



ECT Ring Back: Big Yield From a Small Seed

When placing a call, the calling party hears the traditional dial tone while the connection is being made. The ring back tone service enables this standard dial tone to be replaced by a personalized tone or video file.

The end customer can allocate different ring back tones to particular callers or caller groups, even as a function of date, weekday and/or time. The personalized ring back tone can for example, be a pop song acquired via a portal, a self-recorded message, a joke or company advertising.

The network operator usually charges a monthly subscription fee for the ring back tone service; in Europe, there is often a fee of approx. one euro per month. A network operator with one million subscribers using the ring back tone service would thus generate monthly revenues of one million euros, with the service costing the network operator little to provide and the gross margin therefore high. What is more, the subscriber purchases tones or videos which he/she uses as personalized ring back tones; in Europe at least two tones per subscriber are purchased annually, each costing on average two euros.

ECT is the market leader for ring back tone solutions. We have provided solutions for carriers worldwide, including AT&T, Etisalat, Ipkco, mcel, Mobitel, MTN, Muzicall, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, T-Mobile and Vodafone. We also offer Multimedia Ring Back which uses the multimedia capabilities of IMS to make this service even more enjoyable and





thus profitable.

For more information, please visit

www.ect-ringback.com

Download: ECT Ring Back Product Overview

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