



a step ahead

## Content – reshaping the market



a step ahead

## CONTENT

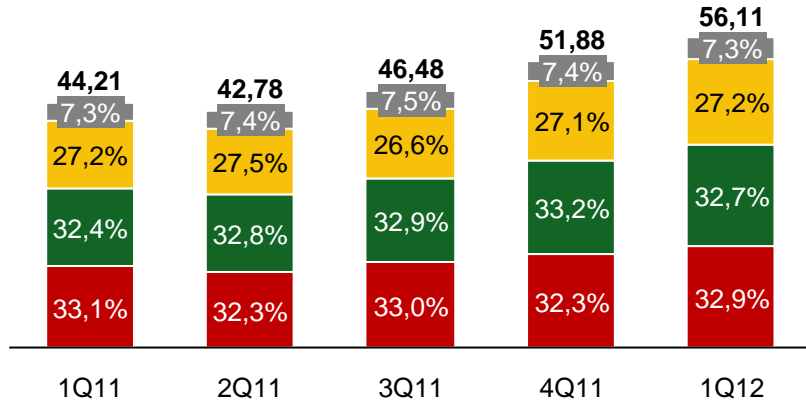
- **Market Overview**
- Discontinue malpractices
- Enable new opportunities



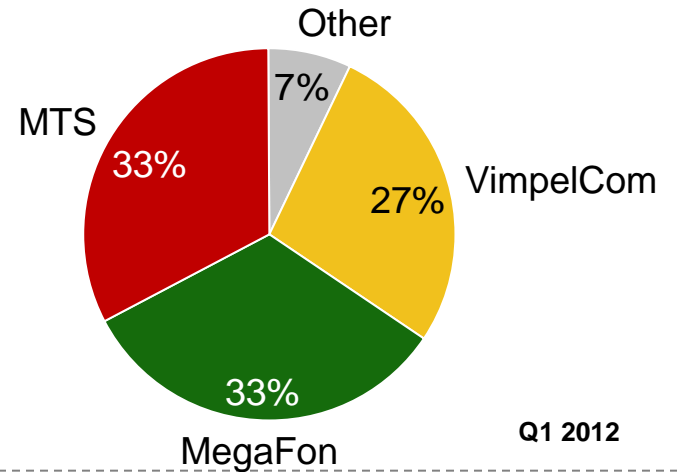
a step ahead

# MTS remains market leader in total VAS and Content, bln. RUR

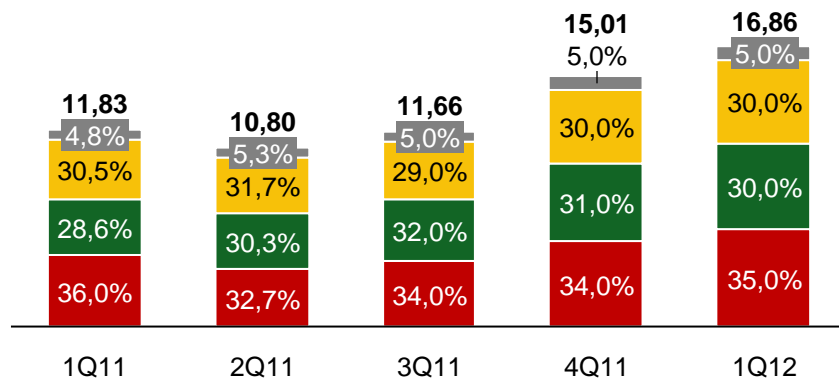
## Total VAS Market



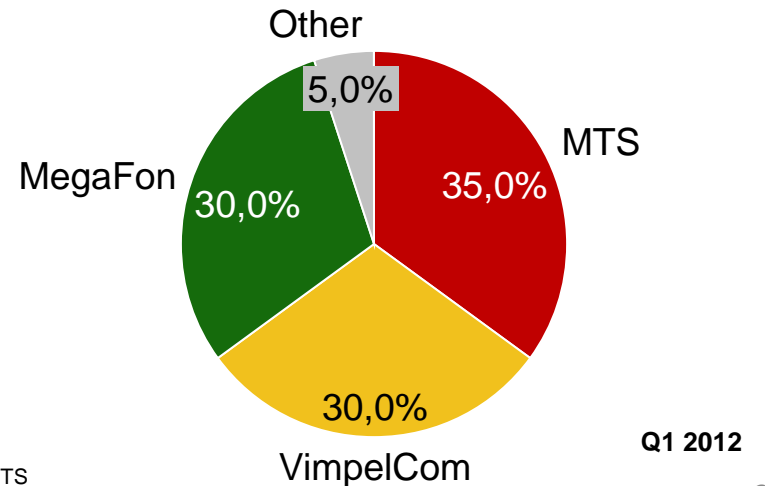
## Total VAS



## Content market



## Total Content



Source: AC&M-Consulting estimates

Other Vimpelcom MegaFon MTS

(Please stamp Confidence)

