

Mobile TV to mass market

Richard Sharp
Vice President
Rich Media, Nokia

Smart Moves

Life goes mobile!

On-line life

Facts

Feelings

Experiences

Emotions



Access
Create

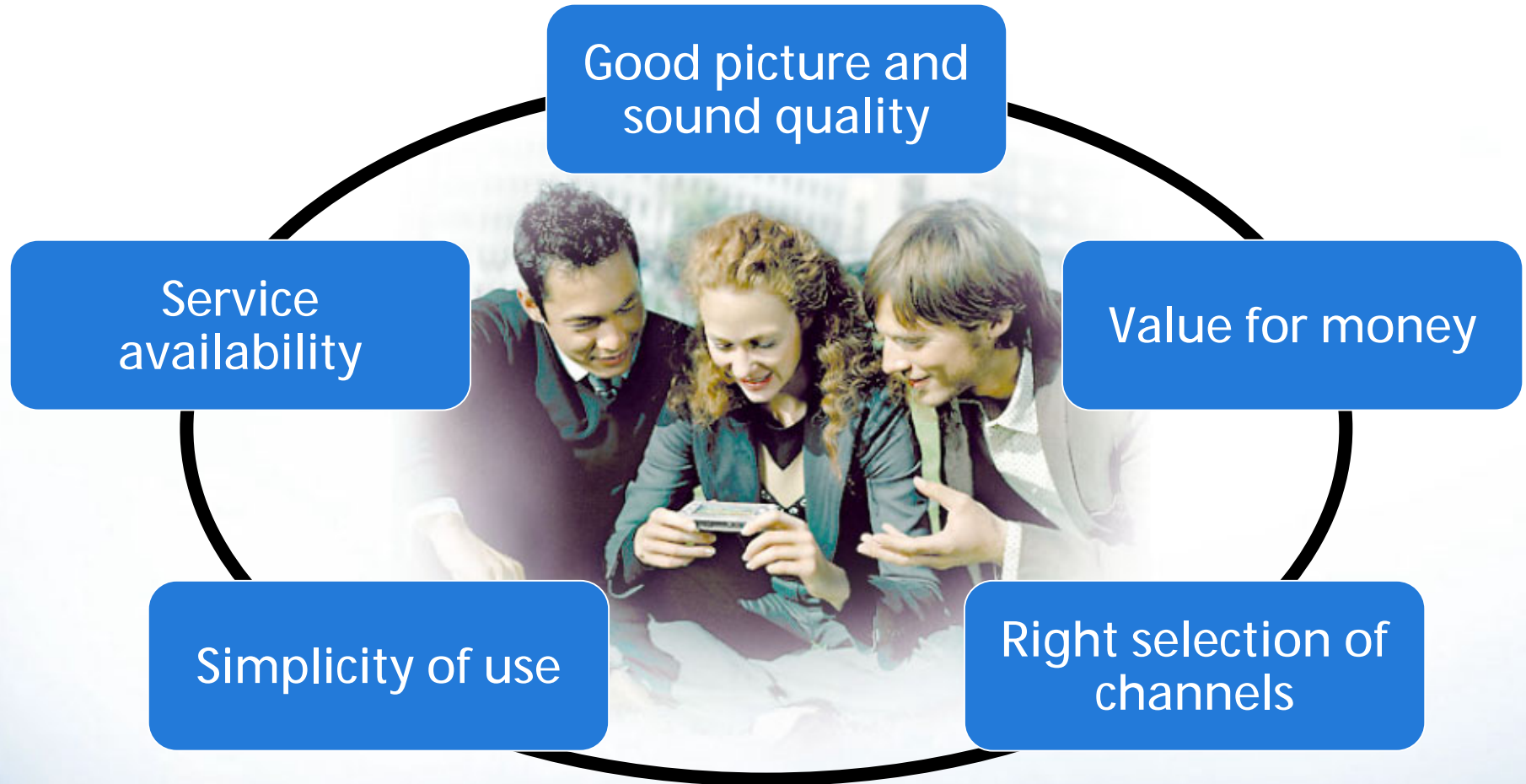
Consume

Maintain

Share

...whenever and wherever desired!

