
GLOSSARY OF TECHNICAL TERMS

This section contains definitions and other terms as they are used in this prospectus, some of which may not correspond to standard industry definitions.

“A8Box”	a “jukebox” software developed by the Group which facilitates mobile phone subscribers to have access to the Group’s mobile music services directly from their mobile phones
“CAGR”	compound annual growth rate
“Internet”	a worldwide and publicly accessible series of interconnected computer networks that transmit data by packet switching using the standard Internet Protocol (IP)
“IVR”	Interactive Voice Response, a phone technology that allows a computer to detect voice and touch tones using a normal phone call. It is a sales and delivery channel for the Group’s services. Mobile phone subscribers can dial a specific telephone number to access the Group’s IVR Music
“IVR Music”	full track songs or song clips to which can be listened by the end users through IVR
“MMS”	Multimedia Messaging Service, a communication technology that allows users to exchange messages combining animated color pictures, sounds, text and motion pictures between capable mobile telephones and other devices
“original independently produced music content or song(s)”	music or music-related content(s) or song(s) whose intellectual property rights are owned by the artists (including composer, lyric writer and performer) who first produce such music, content or song(s) and not by any record company
“RBT(s)”	Ringback Tone, the audible ringing that is heard on the telephone line by the calling party after dialing and prior to the call being answered at the receiving end. As one of the Group’s services, due to its technical nature, it is also a delivery channel of such services
“ringtones”	the sound made by a mobile phone to indicate an incoming call

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“SIM card”	subscriber identity module card, an electronic card that is inserted into a mobile phone and identifies the subscriber to a network and contains the personal identification number of a subscriber and identifies the network to which the subscriber belongs
“SMS”	short message service, a service that allows text messages, which may comprise words, numbers or an alphanumeric combination, to be transmitted on mobile phones
“UGC”	acronym for user generated content
“WAP”	Wireless Application Protocol, an open international standard for applications that use wireless communications and which enables access to the Internet from a mobile phone
“2G”	second-generation wireless telephone technology, a digital mobile communication system that mainly adopts GSM (Global System for Mobile communications) and narrow band CDMA (Code Division Multiple Access) systems
“2.5G”	second-and-a-half generation wireless telephone technology, which is based on packet-switched domain and a stepping stone between 2G and 3G
“3G”	third-generation wireless telephone technology of mobile phone standards and technology after 2G which is based on the International Telecommunication Union (ITU) family of standards