

KUACK

Media Group

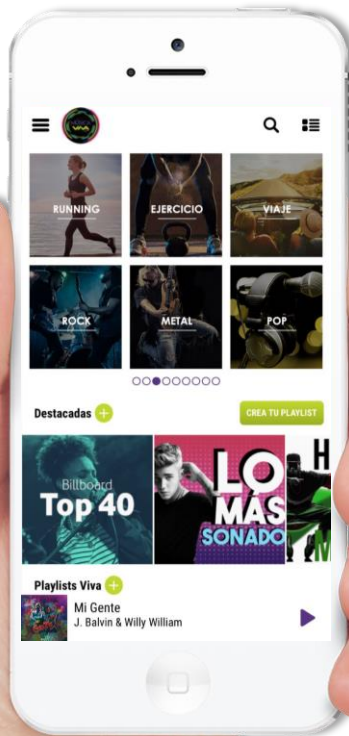
Juan Francisco Saavedra Plata
CEO



mobile
connect

WHAT WE DO

Kuack Media is the market leader in white label music streaming services for mobile operators in Latin America and the Caribbean. Operations in Africa, South Pacific and Asia coming soon

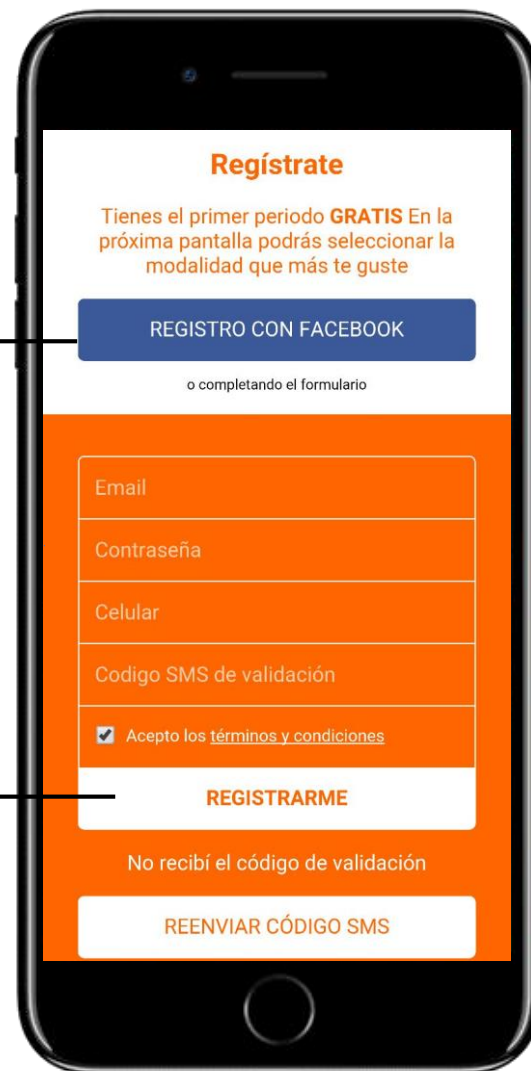


HOW WE DO IT

1. Mobile operators promote their own music app



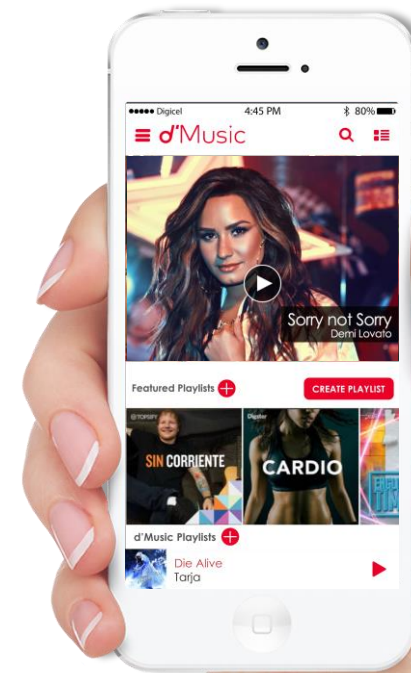
2. Customers register, then decide to pay daily, weekly or monthly using their Mobile balance



