CSV CONTENT DOWNLOADS



CSV *(COMMA SEPARATED VALUE)* CONTENT DOWNLOADS ALLOW MOBILIZE CONTENT DATA TO BE EXTRACTED AND USED TO DISPLAY CONTENT *(PRODUCTS)* ON YOUR WEBSITE.

To access these downloads, **select 'CSV'** from the Site Tools menu.

These downloads are in two types: **'DATA'** and **'CATS'**.

Note that Java Games do not follow the DATA and CATS structure; further details can be found as you work through this document.

SCREEN EXAMPLES

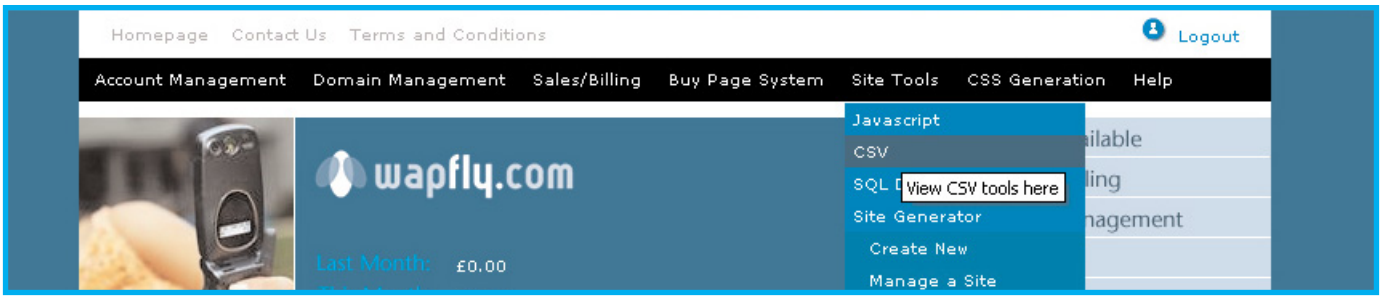

Fig.1.0



CSV

The CSV downloads available are from the database tables containing all the content information. These downloads will allow you to populate a local database of your own to build your website from. For most of the content types there are two tables required the DATA table and CATS table. The DATA tables include the information about the individual items of content such as Ordercodes and Name. The CATS tables provide links to the items pf content allowing them to be placed into categories groups for more efficient display on the web. For Java Games downloads there are 5 CSV downloads due to constraints from category and phone type. The is also an extras section which contains CSV downloads of the top ten tables and phone content compatibilities.

For further assistance on how to use the CSV downloads and information about the structures please refer to the help document which can be downloaded here. If this does not help please create a support ticket or contact the relevant department here.

All Content
Download the full DATA Table
Download the full CATS Table

Ringtones		
True Tones	Polyphonic Tones	Monophonic Tones
DATA Table	DATA Table	DATA Table
CATS Table	CATS Table	CATS Table

Sounds		
Sound Effects	Name Tones	Celeb Tones
DATA Table	DATA Table	DATA Table
CATS Table	CATS Table	CATS Table

Images			
Colour Backgrounds	Animated Screensavers	Operator Logos	Picture Messaging
DATA Table	DATA Table	DATA Table	DATA Table
CATS Table	CATS Table	CATS Table	CATS Table

Games
Java Games
Categories
Data Table
Games Mobiles

Fig.1.1

DATA

The DATA CSV contains raw content information, which is required for display purposes on your website. It is structured by:

data_ordercode
data_dateadded
data_type
data_cat
data_nameone
data_nametwo
data_status
data_quality

1. data_ordercode

refers to a product's unique identifier, which is used at the order processing stage to identify the product that a customer wishes to purchase.

2. data_dateadded

identifies when a product was added to Mobilize, allowing you to display new content as it becomes available. The value here is a UNIX timestamp.

3. data_type

identifies the product type. There are ten product types in total:

pr	-	Polyphonic Ringtone
mr	-	Monophonic Ringtone
tt	-	TrueTone
vt	-	VoiceTone
fx	-	Sound Effect
nt	-	Name Tone
ct	-	Celebrity Tone
cb	-	Colour Background
ol	-	Operator Logo
pm	-	Picture Message
as	-	Animated Screensaver
mv	-	Mobile Video
jv	-	Java Video

4. data_cat

is a numeric value linking the product with the category it belongs to. For example, the Dance category of Polyphonic Ringtones has a numeric value of 19.