Mobile TeleSystems OJSC, 4, Marksistskaya str., Moscow, Russia

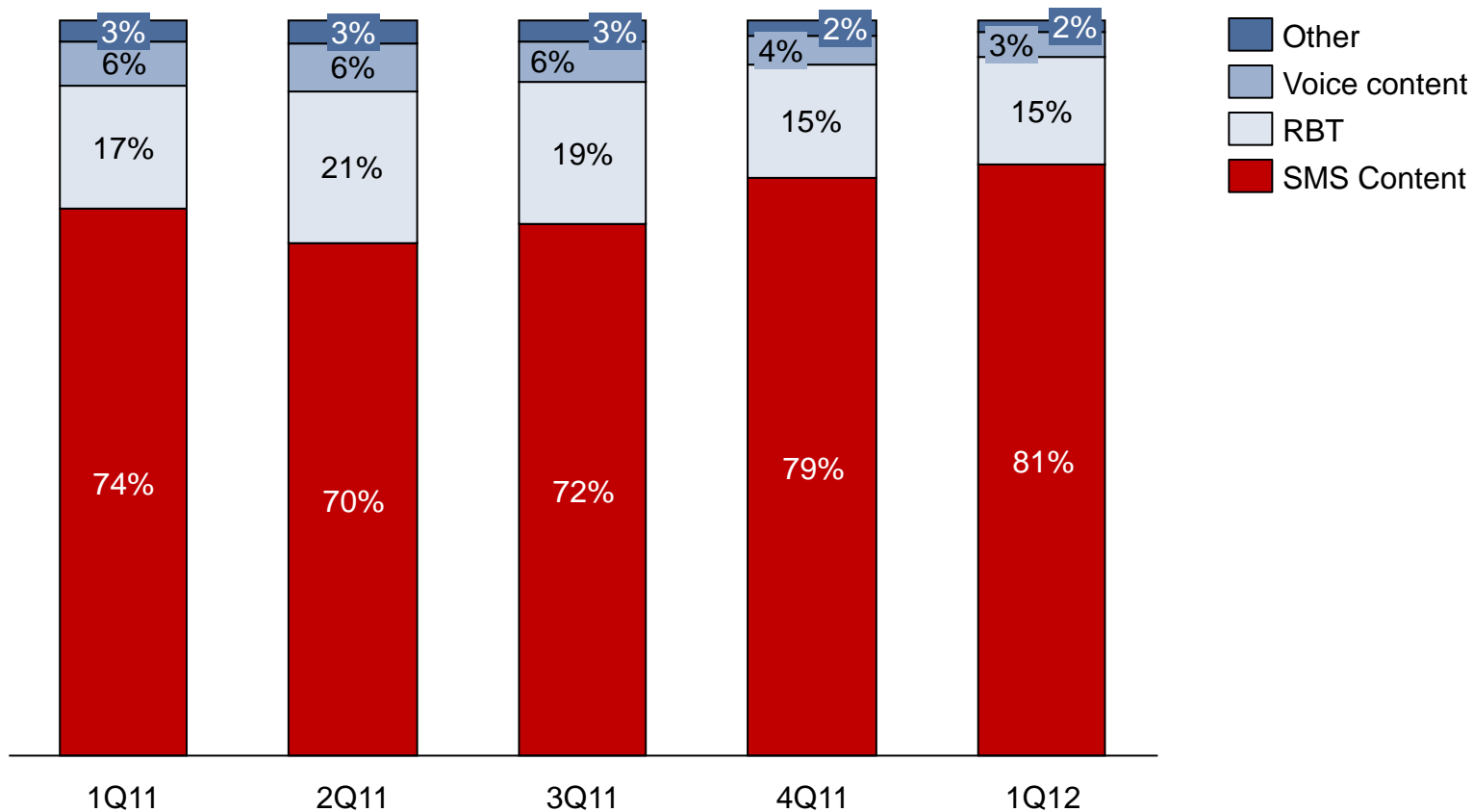


a step ahead

# Content Revenue 1Q 2012

## MTS Content services 1Q 2011-1Q 2012

Revenue 1Q12 = 5.902,0 mln RUR



Source: AC&M  
MTS fact figures

(Please stamp Confidence)