What consumers expect from mobile TV

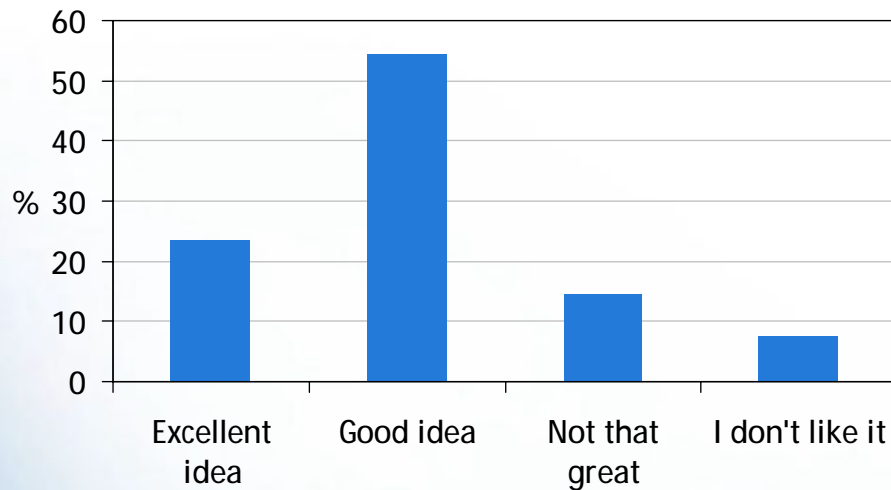


* Mobile TV based on DVB-H (Digital Video Broadcasting – Handheld)

High consumer acceptance of mobile TV makes the business lucrative

78% regarded mobile TV as good or excellent idea

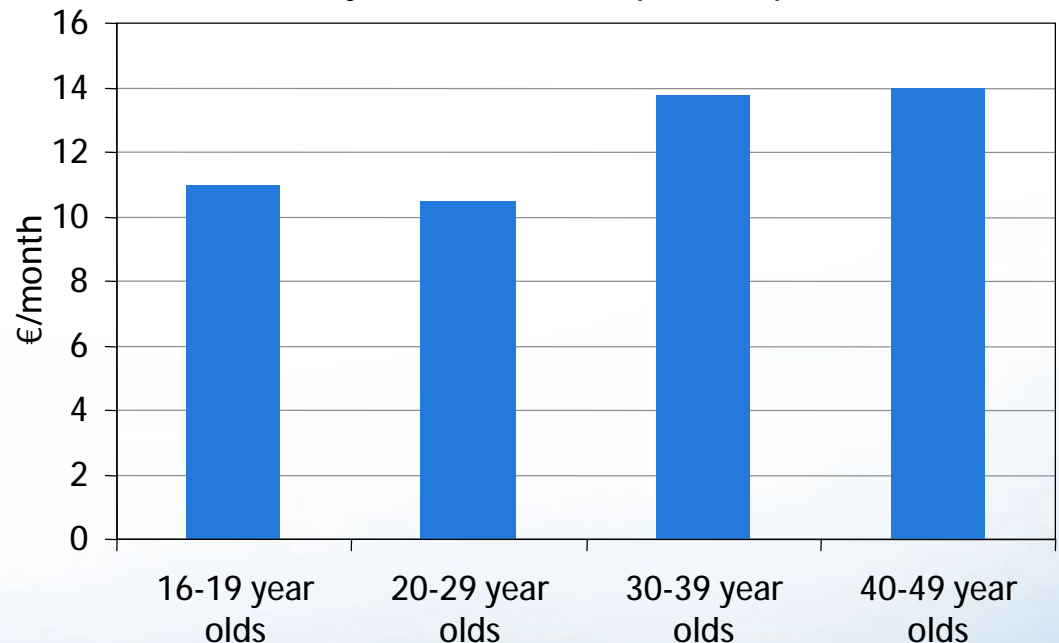
What do You think about using mobile TV?



Source: bmco User Survey (Auditorium Test) /
Goldmedia GmbH, July 2004
512 respondents

82% are willing to pay an average of 12,5 € a month on top of current phone bill

How much would you be willing to pay monthly on top of you current mobile phone expenditures?



