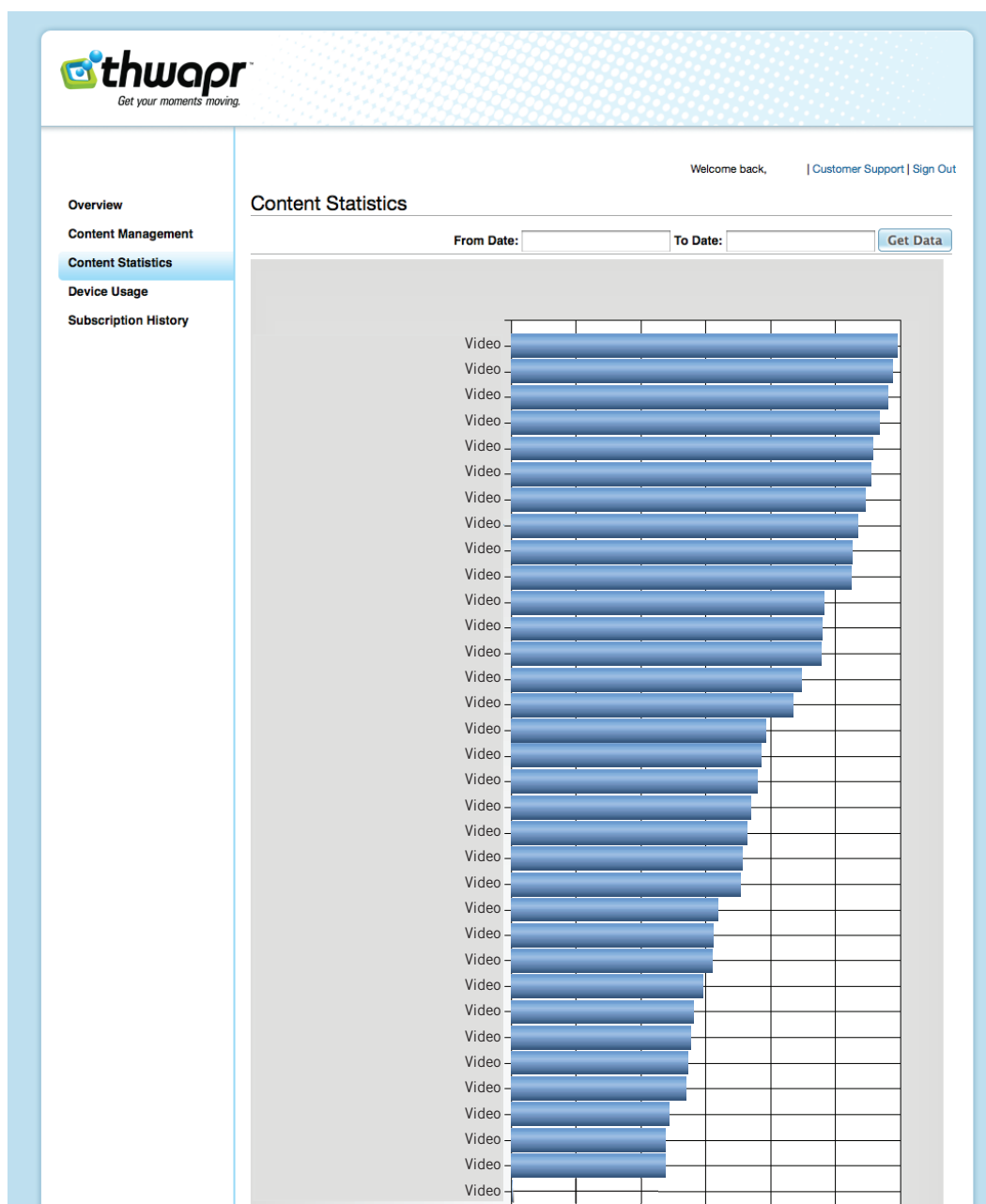
	Name	ViewCount	DateAdded
<input type="radio"/>	Move Grandpa!!	3	10/11/2011
<input type="radio"/>	Columbus day	2	10/11/2011
<input type="radio"/>	Columbus day	13	10/10/2011
<input type="radio"/>	On Float at Columbus Day Parade	19	10/10/2011
<input type="radio"/>	Stacie and mom	183	10/09/2011
<input type="radio"/>	Out wit Friends	39	10/09/2011
<input type="radio"/>	Last from air show	1222	10/08/2011
<input type="radio"/>	Tommie bustin a gasket	139	10/08/2011
<input type="radio"/>	canoi time	81	10/08/2011

On the right, a 'Device Usage' window is open, showing a date range search ('From Date:' and 'To Date:') and a 'Get Data' button. Below is a table of device usage counts.

