# Joors Platform

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1. Introduction

The Joors platform is a technology environment through which media partners and Mobile Network Operators, MNOs, are able to easily team up with brands and content players in their local markets - or global advertising partners - to sponsor the cost of customers' mobile internet access and provide users with free mobile data. These innovations are a huge leap forward in helping operators around the world bring the next billion Internet users online, while offering simple, flexible and revenue-generating data packages, greatly appreciated by their customers.

The Joors Platform consists of two products: Joors AdSurf and Joors EIS. Customers can start with the smaller Joors AdSurf solution and extend it to Joors EIS Platform as the need grows.

The Joors AdSurf solution can be deployed anywhere and no or minimal installation is required at the network operator. Integrations to the network operator and to a e.g. VAST compliant ad server are made via API calls. Integration can also be done with different payment and billing services if needed.

The Joors EIS Platform can be deployed anywhere but it needs access to some of the Mobile Network Operator, MNO, core functionalities.
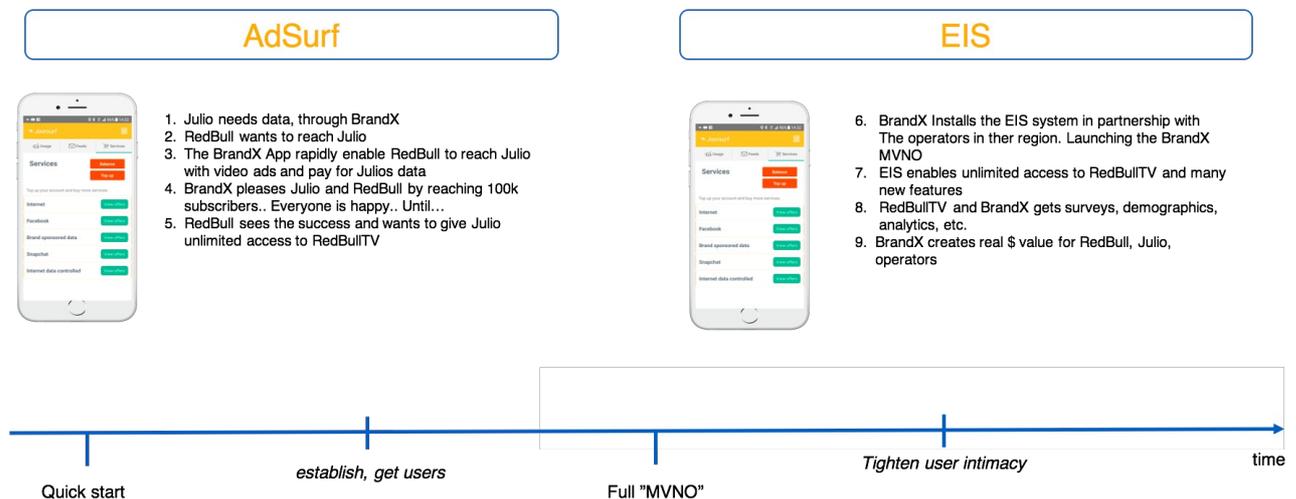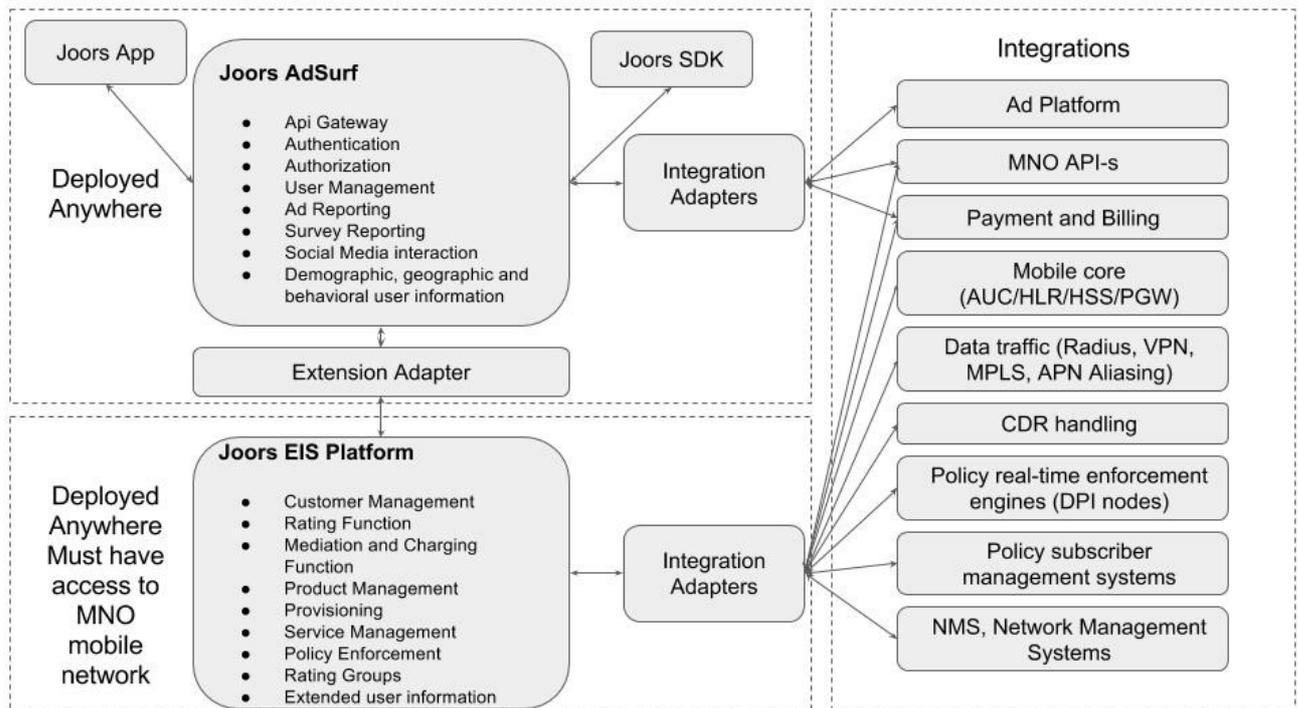
AdSurf, Overview