Mobile TV to the mass markets

- Nokia will introduce DVB-H mobile TV devices based on Series 60 platform
 - Brings mobile TV into mass markets
 - Scalable screen sizes
 - Will become a key feature in Series 60 devices
- Standards to be finalized in 2005
- Infrastructure roll-out to start 2005



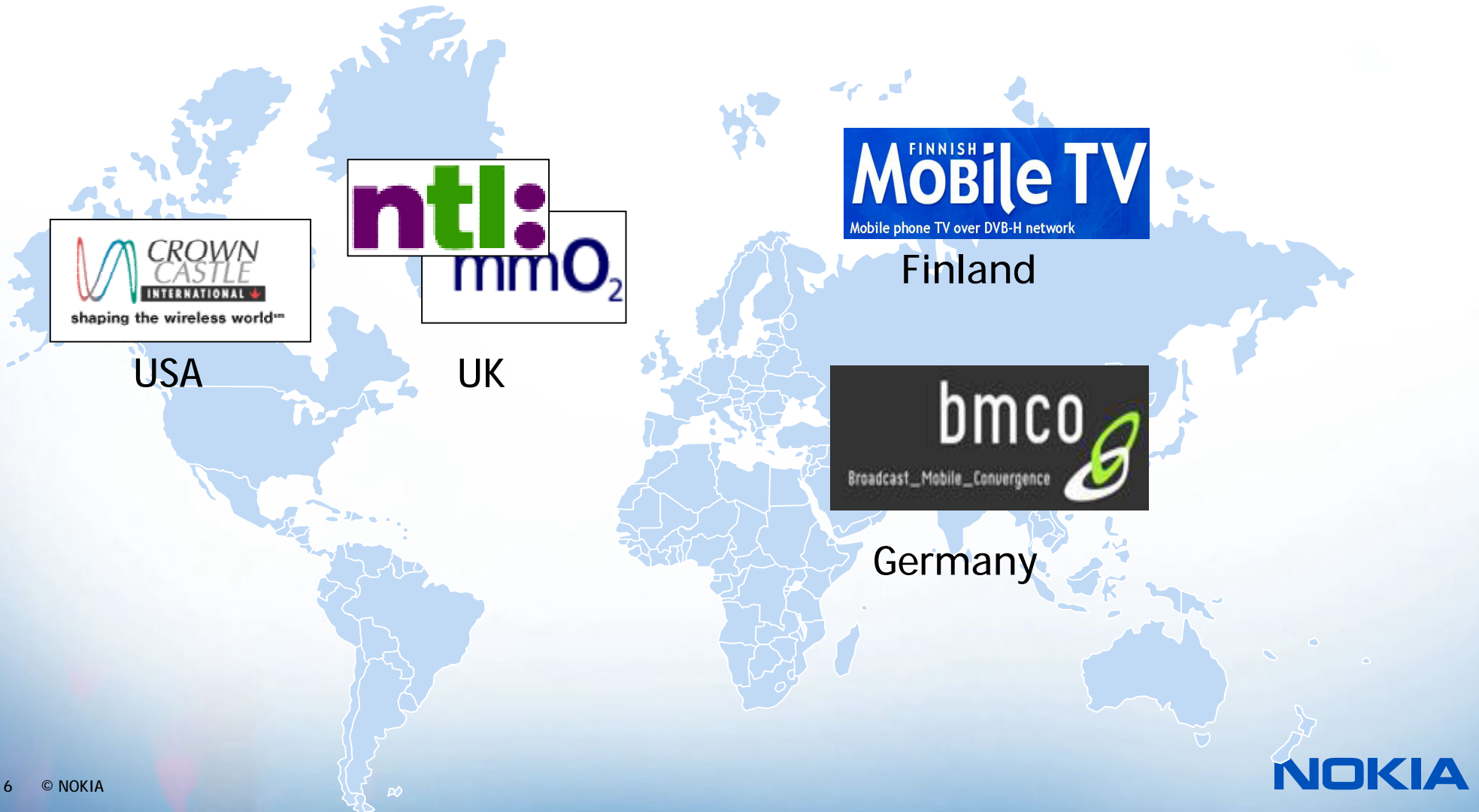
Mobile TV: Wherever, Whenever



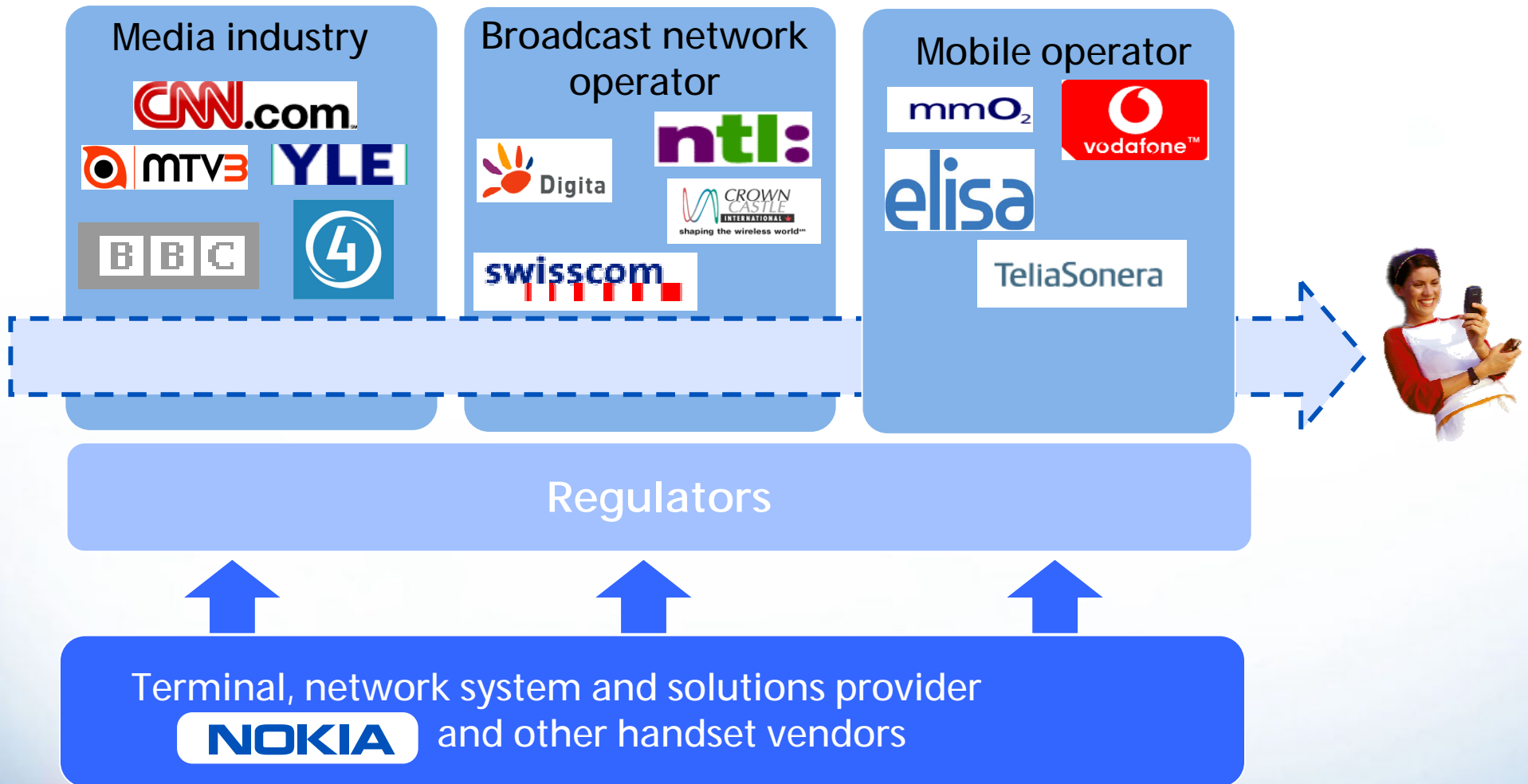
Commercial devices & services 2006

Pilots **show the way** towards full scale business

Market creation ongoing in ~20 countries with many parties



Joint effort by participants



Nokia is able to offer an end-to-end solution!

Summary



- Clear consumer need
- Developing DVB-H end-to-end solution for mass market
- Series 60 platform
- More pilots globally
- Industry collaboration



Commercial Mobile TV in 2006



NOKIA

CONNECTING PEOPLE

Smart Moves