

## Mobile TV

Avenues to  
Revenues

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## Today's Mobile Reality

- Almost **2 billion** mobile phone users worldwide
- Mobile phones are **no longer “phones”**
  - **Multi-media devices**
  - Creating content
  - Being entertained
- Digitalisation, Miniaturisation, Mobility, Connectivity, Communities
- New media is emerging
- By **2010** there will be **3 billion** users of ‘mobile devices’ and **3 billion TV** viewers



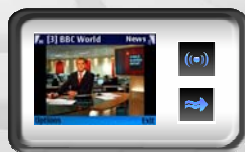
# Contents

- What is Mobile TV
- DVB-H Solution
- Consumer Expectations
- Consumer Case Studies
- Trials and results
- Business Potential

# How to watch TV & video content

## Mobile TV

- Live broadcast TV using DVB-H
- Video streaming services over cellular network

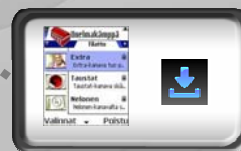
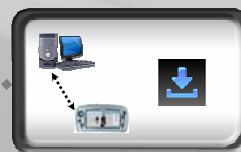


## On-demand video services

- Instant download video services over cellular or WiFi network

## PC and home connectivity

- Video download from PC to device (personally created or downloaded content)

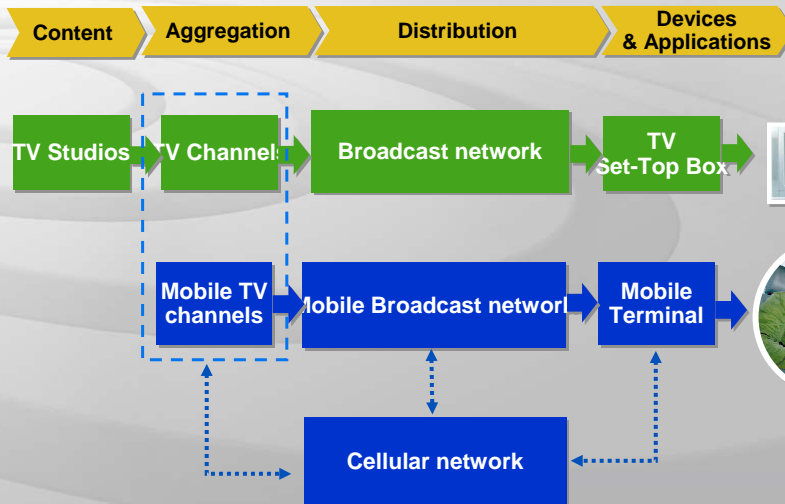


## Scheduled video delivery

- Scheduled download based video services over cellular network



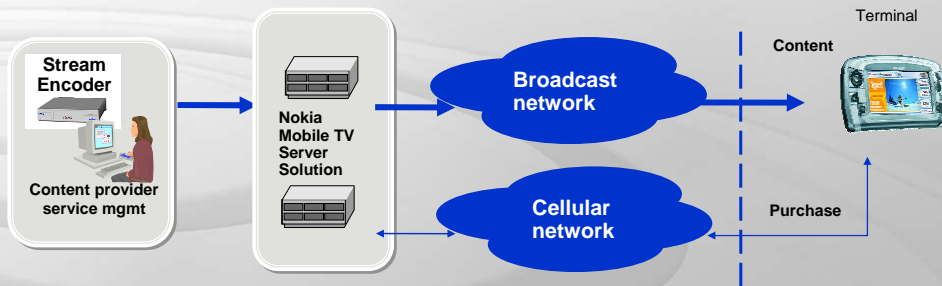
## Mobile TV industry structure Collaboration is key



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## Mobile TV Solution



### Content Providers

- management of services
- security by encryption
- flexible distribution
- easy service access via internet
- flexible pricing
- Content agnostic

### Open Air Interface

- based on open standards
- enabling interoperability
- creating a market with terminals from several vendors
- Available now

[www.nokia.com/mobiletv](http://www.nokia.com/mobiletv)

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## DVB-H Advantages

- Based on **open standards**
- **Flexible, scalable, cost efficient**
  - Can **utilise current DVB-T networks** for transmission network roll out
  - **Leverages IP multicast core networks** for distribution and broadcast network management
  - Rapid and **easy indoor coverage** implementation (with repeaters and gap fillers)
  - Up to **52 channels / 11 mbps** in one DVB-H multiplex
- **Optimized for mobile device use**
  - Small screen and antenna
  - Battery power
  - True mobility and indoor coverage
- **Industry commitment**