AdSurf allows media partners and MNOs to capture a significant share of the growing mobile advertising market by enabling a completely new business model between media house, network operators and Internet advertising players

The AdSurf solution consists of a lightweight client library connected to a reliable and secure platform that enables operators to monetize data traffic through alternative sources of revenue. The AdSurf client provides a flexible way to associate any product or service to an alternative revenue-generating solution either via watching Ads, responding to surveys or interacting with social media. It exposes a set of methods in order to trigger a customer order by providing:
– Customer ID: Identifier to the underlined customer/subscriber
– Product ID: Identifier to the product to be purchased
– Order associated trigger:
+ Event: Video Ads view/ Submit surveys/ Social interaction..
+ Count: How many events are required to trigger the order
Once a customer order is requested on the higher level implementation of the client Application, the event will propagate to the appropriate module in the client library and trigger the action associated to the order validation. The order is only validated if the event action is completed successfully, and thereby it gets reported to the AdSurf platform that takes the appropriate measure

for the order to be credited at the operator's billing system.
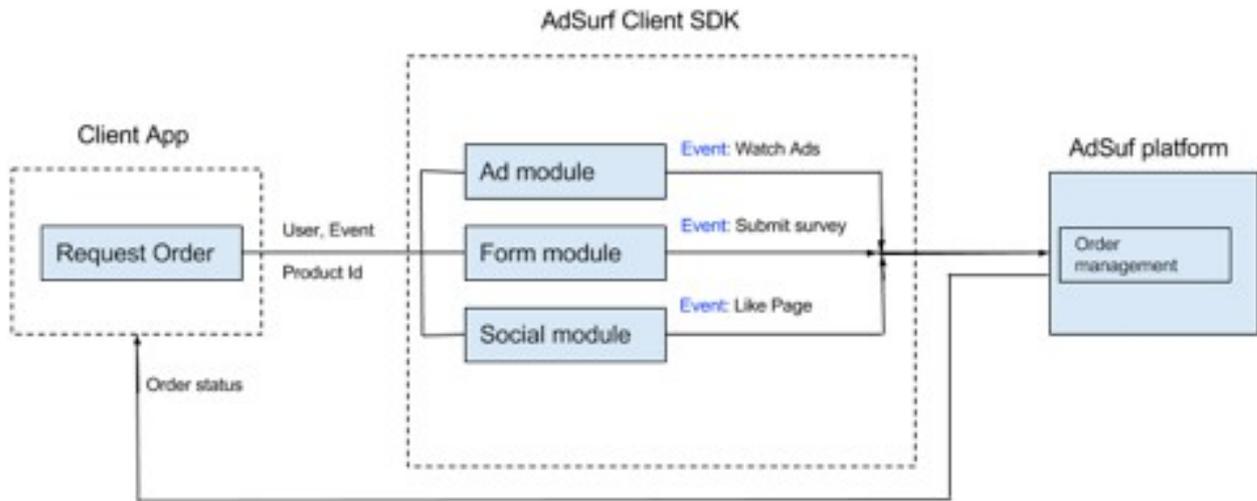
The AdSurf client is in constant communication with the AdSurf platform that provides a high level of flexibility when it comes to pushing dynamic settings/configuration for the distinct existing modules. The AdSurf platforms also takes care of collecting demographics about:

— Actual users, client devices and platforms

— Daily Ad shares and rates of Ad loads and impressions.

