



ROK Comics Professional Contributor Agreement

28th March 2007

By publishing Professionally through the ROK Comics System you are accepting all the Terms & Conditions provided by ROK Comics and accepting the ROK Comics Professional Contributor Agreement contained within.

ROK Comics reserve the right, at its sole discretion, to change, modify, add or remove portions of these terms and conditions at any time by posting a change notice or a new Agreement through the ROK Comics Creator Tool. If any future changes to these terms and conditions are unacceptable to you, you must discontinue use as a Licensor. Your continued use following posting of a change notice or new Agreement on the ROK Comics Creator Tool will constitute binding acceptance of the changes.

ROK Comics Are:

ROK Comics Ltd whose principal place of business is ROK House, Kingswood Business Park, Holyhead Road, Albrighton, Wolverhampton, WV7 3AU, UK (Reg No. 6089156) and is incorporated under the laws of England. (hereinafter referred to as 'Reseller').

You Are:

The Contributor (hereinafter referred to as 'Licensor').

WHEREAS:

Licensor is a company or individual operating in the production of Content, ownership and licensing of rights of use of intellectual property rights and associated Content wishing to provide such material against payment to end users.

Reseller is to act as a Reseller for its clients, subscribers and end users in the Territory, using its network of partners and is willing to make royalty payments to Licensor for any Content sold by Reseller under this Agreement.

THE PARTIES HAVE AGREED TO THE FOLLOWING:

1. Scope of the Agreement

Licensor agrees to provide Reseller with content and for deployment across web sites and wireless devices such as mobile phones, such content is provided through upload by the Licensor hereto (as may be mutually varied from time to time) (hereinafter referred to as 'Content'). Licensor grants to Reseller and Reseller accepts a license to present to public, display, promote, use and sell during the Term throughout the Territories the Content uploaded by the Licensor in a non-exclusive or by separate discussion on an exclusive basis to commercially exploit via Reseller's content distribution service which permits and enables consumers to access the Content for viewing by web sites and wireless devices, and purchase the Content via SMS, MMS, WAP, JAVA, BREW, I MODE or similar IP based systems (hereinafter referred to as 'Services').

2. Term

This Agreement shall commence upon the publish date by the Licensor and shall continue in perpetuity until either the Licensor or Reseller removes said Content. Upon removal of Content by either party, the individual file(s) will be removed from the Service and from the cover of this Agreement. Reseller shall cease commercial use of the Licensed Property within two (2) days from the content removal. Reseller shall cease marketing use of the Licensed Property within thirty (30) days from the content removal. Upon termination of this Agreement with cause by Licensor, Reseller shall cease commercial use of the Licensed Property immediately and destroy any electronic files.



Termination or expiration of this Agreement shall not extinguish any of the parties' obligations under this Agreement which by their terms continue after the date of termination or expiration.

3. *Territory*

The territory is defined as the world wide market for wireless devices.

4. *Licensor's Obligations and Warranties*

- 4.1 Licensor shall supply Reseller with the Content that is Published through the ROK Comics Creator Tool.
- 4.2 Licensor shall upon request provide the Reseller suitable additional material based around the Content for marketing and advertising should the Licensor's material be considered for this feature. The Licensor should not unreasonably withhold marketing and advertising rights.
- 4.3 Licensor warrants that they are the sole owner of all copyrights, trademarks and all other intellectual property rights relating to the Content or have licensed the Content from a third party in equal terms to this Agreement and as such give Reseller permission to use such rights in accordance with and for the sole purpose of this Agreement.
- 4.4 Licensor warrants that the Reseller has the right and license to the use of Licensor's name, brand or logo whether written or oral or in placement alongside the Licensor's artwork in magazines, newspapers, mobile video and other media.
- 4.5 Licensor warrants that the Reseller has the right to publicise the Licensor's involvement and make reference to in any written, oral or media placement made available for general consumption across the Territory.
- 4.6 Licensor warrants that it has the full authority to enter into this Agreement and to perform all of its obligations hereunder.
- 4.7 Licensor warrants not to use illegal mass marketing techniques to promote the service and not attempt to deliberately subvert any of the ROK Comics web and WAP sites.