Device	Count
	472
Apple iPhone	206
Windows NT	109
Intel Mac OS X	84
Apple iPad	78
Apple iPod Touch	41
Windows Mobile OS	38
Linux	22
RIM BlackBerry 9800	22
RIM BlackBerry 9780	15
Motorola DroidX	12
Hiptop OS	8
HTC Evo	8
T-Mobile myTouch 4G	8
HTC Droid Incredible	7
HTC Desire HD	6
Motorola G83	6
RIM BlackBerry 8520/Curve	5
Opera Mini 5	4
Samsung SCH-1500	4

## CONTENT STATISTICS

- Graphical bar chart view of the most popular videos (30+ displayed)
- Statistics for individual videos shown by title and identifier with respect to video views, video Twitter posts, and video sharing (30+ displayed)
- Date range search option for ad-hoc queries by day(s), week(s), month(s), etc.

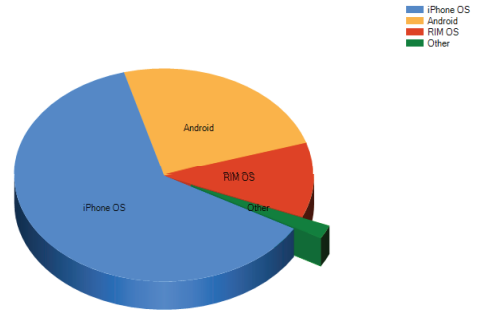


## DEVICE USAGE

### MOBILE DEVICE VENDOR, PHONE MODEL, OPERATING SYSTEM, AND CARRIER STATISTICS

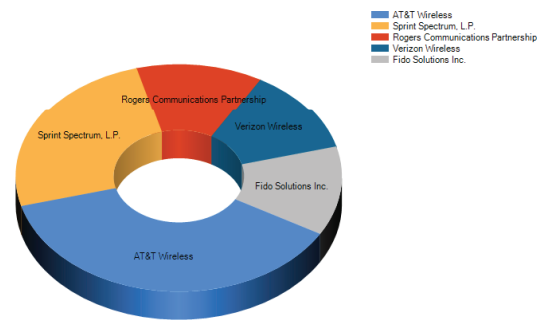
- Graphical bar chart views of mobile device vendors, phone models, and OS
- Statistics for mobile device vendors, phone models, and OS
- Graphical pie chart view of the most popular Tier 1 & Tier 2 carriers (US/Canada)
- Date range search option for ad-hoc queries by day(s), week(s), month(s), etc.

#### Usage By Device OS:



DeviceOS	Count
iPhone OS	35385
Android	13854
RIM OS	6311
Java ME	211
Nokia, Motorola, LG, Samsung	156
Windows Mobile OS	147
Brew	96
S60	69
webOS	55
Symbian OS	50
Bada OS	8
Palm OS	6
Linux	2
Windows NT	1
Brew MP	1
Linux Smartphone OS	1
Windows Phone OS	1

#### Usage By Carrier:



Carrier	Country	Count
AT&T Wireless	United States	3
Sprint Spectrum, L.P.	United States	2
Rogers Communications Partnership	Canada	1
Verizon Wireless	United States	1
Fido Solutions Inc.	Canada	1

© 2011 Thwapr, Inc. All rights reserved.



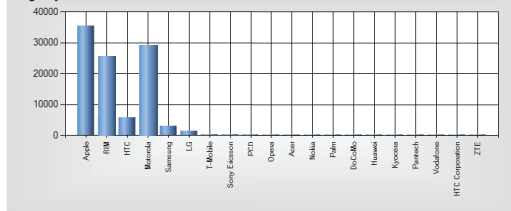
Get your moments moving

Welcome back, | Customer Support | Sign Out

- Overview
- Content Management
- Content Statistics
- Device Usage
- Subscription History

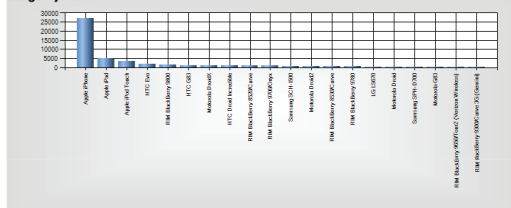
#### Device Usage

##### Usage By Vendor:



Vendor	Count
Apple	35453
RIM	6325
HTC	5679
Motorola	3321
Samsung	2975
LG	1366
T-Mobile	264
Sony Ericsson	201
PCD	191
Opera	184
Acer	169
Nokia	141
Palm	73
DcoMo	70
Huawei	37
Kyocera	36
Pantech	35
Vodafone	34
HTC Corporation	28
ZTE	22

##### Usage By Model:



Model	Count
Apple iPhone	26948
Apple iPad	5176
Apple iPod Touch	3329
HTC Evo	1720
RIM BlackBerry 9800	1356
HTC G33	1177
Motorola DroidX	1003
HTC Droid Incredible	989
RIM BlackBerry 9520/Curve	966
RIM BlackBerry 9700/Onyx	948
Samsung SCH-I500	698
RIM BlackBerry 9630/Storm 9630	603



Share to Phone... Mobilize and Monetize™

## MOBILE VIDEO SUBSCRIBER STATISTICS

- Graphical bar chart view of opt-in and opt-out mobile video SMS statistics
- Statistics for subscription (total and daily opt-in and opt-out, absolute and %)
- Date range search option for ad-hoc queries by day(s), week(s), month(s), etc.

