



Tutor on Mobile - Anytime, anywhere learning in India

Tutor on Mobile (TOM) is designed to connect people who want to learn and acquire knowledge with experts in India through their mobile devices. Developed by Tata DOCOMO with technology partner Voicetap Technologies, it is a 'knowledge marketplace' that encourages the sharing of knowledge, and provides an opportunity for people to earn money at the same time by providing learning content. Since its launch in September 2011, users have accessed over 1.5 million pieces of content in various forms and the service currently has more than 200,000 active users.

How TOM works

Users of TOM can access content through WAP, IVR (Interactive Voice Response, a technology that automates interactions with telephone callers), SMS or Video IVR (3G video call).

They can:

- Learn from experts by joining in a live conference
- Listen to recorded podcasts on various subjects
- Connect on a one-to-one basis with subject knowledge experts by searching for them using the SMS or WAP platform
- View videos and other demonstrations on a particular subject
- Self-register as an expert on the platform to offer their expertise through conferences or by allowing one-to-one connections
- Receive alerts on SMS and WAP for voice content on IVR
- Use text-based explanations on specific topics and concepts
- Undertake practice on sample questions and mock tests

The learning content is aggregated from over 75 content providers and remains accessible to the user until their subscription expires.



Content items can be purchased individually at a charge of Rs 2-10 (e.g. a video demonstration is Rs 5 or £0.06) or as part of a pack containing several items (e.g. a pack of 30 videos can be sent to the user, one each day, for learning English at a cost of Rs 30, or £0.35).

Key features

What makes the service so strong is that the user can use any phone/platform to access it and search for learning content. No longer do you need expensive mobile technology to be able to communicate with an expert. In India, there are more than 700 million mobile phones but only about 100 million have access to the internet – learning content, therefore, needs to be provided in different forms.

The learning content varies considerably and covers topics ranging from learning to play a guitar, support for formal education overtures, jobs, employment and even career counselling advice.

How to access TOM

- Voice/SMS – Mobile phone users without internet access can use voice/SMS services to interact directly with experts (who are screened beforehand) on a one-to-one basis. SMS and Voice traffic is managed through a short-

code series (5333300); users from other operators can also use the voice service by using a long-code (a traditional 10 digit MSISDN).

- WAP – Phones with internet access can use the WAP portal to browse for TOM and access content in the form of videos, explanation notes, mock tests, college database, etc. Subscribers can also set up conferences using WAP if they want to share knowledge. The WAP traffic has been 'whitelisted' to make browsing free for Tata DOCOMO users.
- Web – Learning content videos can be uploaded through the web once the creator has registered on the system. They are then evaluated for quality and revised if necessary. The platform also allows content creators to propose a price for the piece of content they wish to share.
- IVR – Profiles can be created using IVR for person-to-person connections. For all live conferences, the platform provides the services of a moderator to organise and control the conversations.

To 'whitelist' something generally means to authorise access or grant membership. In this case, Tata DOCOMO authorises free access to browsing of the different forms of learning content on TOM WAP portal for its customers only.

"We at Tata DOCOMO have been at the forefront of launching initiatives that re-define the way Indians lead their lives. Our mission is to take learning to the inner reaches of the nation. The service marks the beginning of the Mobile Learning revolution that we are helping catalyze." **Gurinder Singh Sandhu**, Head of Corporate Marketing, Tata Teleservices Ltd.

Early findings

To date, the primary users of TOM have been between the ages of 15 years and 24 years. The most frequently accessed areas include career counselling, advice on entry into various job markets and support relating to the All-India Engineering Entrance Exam (AIEEE) in the form of videos which provide guidance for entering the National Institute of Technology and Vedic Maths (an ancient system of mathematics developed in India which enables a person to calculate complex mathematical problems mentally).

Some seasonality has been experienced around MBA courses and schools. Other SMS content such as 'TalkSmart', a service which helps people learn professional vocabulary, has remained popular all year around.

Business models

The strength of TOM is that it is based on a self-sustaining business model. The knowledge provider generates revenue by providing learning content; the operator generates revenue by the use of the service; and the seeker of knowledge gains what they want at a nominal charge. Where conferencing is used, the expert taking part receives a percentage of the fee generated by TOM. When a video is viewed, the creator earns a percentage of the revenue.

Market response and impact

- The revenue from the service has exceeded forecasts. The revenue target for first 12 months of operation was achieved in less than five months.
- The early adoption growth of this service has been rapid on both the GSM and CDMA platforms, with more than 200,000 current active users.
- It is predicted that in its first year, more than one million users will have benefited from using TOM.

Conclusions

- India, as a market, is typified by a great disparity between the 'haves' and the 'have-nots'. Tata DOCOMO has been working to bridge this gap by providing educational and learning opportunities that can be accessed using any phone/platform.
- Tata DOCOMO has created a knowledge marketplace, where users can generate content that can be shared and monetised.
- The learning content is being made widely available for use through mobile technologies that can support the development of skills and informal and formal learning processes at a nominal cost.
- Uptake of the service has been rapid, with an estimate of more than a million users during its first year of service.

About Tata Teleservices Ltd.

Tata Teleservices Limited is one of India's leading private telecom service providers, having a pan-India presence across all of India's 22 telecom Circles. The Company offers integrated telecom solutions to its customers under the unified brand name Tata DOCOMO and operates its wireless networks on GSM, CDMA and 3G technology platforms. The Company has established a strong brand connect for Tata DOCOMO in India and has been at the forefront of redefining the telecom experience in India, launching innovative products and services that have enhanced Indian consumer lifestyles.

For more information:

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About Voicetap Technologies:

Voicetap Technologies, founded in 2009, is a product-based company that focuses primarily on mobile education and mobile lead generation. Its products and platform are deployed at telecom operators in India and Kenya, and it has alliances with over a hundred different education content providers. Voicetap's leadership in mobile education has been internationally recognised, with various awards including the National Association of Software and Services Companies (NASSCOM) 'Top 10'; the Red Herring Global 'Top 100'; finalist at the Mobile Premier Awards; and nomination in the 'top 5' of the m-learning category at GSMA Mobile World Congress awards in 2012.

About the GSMA Connected Living programme

Connected Living is a three year market development initiative whose mission is to help mobile operators accelerate the delivery of new connected devices and services. Our target is to assist in the creation of 700 million new mobile connections, whilst stimulating a number of service trials and launches in the Automotive, Education and Healthcare sectors. The Connected Living programme is also working with the city of Barcelona, the Mobile World Capital, to develop and showcase smart city services.

We are working in mEducation to help bring the operator and education industries together to address market barriers, foster collaboration and speed up the adoption of mobile education services.

For further information please contact us at meducation@gsm.org or visit www.gsma.com

"Tata DOCOMO has been a thought leader in the field of Value-Added Services and Tutor on Mobile is a pathbreaker in the education and knowledge arenas. This is the first time that a knowledge marketplace has been created, allowing a free flow of knowledge using any mobile phone/platform." **Sunil Tandon**, Head – Non Voice Services, Tata Teleservices Ltd.