Mobile TeleSystems OJSC, 4, Marksistskaya str., Moscow, Russia



a step ahead

## CONTENT

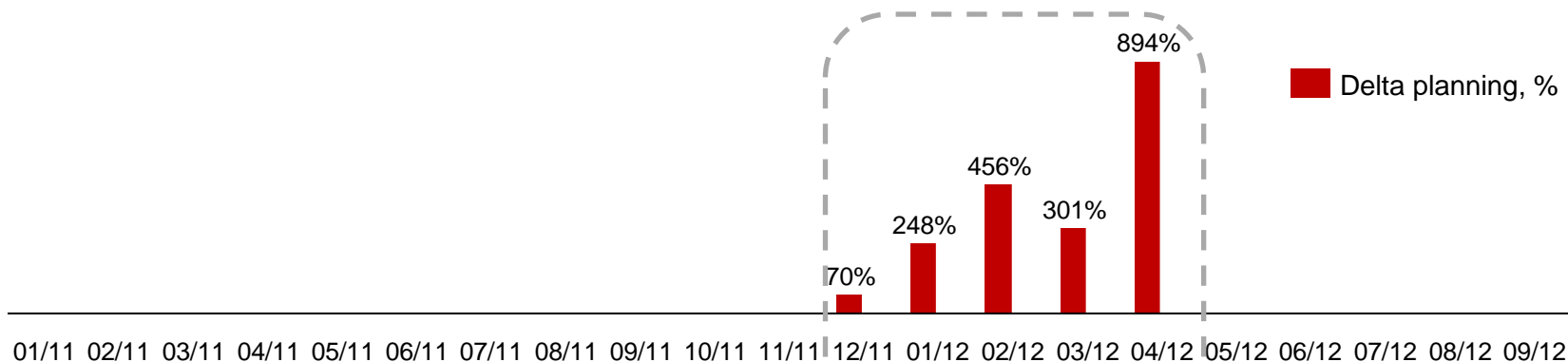
- Market Overview
- **Discontinue malpractices**
- Enable new opportunities