## Industry Benefits

- **New business/revenue opportunities for all industry players**
  - **Media Industry:** expand audience, widen prime time, re-use of popular content and new distribution platform, new connection to mobile consumers
  - **Broadcast Network Operators:** new growth market
  - **Mobile Operators/Service Providers:** offering Mobile TV services to customers and additional opportunities for interactive services, billing and invoicing, increases cellular traffic, differentiates services from competitors
  - **Infrastructure, Equipment Vendors:** new business opportunity
- **Regulators:** efficient use of broadcast spectrum

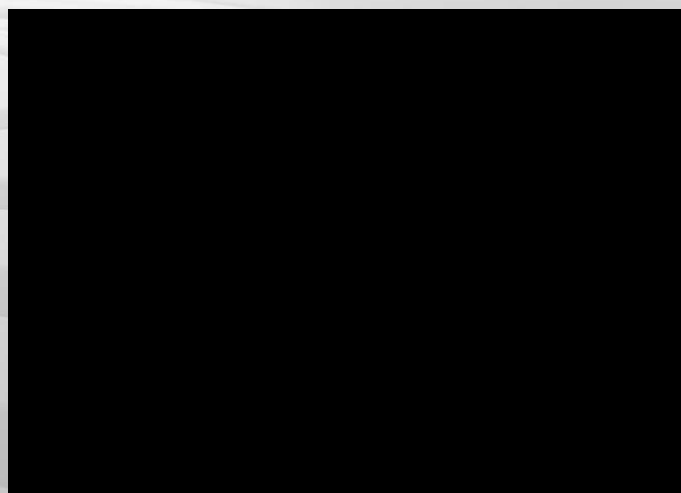
# Consumer Expectations from Mobile TV



No liberatoria su Video Clip

## TV goes Mobile with the Nokia N92

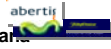
- Watch up to 4 hours TV
- One Key TV access
- Large 2.8" anti glare screen with 16 million colours
- 30 second replay, 30 minute recording
- Always up to date Electronic Service Guide
- Dedicated 4-in-1 media keys
- Music player, FM radio & Visual Radio
- 2 MP camera



## DVB-H Worldwide

### Spain, Madrid, Barcelona 2005

- Abertis Telecom
- Telefonica Moviles Espana



### Netherlands Hague 2005

- DigiTenne
- KPN
- Nozema Services



### Australia Sydney 2005

- The Bridge networks
- Telstra



### Finland, Helsinki 2005

- YLE, Digita, TeliaSonera
- MTV3, Nelonen, Elisa



### UK, Oxford 2005

- argiva
- mmO<sub>2</sub>



### USA, Pittsburgh 2005

- Crown Castle



### South-Africa 2005



### Taiwan 2005



### Malaysia 2005



### France 2005

- SFR
- Canal +



### Switzerland 2005

- Swisscom



### Germany, Berlin 2004

- bmco
- Philips, Universal Studios of Germany, Vodafone



## FinPilot Overview

**500 test users**, different ages, using Nokia 7710 media device with SU-22 streamer: **March - July 2005**

Broadcasting coverage in **Helsinki** Metropolitan area

**20 minutes average** viewing time / day

### Basic Package (€4.9/month)

#### TV channels

- MTV3
- Sub TV
- YLE TV 1
- YLE TV 2
- Nelonen
- Snadi TV
- Nelonen Extra

#### Radio channels

- Radio Nova
- YLE Radio Peili
- YLE Radio Extrem

### Premium Package (€3.9/month)

#### TV channels

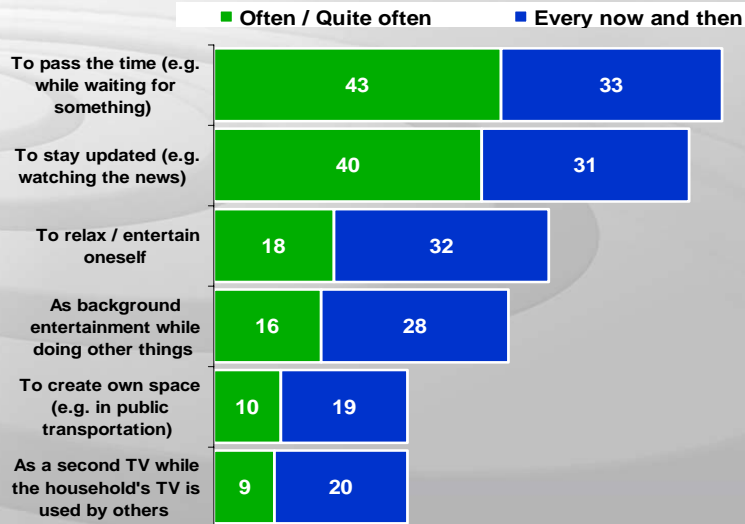
- CNN
- BBC world
- Eurosport
- Euronews
- ViVa +
- Fashion TV
- Urheilukanava (sport channel)

