THWAPR MOBILE VIDEO DASHBOARD FEATURE SUMMARY

thwapr®

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.

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.
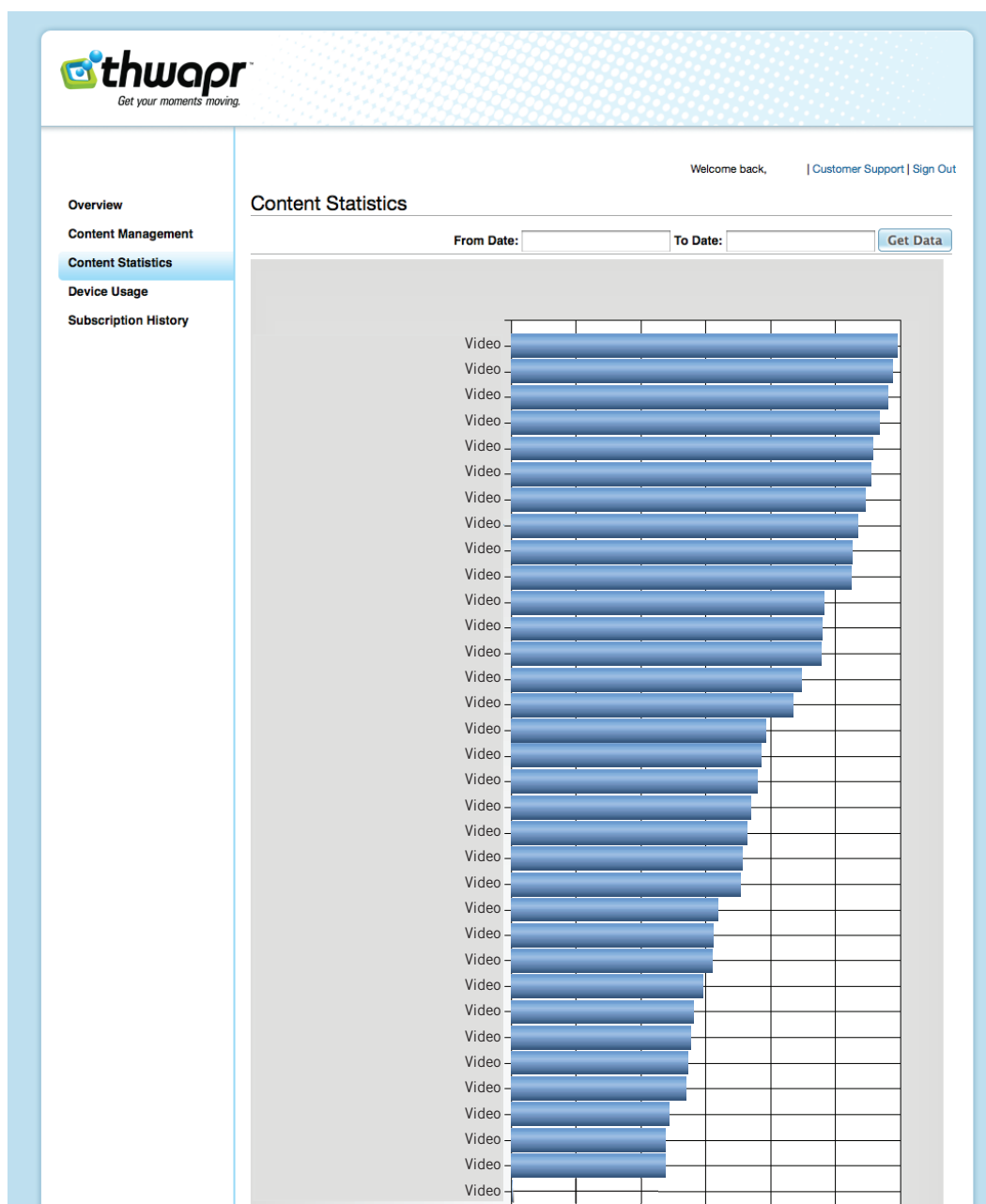
DEVICE USAGE