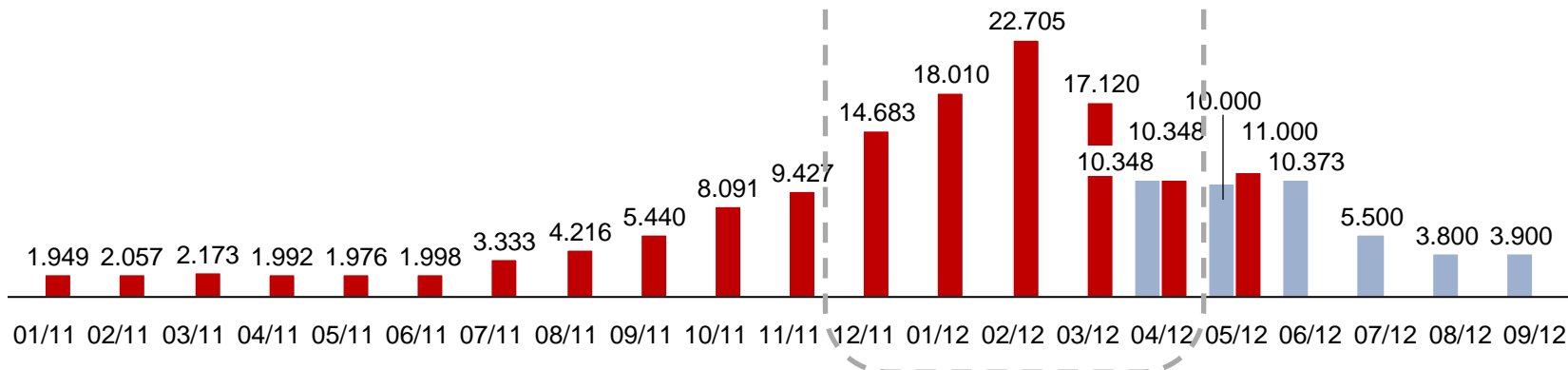
a step ahead

# MTS brings Content Fraud control

## Delta Revenue for the service in 2011-2012 (fact vs. plan)



## Complaints for the service in 2011-2012

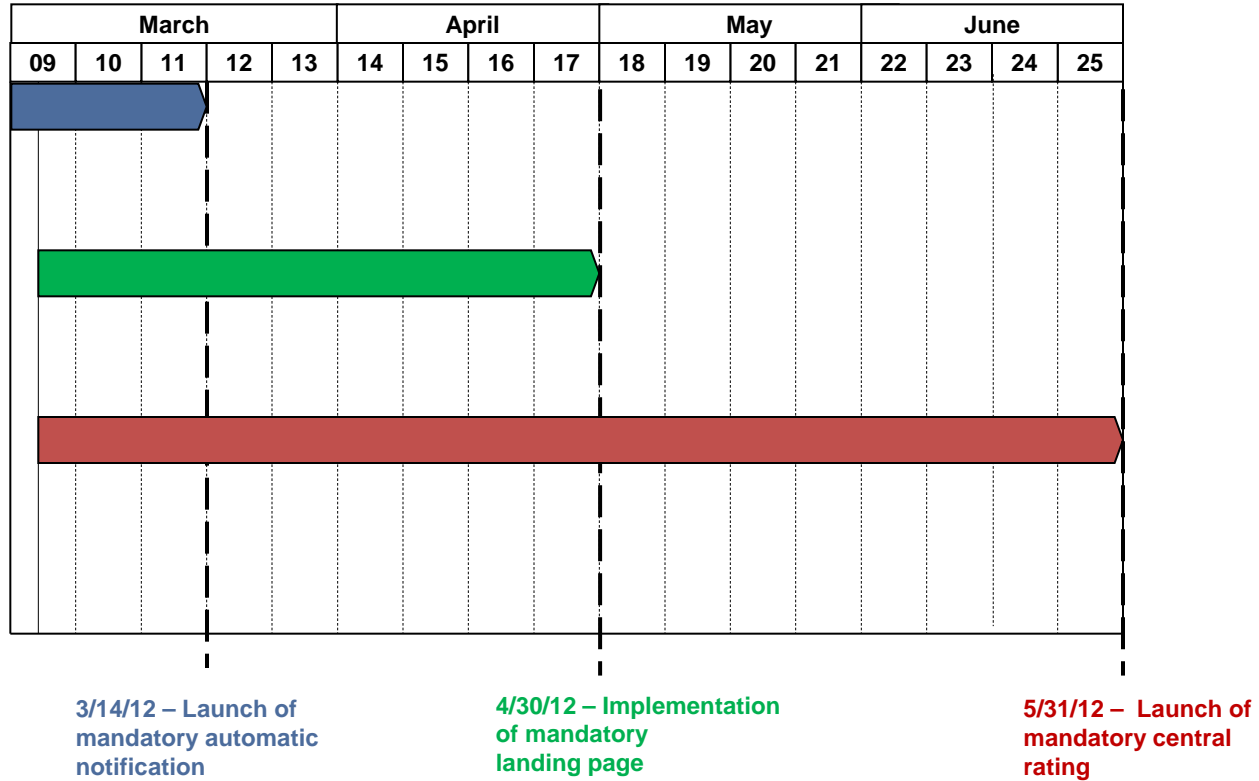


■ Complaints Forecast ■ Quantity of complaints



a step ahead

# Current technical measures statuses





a step ahead

## CONTENT

- Market Overview
- Discontinue malpractices
- **Enable new opportunities**





a step ahead

One more thing...