50% use FBC to register

SMS Pin Code Validation

3. User access to the service

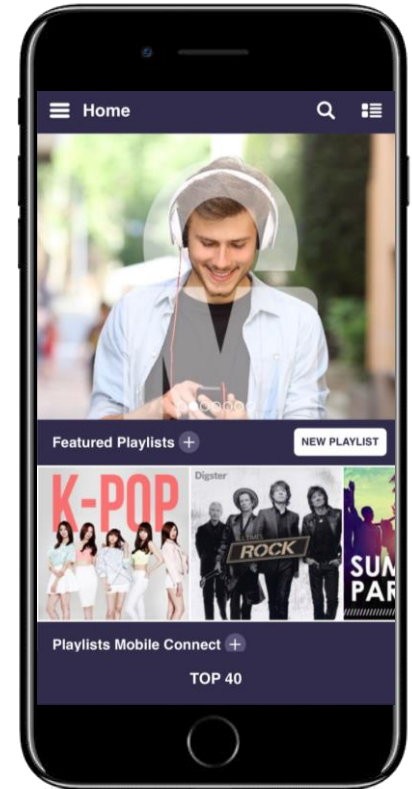
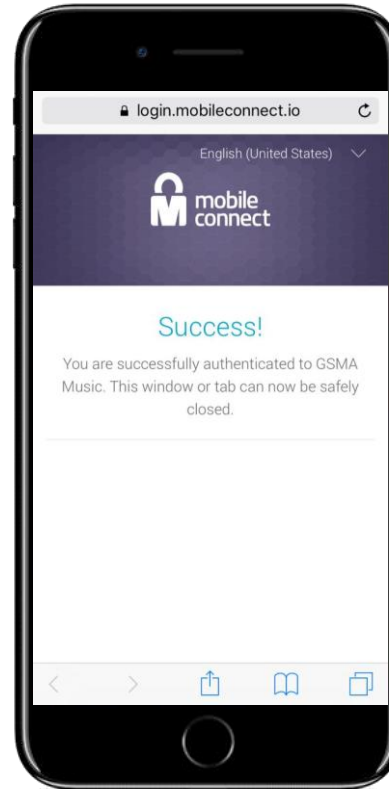
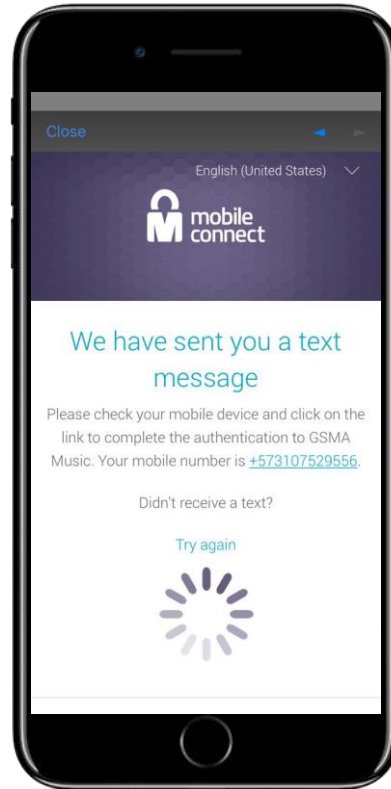
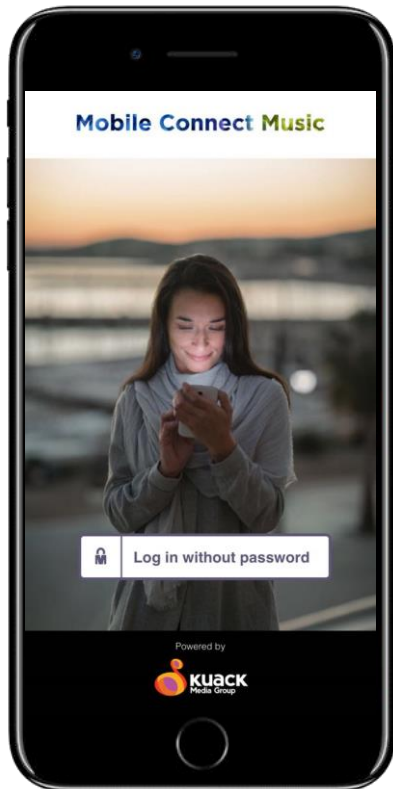