5. *Reseller's Obligations and Warranties*

- 5.1 Reseller warrants that it shall not use any or all of Licensor's intellectual property rights in a way not provided for within this Agreement, in an illicit, illegal or derogatory way, and in any other form than as is provided to the Reseller by the Licensor or that has been created by the Reseller to the agreed specification by the Licensor under this Agreement.
- 5.2 Reseller shall provide Licensor on a monthly basis via on-line facilities with statistical data relating to the Services, ie, numbers sold, such statistical data to be for information purposes only.
- 5.3 Reseller warrants that it has the full authority to enter into this Agreement and to perform all of its obligations hereunder.
- 5.4 Reseller shall set up the Content for commercial usage and distribution throughout the Territory for the duration of the Content's published life.
- 5.5 Reseller is responsible for the proper technical quality of selling the Content together with the professional conduct in selling the Content.
- 5.7 Reseller warrants that any and all Content shall be securely held on Reseller's server and any subsidiaries. Should Reseller require Content to reside on a third party server, then the Agreement with the third party will be of equal terms to this Agreement.



- 5.8 Reseller shall use its best endeavours to promote the Content through all media channels.
- 5.9 Reseller shall make available by general notification on the ROK Comics web site, a complete list of websites and WAP sites via which the Content shall be provided. For the avoidance of doubt such sites shall be under the control of the Reseller at all times or through contractual agreement in terms no less protective than this Agreement on third party servers.

6. *Payment*

- 6.1 The Licensor must provide a valid PayPal account for Reseller to forward to the Licensor the money earned from the sale of the Content. Licensor will earn 50% of the price paid for the comic, less 3rd party delivery costs, these are explicitly stated as SMS delivery charges and any withholding funds exercised by the billing company (Mobile Network Operators, Credit Card Companies and PayPal) plus any refunds that are made due to unsuccessful downloading or any other problem that requires refund to the customer less any payment transaction fees that are charged to the buyer separately.
- 6.2 Should the Reseller earn less than the Payment minimum of £10, then the amount of such compensation will not be paid, but will accrue in the Resellers account until such time as it becomes equal to or greater than the Payment minimum. Payments will be made to the Reseller via PayPal less any PayPal transaction charges for the amount of such compensation no later than 30 days after the payments have been received from billing providers, in which the total amount of accrued compensation may reach or exceed the Payment minimum.
- 6.3 The pricing of all Content is standardised and is set by the Reseller. This payment is based on the standard charges for existing mobile content in each Territory. Charges maybe increased or decreased in a Territory at any time at the sole discretion of the Reseller. It is in the interest of both the Reseller and the Licensor to provide a fair and consistent pricing policy to maximise the potential revenue of material.
- 6.4 The Licensor has the opportunity to provide one of their pieces of Content as a free sample. This is not mandatory but is part of the service offered to customers interested in the material available. The Free Sample is not charged for therefore there is no revenue available. The Reseller will bear this cost alone.
- 6.5 Should the Licensor terminate the Account, and there is less than the Payment minimum in accrued but unpaid monies then the Reseller will charge a £2 processing fee when sending the final payment to cover administrative costs. If there is less than £2 in the Reseller Account at time of termination, no final payment will be made.
- 6.6 As used herein, direct exploitation of the Content shall mean those instances in which content is stored on and delivered to end users from servers that are owned or operated by Reseller, and indirect exploitation of the Content shall mean those instances in which Content is stored on and delivered to end users from servers that are owned or operated by any person or entity other than Reseller, including Reseller's sub-licensees. The Reseller's sub-licensees will be in equal terms to this Agreement.
- 6.7 Reseller shall provide an electronic statement to Licensor within 10 days of month end or as soon as commercial information is made available from the billing supplier. Reseller will then generate and send by email to the Licensors registered email account an electronic self-invoice for the Licensor and will make a full payment via a PayPal account within 30 days of receipt of payments from the billing providers. Reseller shall maintain accurate records of the activities that give rise to a payment obligation under this Agreement and calculations of the fees payable to Licensor, and shall provide electronic monthly reports thereof.
- 6.8 Reseller shall send all royalty payments and accounting reports via electronic mail to the email address provided as the original ROK Comics Account activation.