#### PPV channels (€2/weekend)

- MTV3 Extra
- Indica TV



## Viewing habits

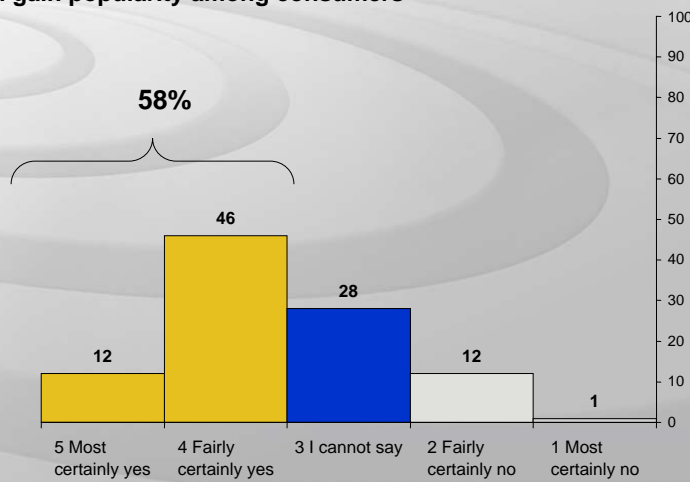


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## 58% believe that Mobile TV will become popular

'Based on your experience, do you believe that Mobile TV, as a service, will gain popularity among consumers?'

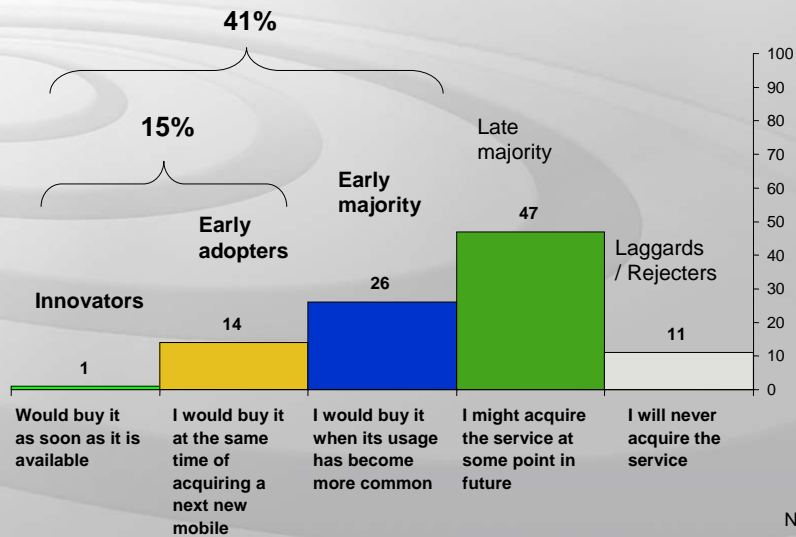


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## Purchase intent grows over time



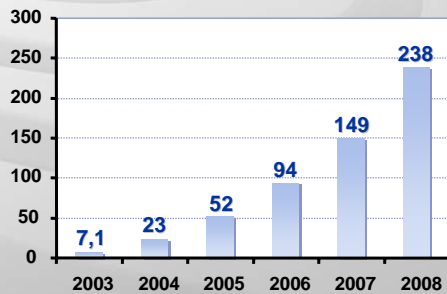
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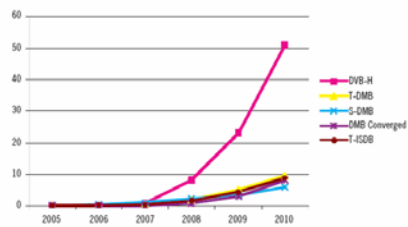
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## Market Potential – devices and technology

Smartphone market, 2003-2008  
Units millions



Worldwide broadcast TV handsets sales (pcs in million)