a step ahead

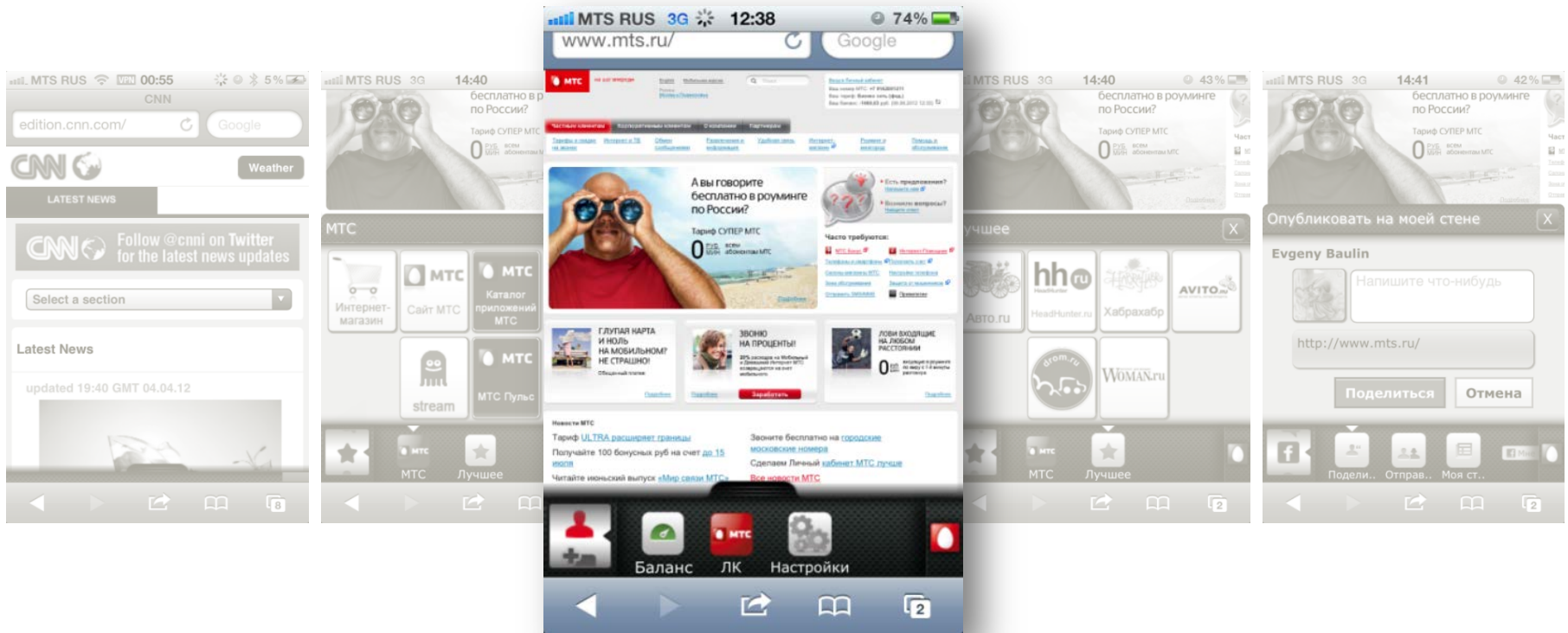
# Minimized Toolbar





a step ahead

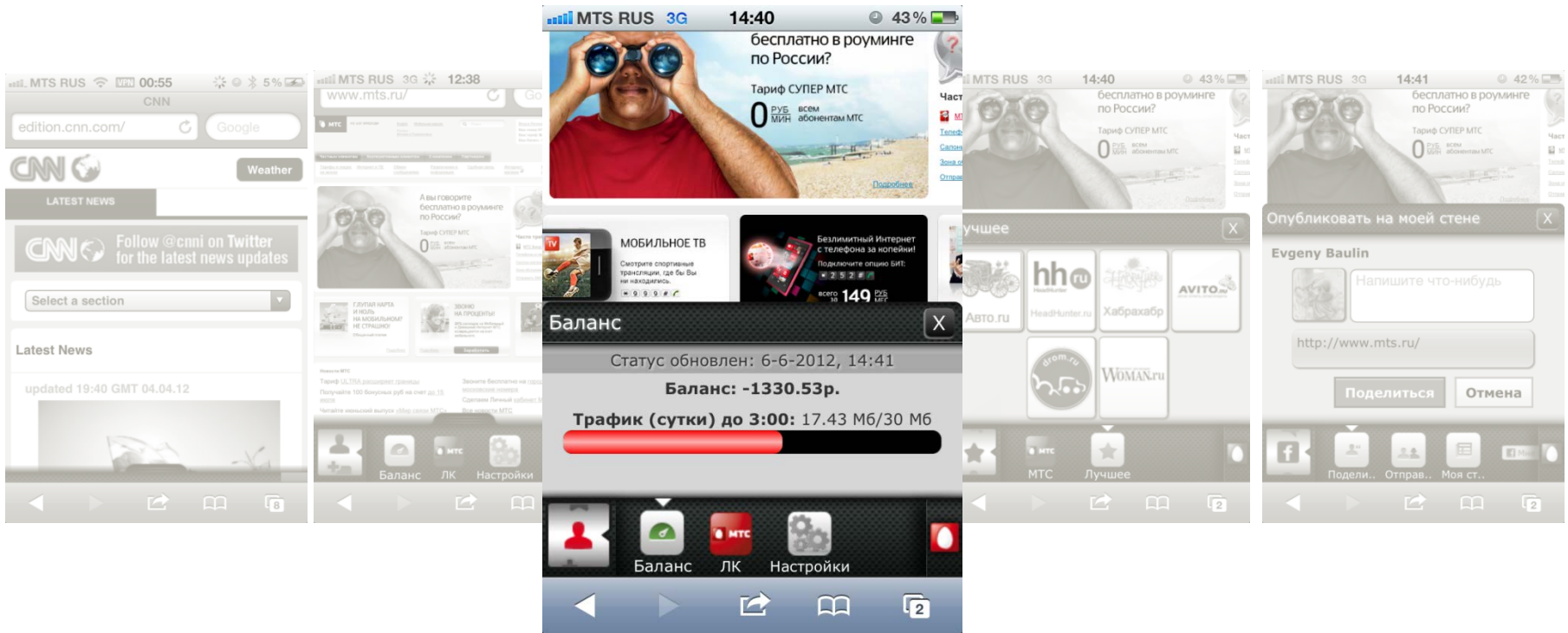
# Control & Settings





a step ahead