7. *Auditing*



Reseller shall keep complete and accurate records for the duration of the Term. Reseller agrees that Licensor or its authorised representatives shall be permitted upon fourteen (14) days notice to inspect at Reseller's business premises during normal working hours such records and to take copies or extracts from such records and give Licensor or its authorised representatives such assistance and access to such other records as may be necessary in order to verify accuracy. If it shall be determined that Licensor has been underpaid then Reseller shall pay the amount of the underpayment. The costs of any such audit shall be borne by Licensor provided that if it shall be determined that Licensor has been underpaid by a sum of either (i) five percent (5%) or more of the amount paid to Licensor for the audited period or (ii) Two Thousand Pounds Sterling (£2,000) (whichever is the lesser) then the costs of such audit shall be borne by Reseller and Reseller shall forthwith pay such costs to Licensor.

8. *Indemnification*

Both parties agree to indemnify and hold harmless the other party from and against any and all claims, liabilities, and expenses arising as a result of or in connection with any breach of representation, warranty, act and / or omission.

9. *Intellectual Property*

9.1 In no way whatsoever shall any rights subsisting in a party's intellectual property be deemed to vest at any time with the other party. Reseller shall have a license to use Licensor's intellectual property for the purpose of carrying out the Agreement and only for the duration of the Agreement.

9.2 The Reseller provides the Licensor with a non-exclusive free in perpetuity license to utilise the artwork contained inside the ROK Comics Creator Tool within the confines of the ROK Comics Creator Tool. The artwork available inside the ROK Comics Creator Tool can be used in whole or part within a professionally published comic without compensation to the Reseller.

10. *Confidential Information*

Both parties hereby agree to treat the terms, but not the existence of this Agreement as confidential and agree not to disclose the contents hereof to any third party without the prior written consent of the other party.

Each party has provided and may provide from time to time confidential information to the other relating to each others services etc and each party hereby agrees that it will use such confidential information solely for the purposes of this Agreement and that it shall not use or disclose, whether directly or indirectly, to any third party any such confidential information, other than as required to do so under this Agreement. The foregoing does not apply to information that was already in the public domain or in as far as a party is required to do so under a governmental authority, statute, regulation or law.

In the event of any such disclosure the disclosing party shall notify the other party as soon as possible prior to disclosure. Both parties agree that the provisions of this clause shall remain in effect following expiration or termination of this Agreement.

11. *Termination*

11.1 In the event that either party goes bankrupt, enters into liquidation or has an administrator appointed over its assets the other party may serve notice to terminate this Agreement with immediate effect.

11.2 In the event that Licensor either, (i) reasonably deems it to their detriment commercially to continue to supply Content for the mobile phone market, or, (ii) is prevented by continuing issues to continue to provide Content, Licensor shall be entitled to terminate this Agreement by the removal of all their Content. The Licensor must notify the Reseller by email that this has come into force.

11.3 All monies outstanding upon the activation of clause 11.2 by the Licensor shall paid as per the standard terms upon such termination and any and all rights granted herein shall revert to the Licensor granting those rights



unencumbered and free from claim by the Reseller. Further any and all format data must be destroyed and / or deleted from Resellers system and / or possession.

12. Relationship of Parties

Nothing in this Agreement shall be construed to suggest that a partnership or joint venture exists between the parties hereto.

13. Assignment

The Licensor shall not be permitted to assign this Agreement and its obligations to any third party without first obtaining the Resellers written consent.

14. Severability

In the event that any provision hereunder is declared by any judicial body to be void or voidable or unenforceable then that such provision shall be struck out of the scope of this Agreement and the remaining provisions shall continue in full force and effect.

15. Variation of Agreement

Any variation to this Agreement shall only be deemed to constitute part of this Agreement if such variation is posted on the ROK Comics Creator Tool.

16. Notices

Any and all notices served hereunder shall be deemed to be served only if any such notice is served by email and shall be deemed to be delivered two (2) days after the sent date. For the avoidance of doubt any and all notices served hereunder shall be sent to the email address provided by the Licensor.

17. Force Majeure

Neither party shall be responsible to the other for any delay or non-performance of its obligations hereunder in the event and to the extent that such delay or non-performance is due to an event of force majeure. Events of force majeure include, but are not limited to, war, acts of government, natural disasters, fire, acts of God. If an event of force majeure results in delay or non-performance by a party for a period of three (3) months for more either party shall be entitled to terminate this Agreement with immediate effect.

