

mCHAT

Product Family

Contents

- **SMS Contact Products (overview)**
 - Standard Text Chat
 - Website based Text Chat (Affiliate based)
- **Story Service**
- **Intro Service**
- **Dogging Service**
- **Sexclub Service**

SMS Contact Products

txtNation has a suite of text-chat based products for you to sell. All new products are based on a subscription model in order to maximise your return. This means that each user that you capture will be billed on a recurring basis and most of our products are billed daily!!

We produce all of our text-based content in-house in order to keep your users subscribing to your service. Our operators update the content on daily basis to keep it fresh, new and exciting!!

mCHAT

Product Family

1. Text Chat Service

This is your standard text chat offering, using our in-house trained and managed operators. Our operators can play any role that they need to and attain average message levels of 10.5 messages per session.

However, the real strength of our operators is in their ability to up-sell other products to your users. Upon your instruction, our operators can start up-selling the following products to your users:

- a) [Picture swapping](#) – our operators can send pictures of their “character” in different states of undress charging the user £1.50 per picture. If he wants to send a picture back, it also costs him £1.50
- b) [Story Service](#)
- c) [Intro Service](#)
- d) [Dogging Service](#)
- e) [Sexclub Service](#)

The out-payment for these services differ when up-sold by an operator because commission is given to the operators for each service sold to a

Out-payment rate: Standard Text Chat Service:

Network	Text Chat
Vodafone	65p
O2	65p
T-Mobile	65p
Orange	65p



Texts Cost £1.50 per message. To stop Send FINISH. TXTNATION Ltd 3, EC2A

mCHAT Product Family

1a. Promote Text Chat Via your Website (Affiliate Network)

Do you own multiple websites? Do you have re-sellers promoting your white-label site? If so, then this is an ideal product for you to increase revenue to you and your affiliates.

You don't have to worry about managing multiple keywords, as our system allows all of your affiliates to run off the same keyword. We are able to do this by asking the user to enter his/her mobile number on a web pop-up. This pop-up can be hosted by you or by us and it contains the affiliate ID, so that we can track which CLI belongs to which affiliate ID.

Out-payment rates are the same as for regular Text Chat.

e.g. pop-up



Texts Cost £1.50 per message. To stop Send FINISH. TXTNATION Ltd 3, EC2A

mCHAT Product Family

2. Story service - £1.50 per day & Text Chat Revenue

This is our new and improved Story service. The service entails sending “stories” or Daily Dairies” to users handsets via 6 SMS’s, or 900 characters of content. The stories are written by our operators and cover 3 main genres:

- **Domination**
- **Lesbian**
- **XXX/ Hardcore**

The service comes with text chat bolted onto the front, so the user is taken into a text chat conversation straight away with the “author” of the story. This bolsters subscription times and increases your revenue. After each story is delivered, the user is offered the ability to chat with the “author” of that “story”. We find that around 45% of users text to the author after a story update.

Out-payment rate - Story Service (includes cost of 6 MT’s):

Network	Updates	Text Chat
Vodafone	60p	65p
O2	60p	65p
T-Mobile	60p	65p
Orange	60p	65p

Sample Adverts: (please note that you can also advertise this service without having to offer the different genre. We can set it up so that each day they receive a different story randomly chosen from the 3 genres)

**Text Tania now for
LIVE SEX CHAT**
 “ Plus receive my **FREE**
saucy story.”
TaniaXXX
TEXT: TANIA
TO: 69696

Chat Messages cost £1.50/msg. 6 Msg Diary cost £1.50/day
 To stop chat txt STOP, to stop diary txt DIARY\$TOR. NYT Ltd, 3, EC2A 3LP

FREE READER'S OFFER
For Today Only! **100% RAW**
UPDATED DAILY **Red HOT sex stories**
 pumped to your phone!