# Balance & Usage





a step ahead

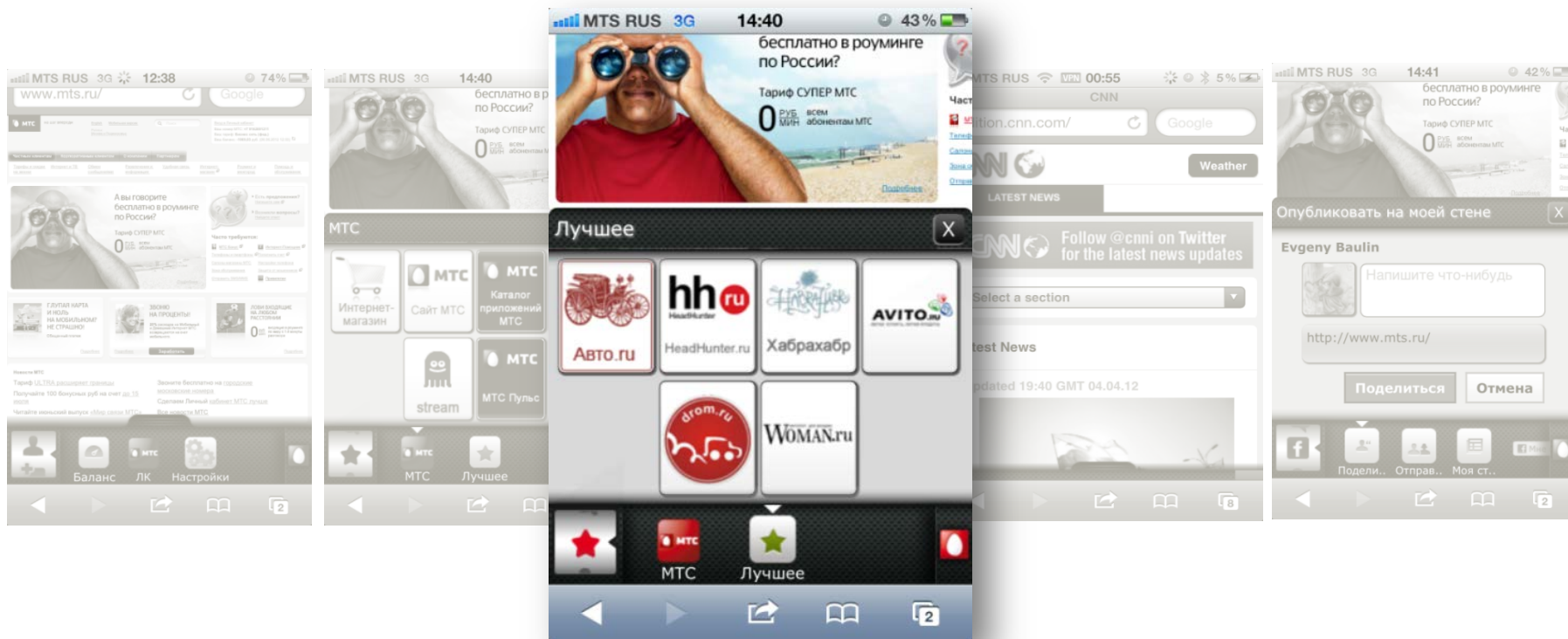
# MTS Recommendations





a step ahead

# MTS Best





a step ahead

# Third party services