18. Applicable Law and Jurisdiction

This agreement shall be governed by and construed in accordance with English law and the Parties irrevocably agree to the exclusive jurisdiction of the English Courts to settle any disputes that may arise out of or in connection with this agreement.



Appendix A

Pricing

The following pricing is put into effect from March 28th 2007. The pricing is for illustration only and uses British Pound Sterling (£) as the base unit. As referenced in this Agreement, pricing is subject to change at the sole discretion of the Reseller.

Country	Single Order	Sub/On Demand x5	Sub/On Demand x10	Sub/On Demand x20	Gold Pass x100
Afghanistan	£ 0.10	£ 0.20	£ 0.30	£ 0.50	£ 1.00
Albania	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Algeria	£ 0.50	£ 1.00	£ 1.50	£ 2.50	£ 5.00
American Samoa	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Andorra	£ 1.80	£ 3.60	£ 5.40	£ 9.00	£ 18.00
Anguilla	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Antigua and Barbuda	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Argentina	£ 1.50	£ 3.00	£ 4.50	£ 7.50	£ 15.00
Armenia	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Aruba	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Australia	£ 2.50	£ 5.00	£ 7.50	£ 12.50	£ 25.00
Austria	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Azerbaijan	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Bahamas	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Bahrain	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Bangladesh	£ 0.10	£ 0.20	£ 0.30	£ 0.50	£ 1.00
Barbados	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Belarus	£ 0.80	£ 1.60	£ 2.40	£ 4.00	£ 8.00
Belgium	£ 2.00	£ 4.00	£ 6.00	£ 10.00	£ 20.00
Bermuda	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Bhutan	£ 0.10	£ 0.20	£ 0.30	£ 0.50	£ 1.00
Bolivia	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Bosnia and Hercegovina	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Botswana	£ 0.40	£ 0.80	£ 1.20	£ 2.00	£ 4.00
Brazil	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
British Virgin Islands	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Brunei Darussalm	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00
Bulgaria	£ 0.40	£ 0.80	£ 1.20	£ 2.00	£ 4.00
Burma(Myanmar)	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00
Burundi	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Cambodia	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00
Canada	£ 1.50	£ 3.00	£ 4.50	£ 7.50	£ 15.00
Caribbean Nations	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Cayman Islands	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Chile	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Colombia	£ 0.70	£ 1.40	£ 2.10	£ 3.50	£ 7.00
Comoros & Mayotte	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Cook Islands	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Croatia	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Cuba	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Cyprus	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50



Czech Republic	£ 0.70	£ 1.40	£ 2.10	£ 3.50	£ 7.00
Denmark	£ 1.80	£ 3.60	£ 5.40	£ 9.00	£ 18.00
Djibouti	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Dominica	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Dominican Republic	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Ecuador	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Egypt	£ 0.50	£ 1.00	£ 1.50	£ 2.50	£ 5.00
Eritrea	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Estonia	£ 0.40	£ 0.80	£ 1.20	£ 2.00	£ 4.00
Ethiopia	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Falkland Islands	£ 1.50	£ 3.00	£ 4.50	£ 7.50	£ 15.00
Fiji	£ 2.50	£ 5.00	£ 7.50	£ 12.50	£ 25.00
Finland	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
France	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Georgia	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Germany	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Greece	£ 2.00	£ 4.00	£ 6.00	£ 10.00	£ 20.00
Grenada	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Guadeloupe	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Guam	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Guyana	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Haiti	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Hong Kong	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Hungary	£ 0.80	£ 1.60	£ 2.40	£ 4.00	£ 8.00
India	£ 0.10	£ 0.20	£ 0.30	£ 0.50	£ 1.00
Indonesia	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00
Iran	£ 0.10	£ 0.20	£ 0.30	£ 0.50	£ 1.00
Iraq	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Ireland	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Israel	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Italy	£ 2.00	£ 4.00	£ 6.00	£ 10.00	£ 20.00
Jamaica	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Jordan	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Kenya	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Kuwait	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Laos	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00
Latvia	£ 0.70	£ 1.40	£ 2.10	£ 3.50	£ 7.00
Lebanon	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Lesotho	£ 0.40	£ 0.80	£ 1.20	£ 2.00	£ 4.00
Libya	£ 0.40	£ 0.80	£ 1.20	£ 2.00	£ 4.00
Lithuania	£ 0.40	£ 0.80	£ 1.20	£ 2.00	£ 4.00
Luxembourg	£ 2.00	£ 4.00	£ 6.00	£ 10.00	£ 20.00
Macedonia	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Madagascar	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Malawi	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Malaysia	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00
Maldives	£ 0.10	£ 0.20	£ 0.30	£ 0.50	£ 1.00
Malta	£ 1.50	£ 3.00	£ 4.50	£ 7.50	£ 15.00



