

A photograph of a man and a woman smiling outdoors. The man is on the left, wearing a light green shirt, and the woman is on the right, wearing a light blue shirt. They are both looking towards the camera. The background is a blurred green landscape with some purple flowers.

TV Goes Mobile

Richard Sharp
Vice President
Rich Media
Multimedia, Nokia

Avenues to revenues

TV Goes Mobile

- “Did you watch?”
- 2 BN viewers and still growing
- Digital lives are no longer 9 to 5
- Connectivity, mobility and TV



Anticipated Viewing Behaviour

Sparetime - *“Use spare time to watch a bit of TV”*

Trains, planes, buses, waiting, traveling

Must See- *“I don’t want to miss my favorite show”*

Use device to keep up to date wherever you are

Catch up - *“I have to see that breaking news right now”*

Use device to watch key moments unfold

Quick escape - *“I need a break - is there anything good on”*

Use device to entertain during spontaneous breaks

Background radio - *“I like a bit of MTV when I’m working”*

Used as background at work or at home

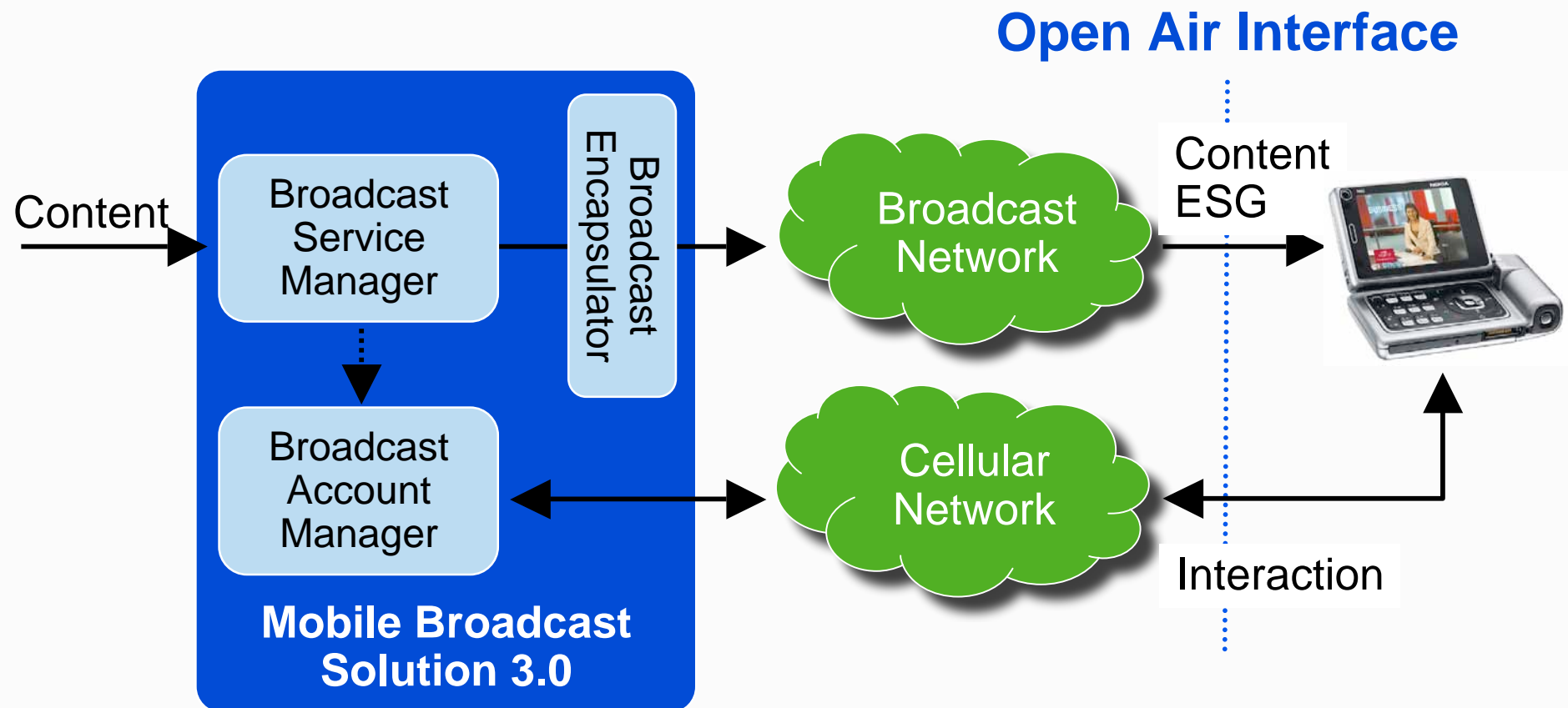


TV goes Mobile with the Nokia N92

- Watch up to 4 hours TV
- Large 2.8" anti glare screen with 16 million colours
- One Key TV access
- 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