5. data_nameone

states a product's name or description – see data_nametwo next:

6. data_nametwo

states a product's name or description and is used in conjunction with data_nameone or left blank.

For example, a ringtone product normally uses data_nameone to state the 'artist' and data_nametwo to state the 'title'.

7. data_status

is a numeric value describing a product's 'live' status. If set to '1', a product is live / online, while if set to '0', a product is offline and unavailable (so will not be displayed on your website).

8. data_quality

refers to a product being either 'standard' or 'premium' content. Represented by 's' or 'p', this identifier adjusts the product's price point where applicable.

CATS

The CATS CSV contains category information referring to each different product type. It is structured by:

cat_id
cat_name
cat_contenttype
cat_status

1. cat_id

refers to a category's unique identifier. For example, the Dance category of Polyphonic Ringtones has a numeric value of 19 (refer to data_cat under DATA).

2. cat_contenttype

identifies a category's product type (refer to data_type under DATA).

3. cat_name

states a category's name.

4. cat_status

is a numeric value describing a category's 'live' status. If set to '1', a product is live / online, while if set to '0', a product is offline and unavailable (so will not be displayed on your website).

JAVA GAMES

The CSV Content Downloads for Java Games differ from those for other products. Java Games can be found in a number of categories and are handset specific, resulting in their need for five tables of data:

CATEGORIES

1. gamescats_id

refers to a category's unique identifier.

2. gamescats_category

is a category's displayable name.

DATA TABLE

1. gamesdata_code

refers to a game's unique identifier, which is used at the order processing stage to identify the game that a customer wishes to purchase.

2. gamesdata_name

states a game's name.

3. gamesdata_description

gives a description of a game.

4. gamesdata_developer

states the name of a game's developer. Note that it is not necessary to display this information.

5. gamesdata_catid

is a numeric value linking a game with the category it belongs to.

6. gamesdata_display

is a numeric value describing a game's 'live' status. If set to '1', the game is live / online, while if set to '0', the game is offline and unavailable (so will not be displayed on your website).

JAVA GAMES cont.

GAMES MOBILES

1. gamesmobile_id

refers to a handset's unique identifier – see gamesmobile_name next:

2. gamesmobile_name

is a handset's displayable name.

GAMES MOBILE CATS

1. mobileid

refers to a handset's unique identifier.

2. catid

refers to the category(ies) available to the handset described in mobileid.

GAMES TO MOBILE

1. gamestomobile_id

simply states the row's unique identifier.

2. gamestomobile_gameid

refers to a game's unique identifier, which is used at the order processing stage to identify the game that a customer wishes to purchase.

3. gamestomobile_mobileid

refers to the handset's unique identifier.

THE MOST COMMON WAY TO DISPLAY JAVA GAMES ON A WEBSITE IS IN THE FOLLOWING FORMAT:

STEP 1 - The customer chooses their handset from a drop-down menu.

STEP 2 - According to their selection at STEP 1, a list of categories available for the customer's handset is displayed. The customer must choose a category to proceed to the next step.

STEP 3 - The customer is then presented with a list of available games, within the selected category, specifically for their chosen handset.

CSV CONTENT DOWNLOADS CAN BE USED TO POPULATE A DATABASE DRIVING YOUR WEBSITE. THEY CAN ALSO BE VIEWED IN NOTEPAD OR EXCEL TO PICK ITEMS MANUALLY, IF REQUIRED.

To make the process even more autonomous, you could use an application (developed by you) to grab updated database information from Mobilize when necessary. For example, you could ask the application to update the database daily and at a certain time. As the only URL within the Mobilize platform that is accessible without prior authorisation, http://www.wapfly.com/sitetools/csv.php can be used to achieve this. For example, you could point your application to http://www.wapfly.com/sitetools/csv.php?cctype=pr&dmp=d to automatically update the Polyphonic Ringtones.