Mauritius	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Mayotte and Reunion	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Mexico	£ 0.70	£ 1.40	£ 2.10	£ 3.50	£ 7.00
Moldova	£ 0.50	£ 1.00	£ 1.50	£ 2.50	£ 5.00
Montenegro	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Montserrat	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Morocco	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Mozambique	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Namibia	£ 0.40	£ 0.80	£ 1.20	£ 2.00	£ 4.00
Nepal	£ 0.10	£ 0.20	£ 0.30	£ 0.50	£ 1.00
Netherlands	£ 2.00	£ 4.00	£ 6.00	£ 10.00	£ 20.00
New Zealand	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Northern Mariana Islands	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Norway	£ 1.50	£ 3.00	£ 4.50	£ 7.50	£ 15.00
Oman	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Pakistan	£ 0.10	£ 0.20	£ 0.30	£ 0.50	£ 1.00
Paraguay	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Peru	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Philippines	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00
Poland	£ 0.90	£ 1.80	£ 2.70	£ 4.50	£ 9.00
Portugal	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Puerto Rico	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Qatar	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Romania	£ 0.80	£ 1.60	£ 2.40	£ 4.00	£ 8.00
Russia	£ 0.50	£ 1.00	£ 1.50	£ 2.50	£ 5.00
Rwanda	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Saudi Arabia	£ 0.70	£ 1.40	£ 2.10	£ 3.50	£ 7.00
Serbia	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Seychelles	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Singapore	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Slovakia	£ 0.80	£ 1.60	£ 2.40	£ 4.00	£ 8.00
Slovenia	£ 0.80	£ 1.60	£ 2.40	£ 4.00	£ 8.00
Somalia	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
South Africa	£ 0.40	£ 0.80	£ 1.20	£ 2.00	£ 4.00
Spain	£ 1.80	£ 3.60	£ 5.40	£ 9.00	£ 18.00
Sri Lanka	£ 0.10	£ 0.20	£ 0.30	£ 0.50	£ 1.00
St Kitts and Nevis	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
St Lucia	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
St Vincent / Grenadines	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Sudan	£ 0.50	£ 1.00	£ 1.50	£ 2.50	£ 5.00
Suriname	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Swaziland	£ 0.40	£ 0.80	£ 1.20	£ 2.00	£ 4.00
Sweden	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Switzerland	£ 1.50	£ 3.00	£ 4.50	£ 7.50	£ 15.00
Syria	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Taiwan	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00
Tanzania	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Thailand	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00



Trinidad And Tobago	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Tunisia	£ 0.50	£ 1.00	£ 1.50	£ 2.50	£ 5.00
Turkey	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Turks and Caicos	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
U.S.Pacific Islands	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
U.S. Virgin Islands	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Uganda	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Ukraine	£ 0.80	£ 1.60	£ 2.40	£ 4.00	£ 8.00
United Arab Emirates	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
United Kingdom	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
United States	£ 1.00	£ 2.00	£ 3.00	£ 5.00	£ 10.00
Vatican City	£ 2.00	£ 4.00	£ 6.00	£ 10.00	£ 20.00
Venezuela	£ 0.80	£ 1.60	£ 2.40	£ 4.00	£ 8.00
Vietnam	£ 0.30	£ 0.60	£ 0.90	£ 1.50	£ 3.00
Yemen	£ 0.65	£ 1.30	£ 1.95	£ 3.25	£ 6.50
Zambia	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00
Zimbabwe	£ 0.60	£ 1.20	£ 1.80	£ 3.00	£ 6.00

A note for Contributors to understand the financial models

Different methods of payment are provided to consumers based upon the territory they are entering from and also by the method of content delivery chosen. This will by its very definition provide a huge number of permutations within the statistics provided.