XXX **DOM** **LES**

6 sexy stories delivered to your mobile for only £1.50.
 Text: JOURNAL followed by the above keyword to 89303.
 [e.g. JOURNAL LES]

First STORY is FREE, subsequent 6 messages costs £1.50.
 To stop send JOURNAL STOP. NYT Ltd 3 Plough Yard, EC2A 3LP

mCHAT

Product Family

3. Intro Service - £4.50 per day & Text Chat Revenue

Each day, your users can receive 3 messages from girls in their area!! Our operators write these messages on a daily basis. Each day the user is sent 3 messages from 3 different girls, so it is always a new description covering various scenes and fetishes. The user is then given the option of talking to the girl who sent the message.

Every 2 days, the user is sent instructions to update his "intro". This costs him an additional £1.50 if he chooses to update and added to your account. Whenever the user sends out his intro, we have our operators reply to his message as if it were another real user answering his intro message. When the user has girls answering his "broadcast message", the user is far more active on the texting, especially when combined with our Picture messaging.

Out-payment rate – Intro service (includes cost of 3 MT's) :

Network	Updates	Text Chat
Vodafone	60p	65p
O2	60p	65p
T-Mobile	60p	65p
Orange	60p	65p

CHAT WITH THE GIRL NEXT DOOR

Recieve 3 introductory messages from **HOT GIRLS** in **your area** now.

Genuine local girls just want to chat and meet new friends for fun and maybe more...

TEXT: HORN BAGS
TO: 69696

All messages charged at £1.50 18+ only. To stop text STOP
NYT Ltd 3 Plough Yard EC2A 3LP

Members receive up to 3 daily messages each charged at £1.50. To unsubscribe Send CHOOSE STOP. TXTNATION Ltd 3, EC2A 3LP.

mCHAT Product Family

4. Dogging - £6 & Text Chat Revenue (Generic or Location based)

Each day the subscriber will receive up to 5 messages, providing them with locations where dogging activity will be in progress. The content is supplied on a daily basis and can be delivered as a generic UK wide service or the user can subscribe to a particular region and just receive updates that are relevant to that region.

N.B. Location based services have longer subscription times due to the specific nature of the content. Our location based services cover 5 regions:

- North West (NE)
- North East (NW)
- Midlands (Central)
- South East (SE)
- South West (SW)

When the user subscribes, they are taken straight into a text conversation, with our operators playing the part of a girl who went to yesterday's dogging session and looking for lift to today's. You will generate quite a substantial amount of revenue just from the text chat side of the service.

Out-payment rate – Dogging

Network	Updates	Text Chat
Vodafone	60p	65p
O2	60p	65p
T-Mobile	60p	65p
Orange	60p	65p



DOGGERS
find some hot action
NEAR YOU tonight!
Prime locations throughout the UK

Text: **DOGGING**
(followed by area -
e.g. DOGGING SE)

To: **89303**



Car Park Action!
Southampton

All messages charged at £1.50 18+ only - To stop text DOGGING STOP
NYT Ltd, 3 Plough Yard, EC2A 3LP



DOGG CLUB UK
Wanna get laid tonight?
Receive the locations where
people meet up and have
sex direct to your mobile!
Join in the fun or just watch!

Text: **DOGCLUB**
To: **89303**

LUCY - FROM CHESHIRE

All messages charged at £1.50 each. 16+ Only - To stop text CAT STOP
NYT Ltd, 3 Plough Yard, London EC2A 3LP

mCHAT Product Family

5. Sex Club - £6 & Text Chat Revenue (Generic or location based)

This service is exactly the same as the dogging service except the updates the user receives, pertains to sex-party locations, swinger's parties and other women looking for sex. Instead of giving dogging locations, this service delivers contact details so the user "can get laid tonight!!"

It comes with the same regions as dogging and also sends the user straight into a text chat conversation. For this service the operator pretends to be a girl who attended a party last week and had such a good time was hoping she could find someone to go with.

Out-payment Rate - Sexclub

Network	Updates	Text Chat
Vodafone	60p	65p
O2	60p	65p
T-Mobile	60p	65p
Orange	60p	65p



For more information about any of these services please contact:

sales@txtnation.com