

## Who are we

As a part of a major initiative taken by Department of Telecom, Ministry of Communications and Information Technology, Telecom Centers of Excellence have been set up in IIT Bombay, Delhi, Kanpur, Kharagpur, Madras, IISc Bangalore and IIM Ahmedabad in a public-private partnership mode. Tata Teleservices Ltd. sponsored 'TTSL-IIT Bombay Center for Excellence in Telecom (TICET)' was established in 2008. The center focuses on state of the art research in telecom relevant to Indian service providers in general and TTSL in particular with special emphasis on rural wireless applications and connectivity.

# MOBILE SOCIAL NETWORKING PLATFORM

a TICET initiative



## Contacts

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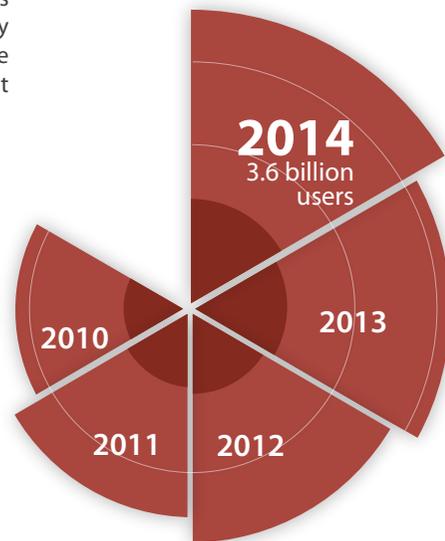
## Mobile Social Networking Platform (MSNP)

Social networking has seen strong growth over the last few years with the advent of newer technologies. It is possible for people to share information at the click of a button. The total number of social networking accounts worldwide is expected to grow from 2.1 billion in 2010 to over 3.6 billion in 2014. However mobile social networking is still vastly untouched. Its unexploited potential gives rise to many exciting possibilities.

MSNP offers service providers an effective framework to develop personalized applications and send targeted advertisements to a user in the network. These advertisements are based on user's demographic profile, call detail records, buddy list and interests. Thus, instead of flooding the user advertisements, MSNP directs only relevant information to him.

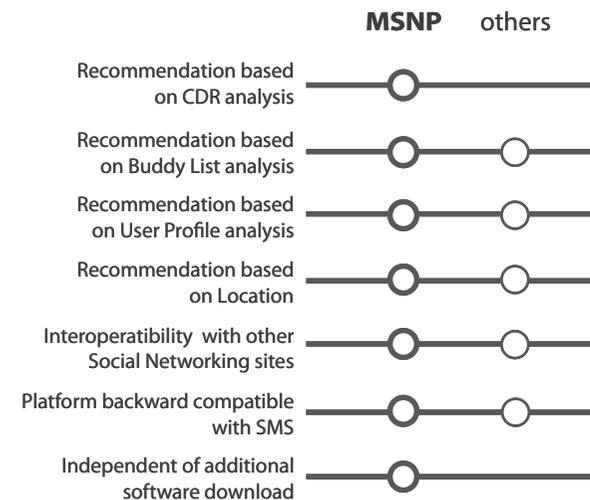
### Growth of Social Networking

worldwide social networking accounts  
worldwide social networking users



## Comparison

A market comparison on the features provided by various social networking solution providers.



## Current applications

Any application that uses the social networking can be launched on this platform. Few applications which are currently working on this platform are listed below.

### Social benefit



#### User Driven Health Care

User-Driven Health Care (UDHC) is an SMS platform that supports patient's health care needs through a community based online collaborative network.

### Social activity



#### Shout

User can update his status and inform his friends via the "SHOUT MESSAGING" application. The platform helps to broadcast status messages to friends in the buddy list.



#### Remind Me

The "TIME BASED SMS REMINDER" is an application which would enable the user to send reminders to his friends at a time decided by him.

### Targeted advertisement



#### Targeted Caller Tune Recommendation

This application aims at selectively recommending the user, those caller tunes he might like depending on what his peers like/ dislike. This is done by analyzing his Call data records and types of caller tunes popular among his friends.

### Entertainment



#### PolKhol

POLKHOL is a fun quiz application where a user answers funny questions about his friends.

## Instances

It is lunch time and Aditya is at Powai. Aditya's friends like Kasabi, a restaurant close by. Aditya receives an SMS giving him Kasabi's location.



Tina is very trendy and follows the latest fashion. She rates her favourite accessories. Tina receives promotional offers of beauty products on SMS.



Akshay sent an SMS review about the movie 'Reception'. He saved his friends from wasting their weekend.



## Advantages

### Patented Innovation

"Method for Facilitating and Analyzing Social Interactions and Context for Targeted Recommendations in a Telecom Service Provider's Network", Abhay Karandikar, Prateek Kapadia, Animesh Kumar, Sanjay Kumar, Somya Sharma, Dhanashree Deval-Parakh, India filing 15/02/2010 and US filing 25/10/2010.

### Low investment/ High potential

- MSNP can host SMS based applications. There is no need to download any additional software on mobile.
- It does not require users to have a 3G phone. This would ensure wider penetration into Indian market where 3G is still in its infancy.

### Platform across Service Providers

- The applications on MSNP platform can be used by all subscribers of any service providers.

### Forward compatible

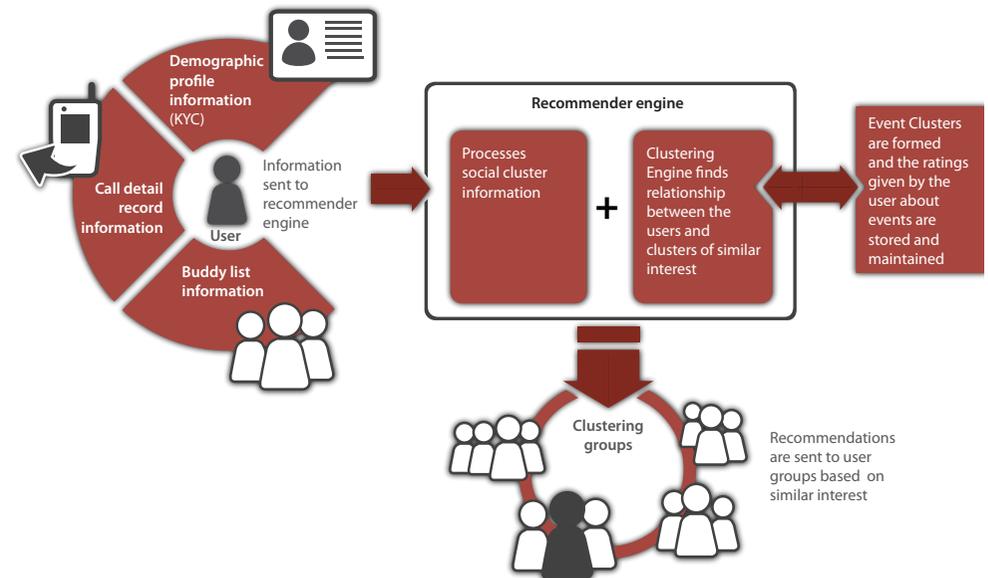
- Myriad of 2G and 3G applications can be deployed on this platform.

### Intelligence built

- Intelligence of this platform can be exploited to give a better user experience.

"Providing the Right Information to Right person at the Right time and place"

## How the platform works



Our algorithm mines the call detail records available with the service provider to search for patterns in interaction between users. These patterns along with the information about set of applications that a user is currently using, and what his friends like /dislike are then analyzed to finally narrow down on a specific set of users with similar interests. Anything that is popular in a user's "cluster" has a high probability of being liked by the users of that cluster and can be recommended to them.