PREVIEW FILES

When promoting content on your website(s), you will need to provide previews or examples of the content. The links below point to those previews and should be included in each of your website's code:

IMAGES

1. Colour Backgrounds

Location - http://images.wapfly.com/colour/
URL - http://images.wapfly.com/colour/ORDERCODE.gif
Example - http://images.wapfly.com/colour/691173.gif

2. Picture Messages

Location - http://images.wapfly.com/image_files/
URL - http://images.wapfly.com/image_files/ORDERCODE.gif
Example - http://images.wapfly.com/image_files/301569.gif

3. Operator Logos

Location - http://images.wapfly.com/image_files/
URL - http://images.wapfly.com/image_files/ORDERCODE.gif
Example - http://images.wapfly.com/image_files/32554.gif

4. Animated Screensavers

Location - http://images.wapfly.com/swf/
URL - http://images.wapfly.com/image_files/ORDERCODE.swf
Example - http://images.wapfly.com/swf/34070.swf
(Note that these need to be contained within a flash movie object)

RINGTONES

1. Monophonic

Location - http://preview.wapfly.com/mp3/
URL - http://preview.wapfly.com/mp3/ORDERCODE.mp3
Example - http://preview.wapfly.com/mp3/415258.mp3

2. Polyphonic

Location - http://preview.wapfly.com/poly_mp3/
URL - http://preview.wapfly.com/poly_mp3/ORDERCODE.mp3
Example - http://preview.wapfly.com/poly_mp3/ 81923.mp3

PREVIEW FILES: RINGTONES cont.

3. True Tones

Location - http://preview.wapfly.com/true_swf/
URL - http://preview.wapfly.com/true_swf/ORDERCODE.swf
Example - http://preview.wapfly.com/ true_swf/615776.swf

SOUNDS

1. Sound Effects (this folder also includes previews for Name Tones and Celebrity Tones)

Location - http://preview.wapfly.com/sound_effects/
URL - http://preview.wapfly.com/sound_effects/ORDERCODE.swf
Example - http://preview.wapfly.com/sound_effects/615776.swf

GAMES

Java Games are previewed by still or animated screenshots (as an animated GIF). Each game has 6 x screenshots:

1. URLs

http://preview.wapfly.com/gameimages/ORDERCODE_Colour_Ani.gif
http://preview.wapfly.com/gameimages/ORDERCODE_Colour_1.gif
http://preview.wapfly.com/gameimages/ORDERCODE_Colour_2.gif
http://preview.wapfly.com/gameimages/ORDERCODE_Colour_3.gif
http://preview.wapfly.com/gameimages/ORDERCODE_Colour_4.gif
http://preview.wapfly.com/gameimages/ORDERCODE_Colour_5.gif
http://preview.wapfly.com/gameimages/ORDERCODE_Colour_6.gif

http://preview.wapfly.com/gameimages/ORDERCODE_BW_Ani.gif
http://preview.wapfly.com/gameimages/ORDERCODE_BW_1.gif
http://preview.wapfly.com/gameimages/ORDERCODE_BW_2.gif
http://preview.wapfly.com/gameimages/ORDERCODE_BW_3.gif
http://preview.wapfly.com/gameimages/ORDERCODE_BW_4.gif
http://preview.wapfly.com/gameimages/ORDERCODE_BW_5.gif
http://preview.wapfly.com/gameimages/ORDERCODE_BW_6.gif

PREVIEW FILES: GAMES cont.

2. Examples -

http://preview.wapfly.com/gameimages/710034_Colour_Ani.gif
http://preview.wapfly.com/gameimages/710034_Colour_1.gif
http://preview.wapfly.com/gameimages/710034_Colour_2.gif
http://preview.wapfly.com/gameimages/710034_Colour_3.gif
http://preview.wapfly.com/gameimages/710034_Colour_4.gif
http://preview.wapfly.com/gameimages/710034_Colour_5.gif
http://preview.wapfly.com/gameimages/710034_Colour_6.gif

http://preview.wapfly.com/gameimages/710236_BW_Ani.gif
http://preview.wapfly.com/gameimages/710034_BW_1.gif
http://preview.wapfly.com/gameimages/710034_BW_2.gif
http://preview.wapfly.com/gameimages/710034_BW_3.gif
http://preview.wapfly.com/gameimages/710034_BW_4.gif
http://preview.wapfly.com/gameimages/710034_BW_5.gif
http://preview.wapfly.com/gameimages/710034_BW_6.gif