THE PROBLEM WE HAVE

- We lose over 30% of potential subscribers during the registration process
- Value added services subscription processes in emergent markets are highly complex and strictly regulated by authorities, even with triple Optin in order to guarantee user authentication. We lose over 20% of the users due to this validation requirements
- Despite that we have had implemented different alternatives like the usage of Header Enrichment and others, we still not being able to simplify the register process in a way that can solve this problem

During the registration and authentication process we are losing almost 50% of subscribers

THE SOLUTION WE NEED

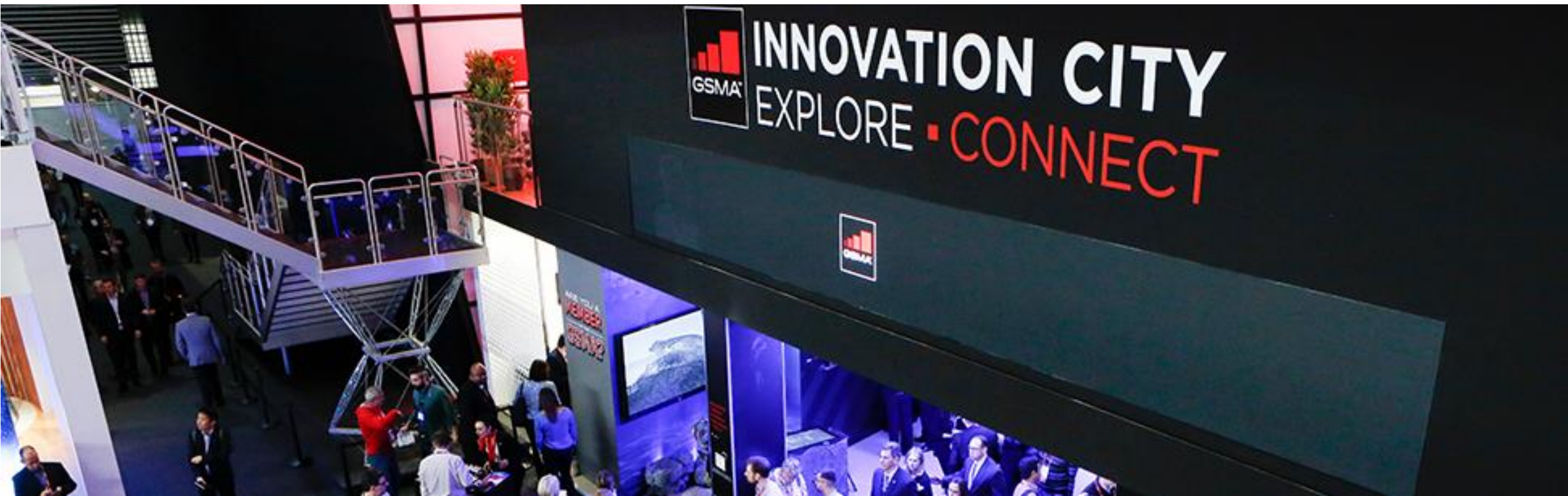




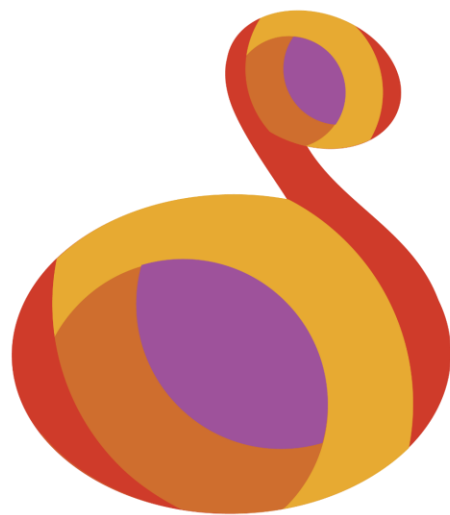
DOWNLOAD YOUR APP AND EXPERIENCE

Mobile Connect Music

Enjoy more than 25 million songs
and rock your MCWA17!



THANK YOU!



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