The whole system is designed to insure stability and reliability of the service at any time with quick recovery boot on failure.

EIS, Overview

Joors software and business model, which is known as Joors Eco Innovation System, enables operators and media partners to leverage their existing infrastructure and consumer data through a mobile app or SDK. The app works as a launch pad for ads/content, new services and a service point for existing services. Joors is designed to handle high-intensive load of transactions and real-time offerings in a very flexible way. The mobile app is of course not necessary for the platform to work, users that are not targeted for ads or any other content can also be managed through Joors system.

The back end applications are Java applications developed by Joors; some core applications are supplied from F5-Networks, a strategic partner to Joors.

Joors EIS Solution
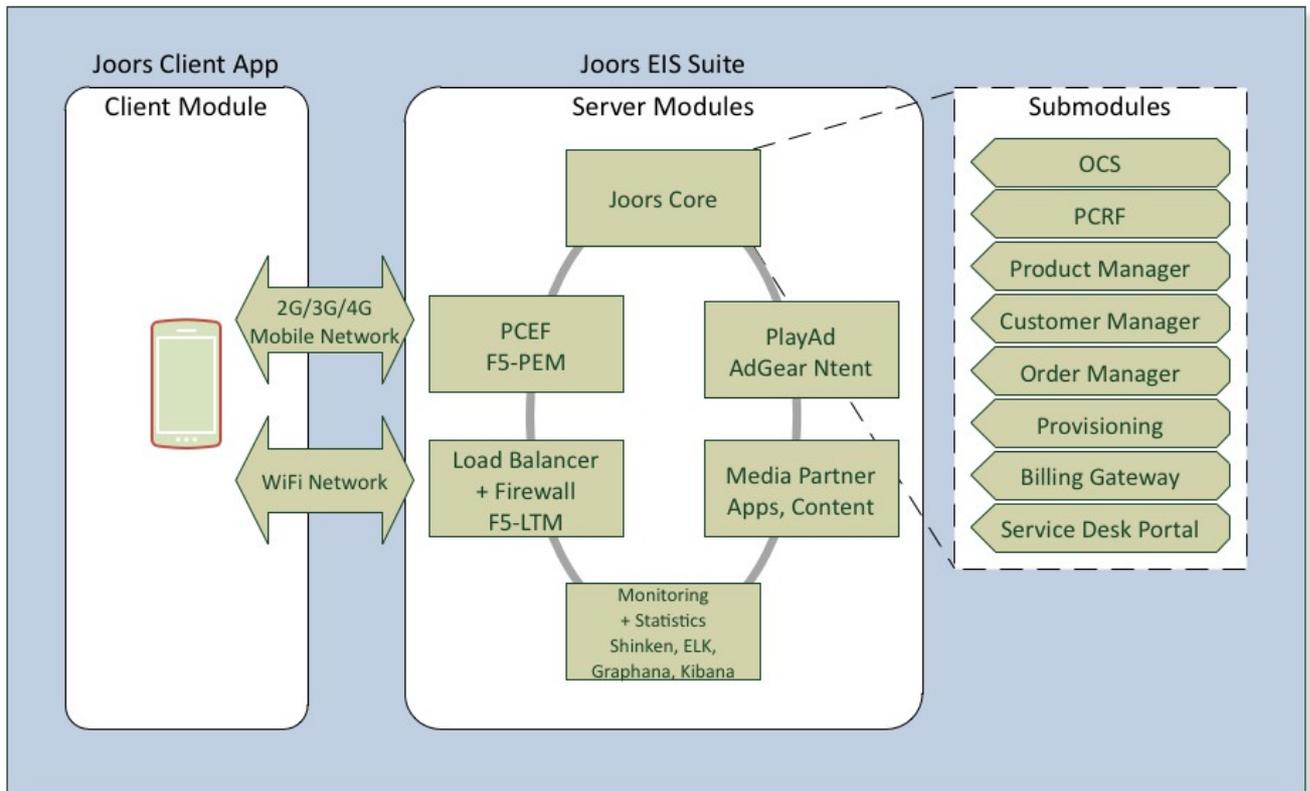
The End User installs and starts the Joors Client App or branded app with the Joors SDK on his smart phone or tablet. It runs in the background and at certain time or data consumption, prompts user to watch an ad on the screen. When the user has finished watching the ad, he will press a button to make it disappear. He can then gets back to his work from where he left off. In return he gets free or subsidized internet access.

The MNO or media partner can easily create new service offerings adapted to the local market demands. They can, for instance, allow a certain monthly amount of internet traffic to be free and then let the End User pay for larger volumes. They can allow some sort of traffic to be always free, like PPV content, Twitter and Wikipedia, and they can let other types of traffic to be used at a reduced charging or speed. All these are done at the core system, not through VPN-tunnels or other techniques that require additional applications in the end-user device.