Billing Type

Premium SMS: Premium SMS is a method whereby a user either sends in a text message or we generate a premium text message. This message is sent direct to the users phone and is charged either to their account (if they have a monthly mobile phone account) or removed directly from their credit if they are on a Pay-as-you-go account. Premium SMS revenue is then calculated by the Mobile Network Operators (MNO) and can take up to 90 days to be received by the Reseller. The usual time is 30 days.

PayPal: PayPal is a popular service and many people have PayPal accounts from using Ebay and other online services. In order to run a Professional Comic Account you must also have a PayPal account. PayPal money is received instantly by the Reseller.

Credit / Debit Card: Credit and Debit cards are provided through World Pay. Money is received instantly by the Reseller.

Scenario 1

A consumer decides to order a Professional Comic in South Africa. The web site asks that the user chooses their Country, this is to provide the correct International Country Code for the users mobile phone number and to provide the correct billing rate for their Country. At this point the system ask the user the following: Purchase a Single Download, an On Demand Service (for 5,10 or 20 comics), a Subscription service (for 5, 10 or 20 comics), or a Gold Pass which is for 100 downloads. These options are not always available, for example: If you have only provided six comics so far, the consumer will only be offered the Single Download and the On Demand and Subscription for 5 comics plus the Gold Pass. If you only have one comic published, then only the Single Download will be made available. Depending on the Country, the user will be given up to three payment options, Premium SMS, PayPal and Credit/Debit Card. For this example, Premium SMS is not currently available, so the remaining two options will be made available. Once the consumer has submitted a correct payment and it has been confirmed, they will receive a link (called a WAP push) direct to their mobile phone. Once they click on the link, they will be taken to a page to confirm download, by confirming they will receive their MMS comic.

Scenario 2

As above, except the consumer visit the WAP site directly on their phone. Currently the only available option for billing is Premium SMS. Once they have chosen to Download a comic, they will be charged by SMS and sent directly to the WAP page for confirmation. On clicking the confirmation page they will receive their MMS message directly to their phone.

Definitions

Short Code: This is like a normal mobile phone number, except it is Country specific and shorter, usually 5 digits or less.

MMS: MMS is a Multi Media Message, it arrives like and SMS Text Message but activates a connection to our server like a web page. Once the server has made a connection the MMS Comic is delivered to the consumers SMS In Box. They can then view the MMS message offline (without being connected to the mobile internet). The MMS Comic is then locked by DRM (Digital Rights Management) so that it cannot be broken into its constituent parts or sent onto a friend.

WAP: WAP is the mobile equivalent to WEB. The mobile phone makes a connection to a server to receive information, browse a page or download some material.



WAP Push: This is a method for sending a link to a particular file directly by SMS Text message to a consumers mobile handset. The message instructs the user to click on it to download a page or some file. ROK Comics uses WAP Push to deliver Comics and also to view the ROK Comics WAP site.

Subscriptions: The ROK Comic subscription service allows the consumer to subscribe to a comic artists material. Once subscribed, the consumer receives a daily comics strip for the duration of the subscription. The durations are, 5 days, 10 days or 20 days.

On Demand: The ROK Comic On Demand service allows the consumer to determine when they wish to see the artists' comics they have chosen. This means they can choose to download them all on one day, or over a year. The On Demand options are 5 strips, 10 strips or 20 strips.

Gold Pass: The ROK Comic Gold Pass provides the consumer with a flexible package to download On Demand up to 100 strips.

How many people can use the service?

ROK Comics made a clear commercial decision with this service to provide Comics to the largest proportion of the mobile market possible. This is why MMS message was chosen. MMS is a standard built into all new handsets and goes back to 2000. The system is an open standard and has been adopted by all mobile handset manufacturers. In order to receive MMS messages a consumer needs to have a data package account with their Mobile Network Operator with their phone and their phone needs to be able to connect to a WAP site.