

ABOUT EGG

Entertainment Gateway Group (EGG) understands today's digital world—everyone is mobile, everything is wireless, convenient, and, easy.

EGG specializes in value-added services (VAS) that enhance the consumer's digital lifestyle as well as provides support for mobile operators and solution vendors so that they can continuously evolve with their customers.

EGG offers a wide array of mobile content covering music, news & info, games, chat and web-to-mobile services. It has pioneered several firsts in the Philippine market like mobile karaoke, call collect, group-sponsored texting, personalized tones, video avatars and vanity codes. EGG has consistently been in the top 5 content providers in the Philippines since it was founded in 2001.

In Aug 2008, it was acquired by Globe Telecoms, the Philippine telecom leader in innovation, to reinforce its strong content & applications portfolio. Backed-up by Globe, EGG's commitment to deliver excellent digital solutions is stronger than ever.

EGG operates in the Philippines and services partners in Japan, Hongkong, Malaysia, Singapore, Taiwan and Middle East and other countries

SERVICES

EGG provides consumers, agencies, SMEs and enterprise clients with digital content and applications that are both entertaining and relevant. It closely works with customers to develop solutions that would achieve business objectives – whether to generate awareness, induce product trial, increase sales, or improve operational efficiencies.

MOBILE CONTENT

EGG's mobile portfolio includes the most in-demand, entertaining, and cut-through content in the world. Products and services cover:

MUSIC

- Monophonic and Polyphonic Tones
- True/MP3tones
- Full Track Music
- Caller Ringback Tunes (RBT)
- Mobile Karaoke

INFOTAINMENT

News & Information, Horoscopes, Jokes

IMAGES

- Operator Logos
- Picture Messages
- Colored Wallpapers
- Animated Screensavers

JAVA & SYMBIAN-ENABLED GAMES & APPLICATIONS

MOBILE VIDEOS

- Clips
- Streaming Content

VOICE VAS

News & Information, Clips from Popular Local TV Shows, Inspirational Words, Celebrity Greetings, etc.

MOBILE APPLICATIONS & OTHER SERVICES

EGG has pioneered innovative applications in the mobile market...

CALL COLLECT

Call Collect allows subscribers to call and charge their calls to the called party even when the caller doesn't have any load. This ensures that important calls get through especially during emergency cases.

KARAOKE

The application allows subscribers to download their favorite songs to their mobile phones. The service offers the same entertainment experience as the real Karaoke, just made more handy.

VANITY CODES

The service enables subscribers to register an alias or codename so friends and contacts can send messages through the alias/codename without the need to memorize or save mobile numbers.

SURF ALL DAY

For a minimum price, the service allows mobile internet users to enjoy unlimited browsing for 24 hours within popular mobile wapsites like Facebook, Twitter, Plurk, Wikipedia and Ping.

SPONSORED TEXTING

The service allows a subscriber to buy SMS credits in bulk and share them within a group - minimum of 2 individuals, maximum of 5 individuals – including the initiating subscriber or sponsor. It is available via daily subscription or one-time pull, depending on the preference of a subscriber.

MOBILE PAYMENT SOLUTION

The service allows subscribers to buy virtual credits via SMS. Upon texting, they will get a voucher code which they will need to input when they log in to the site.

ENTERPRISE SOLUTION

EGG also provides services that complete the link from Business to Consumer. EGG's highly-dedicated team of engineers ensure that the end-user experience is seamless and foolproof. Services covered: Website development, Feedback platform, and Human Resources tools.

DIGITAL MARKETING

EGG understands the need to involve the digital audience by providing easier ways for them to engage in the brand. EGG offers solutions that will run SMS promotions, mobile couponing, unique code generation, loyalty programs, web-to-mobile efforts, SMS blasts and website development to its clients.



INDUSTRIES SERVED

- Telecommunications
- Call centers
- Retail
- FMCGs
- Pharmaceutical
- Quick Service Restaurants
- Government Agencies

AWARDS AND CITATIONS:

2009 Silver Awardee for Most Integrated Campaign for its Madonna Mania Campaign which launched Madonna's Hard Candy album.

2009 Finalist in Best Innovative Boomerang for 3-Way Asenso Connect. A service that allowed the Department of Labor and Employment (DOLE), Philippine Overseas Employment Administration (POEA) and Overseas Workers Welfare Administration (OWWA), to extend their services to Filipinos 24/7 by making information on job opportunities, OFW assistance and worker rights and benefits accessible in 3 ways – call, SMS and web.

2009 Philippine Quill Award for 3-Way Asenso Connect.

2008 CyberPress IT Choice Award nominee



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