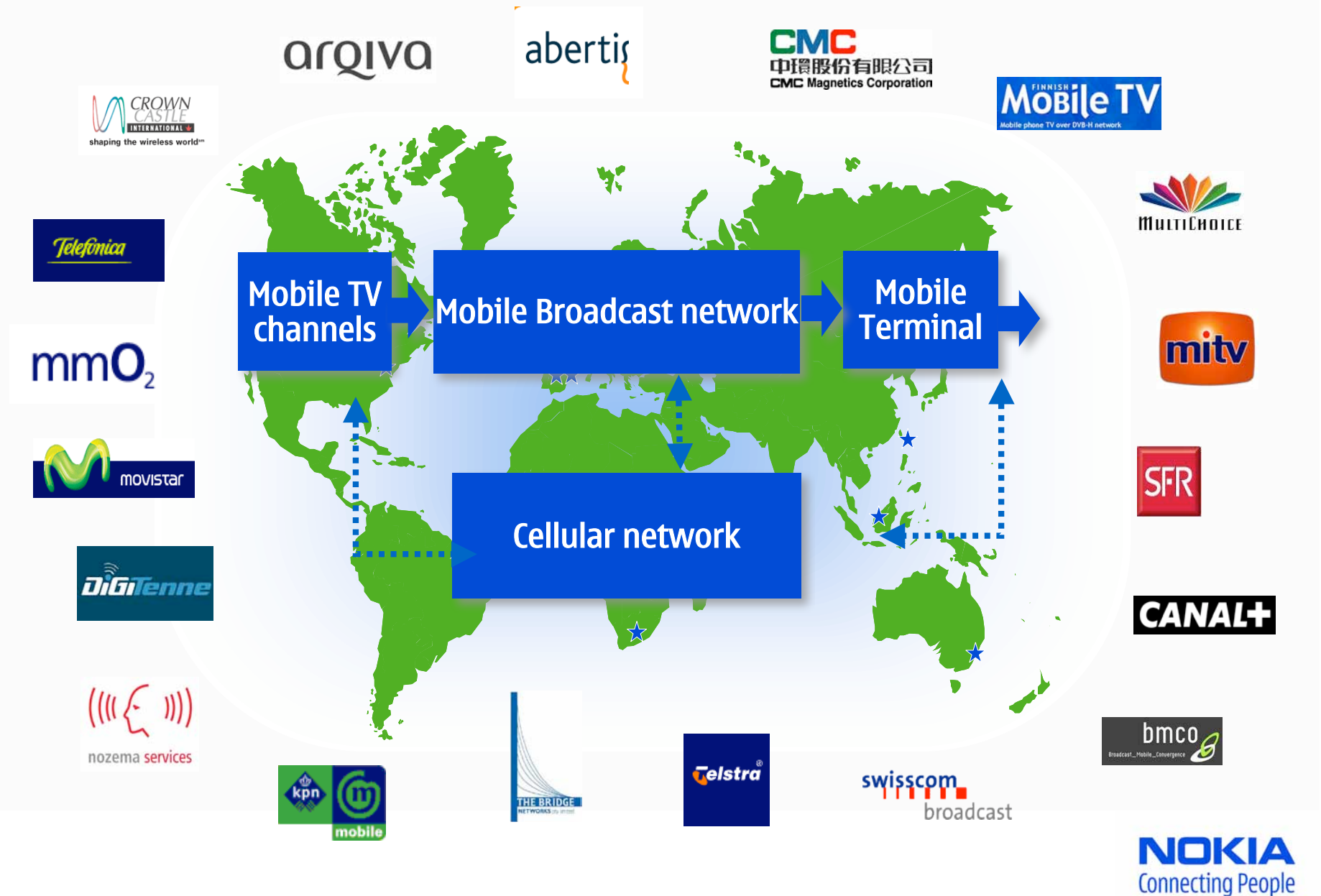


Nokia Mobile Broadcast Solution Release 3.0

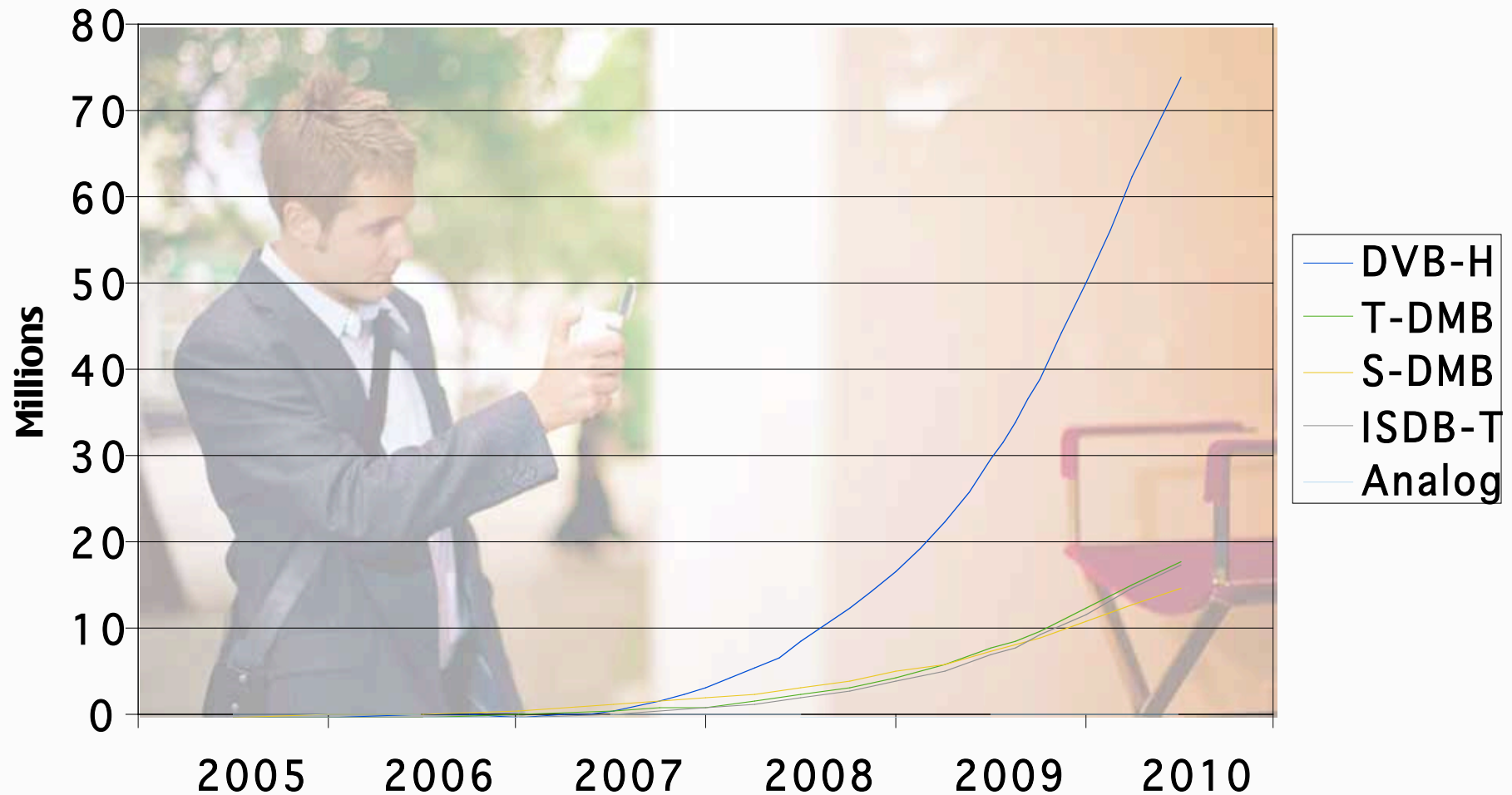


DVB-H Worldwide

Avenues to revenues



DVB-H is the preferred technology



Source: Informa

Summary

- Nokia N92, the first in a range of DVB-H capable devices
- Nokia's Mobile Broadcast Solution enables multi vendor interoperability
- Commercial launches announced in Italy and Malaysia for 2006
- DVB-H will become a standard multimedia feature
- New business opportunities for all industry players
- TV is going mobile





Nokia Mobility Conference 2005 Barcelona, Spain

Avenues to revenues