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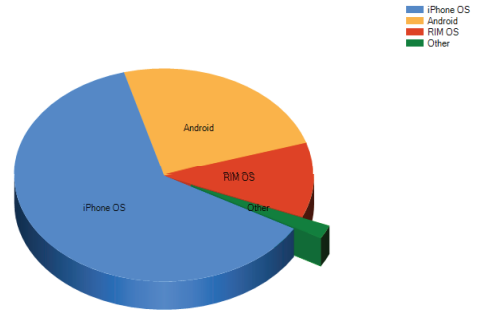
DeviceOS	Count
iPhone OS	35385
Android	13854
RIM OS	6311
Java ME	211
Nokia, Motorola, LG, Samsung	156
Windows Mobile OS	147
Brew	96
S60	69
webOS	55
Symbian OS	50
Bada OS	8
Palm OS	6
Linux	2
Windows NT	1
Brew MP	1
Linux Smartphone OS	1
Windows Phone OS	1

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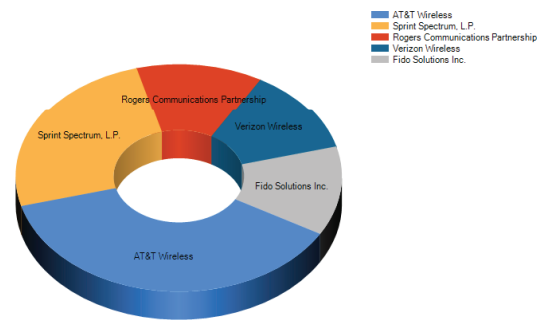
Carrier	Country	Count
AT&T Wireless	United States	3
Sprint Spectrum, L.P.	United States	2
Rogers Communications Partnership	Canada	1
Verizon Wireless	United States	1
Fido Solutions Inc.	Canada	1

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Welcome back, | Customer Support | Sign Out

Overview
Content Management
Content Statistics
Device Usage
Subscription History

Device Usage

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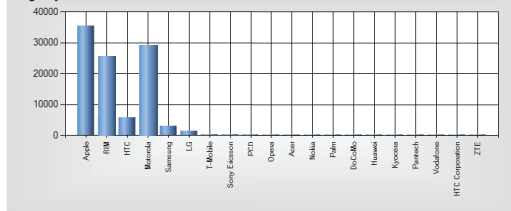
Vendor	Count
Apple	35453
RIM	6325
HTC	5679
Motorola	3321
Samsung	2975
LG	1366
T-Mobile	264
Sony Ericsson	201
PCD	191
Opera	184
Acer	169
Nokia	141
Palm	73
DoCoMo	70
Huawei	37
Kyocera	36
Pantech	35
Vodafone	34
HTC Corporation	28
ZTE	22

Usage By Model:
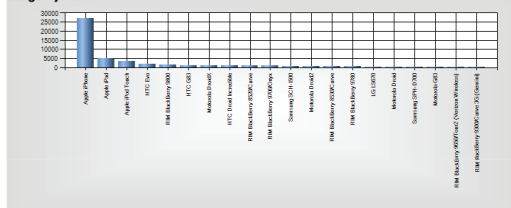
Model	Count
Apple iPhone	26948
Apple iPad	5176
Apple iPod Touch	3329
HTC Evo	1720
RIM BlackBerry 9800	1356
HTC G83	1177
Motorola DroidX	1003
HTC Droid Incredible	989
RIM BlackBerry 8520/Curve	966
RIM BlackBerry 9700/Onyx	948
Samsung SCH-I500	698

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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.

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Daily Subscriptions

From Date: [   ]   To Date: [   ]   [Get Data]

■ Daily OPT-IN   ■ Daily OPT-OUT

Date	OPT-IN	OPT-OUT	Daily OPT-IN %	Daily OPT-OUT %	Total OPT-IN %	Total OPT-OUT %	Cumulative OPT-OUT %	Cumulative OPT-IN	Cumulative OPT-OUT
04/06/2011	2894	79	44	13	98	44	13	2894	79
04/12/2011	1000	34	23	6	77	23	22	1000	34
04/16/2011	855	9	18	3	34	7	4	855	9
04/20/2011	1256	364	24	7	55	34	18	1256	364
09/20/2011	2334	77	41	12	42	21	7	2334	77
10/05/2011	737	38	14	2	55	5	8	737	38

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