Source: Informa: Mobile TV: Broadcast and Mobile multimedia, May 2005

Nokia DVB-H devices roll-out across the smartphone range

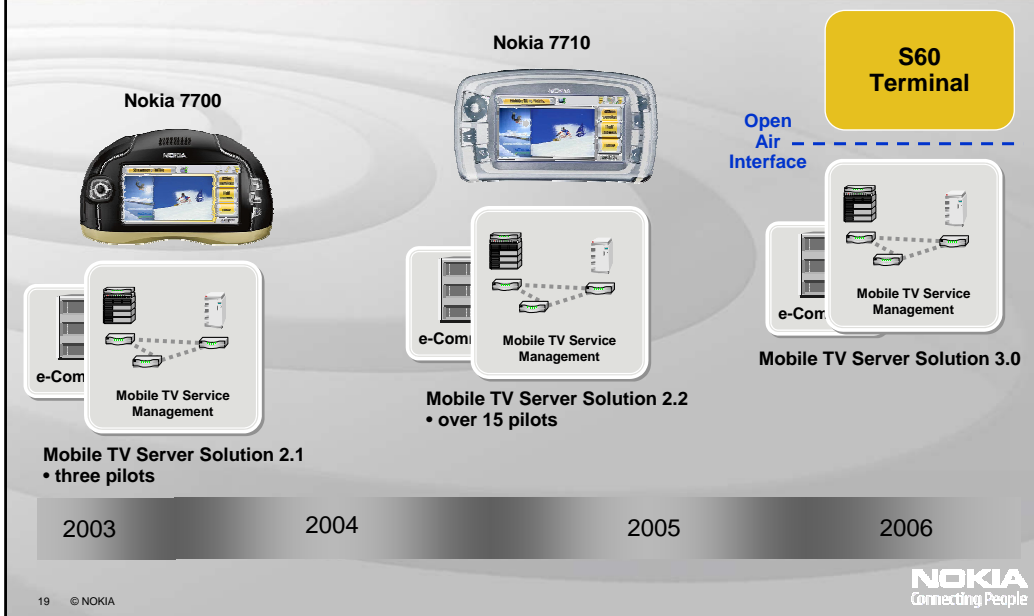
DVB-H is seen as the preferred technology

Source: Ovum; Canalys

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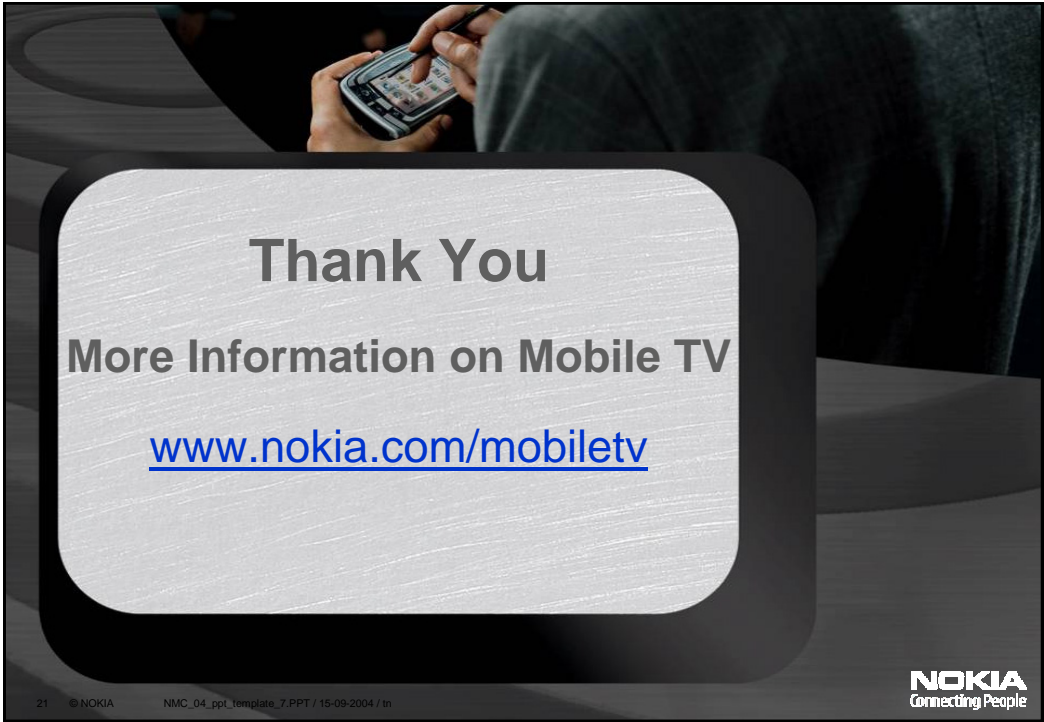
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# Nokia Mobile TV Solution Evolution



## Key Messages

- Positive **consumer feedback**
- **DVB-H** is right technology – scale and scope
- Its happening now – **act now** – train is leaving station
- **Collaboration** is needed in respective business systems
  - different views of **value chain**
  - build on **your strengths**
- **Open standards** – level playing field



Thank You

More Information on Mobile TV

[www.nokia.com/mobiletv](http://www.nokia.com/mobiletv)

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Mobile TV  
Write the script

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