

Mobile TV to mass market

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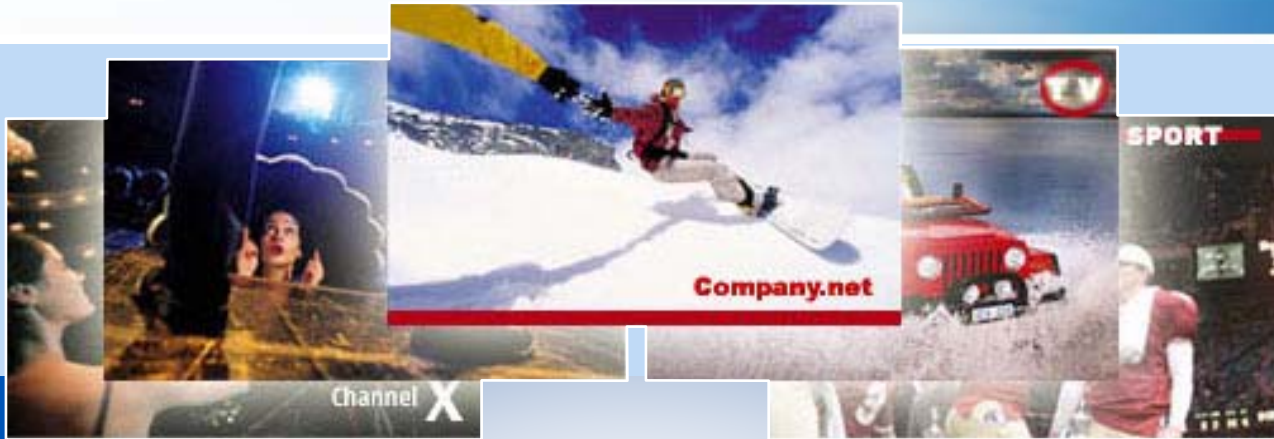
Smart Moves

Mobile TV is the big application



Broadcast complements one-to-one services

Cellular Service Provider



IP Datacast Service Provider

2G/3G cellular system
On demand
One-to-One

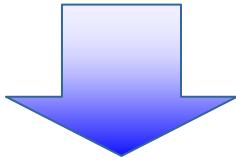
Broadcast system
Scheduled delivery
One-to-many



End user experience

IP over DVB-H technology makes TV mobile

MPEG-2 over DVB-T
24 Mbps / MUX



4-5 Mbps/program

3 - 5 TV channels
for large screen

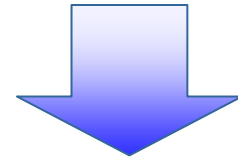
**In-building
coverage**

**Power
saving**

**Optimal
capacity**

IP Datacast over DVB-H

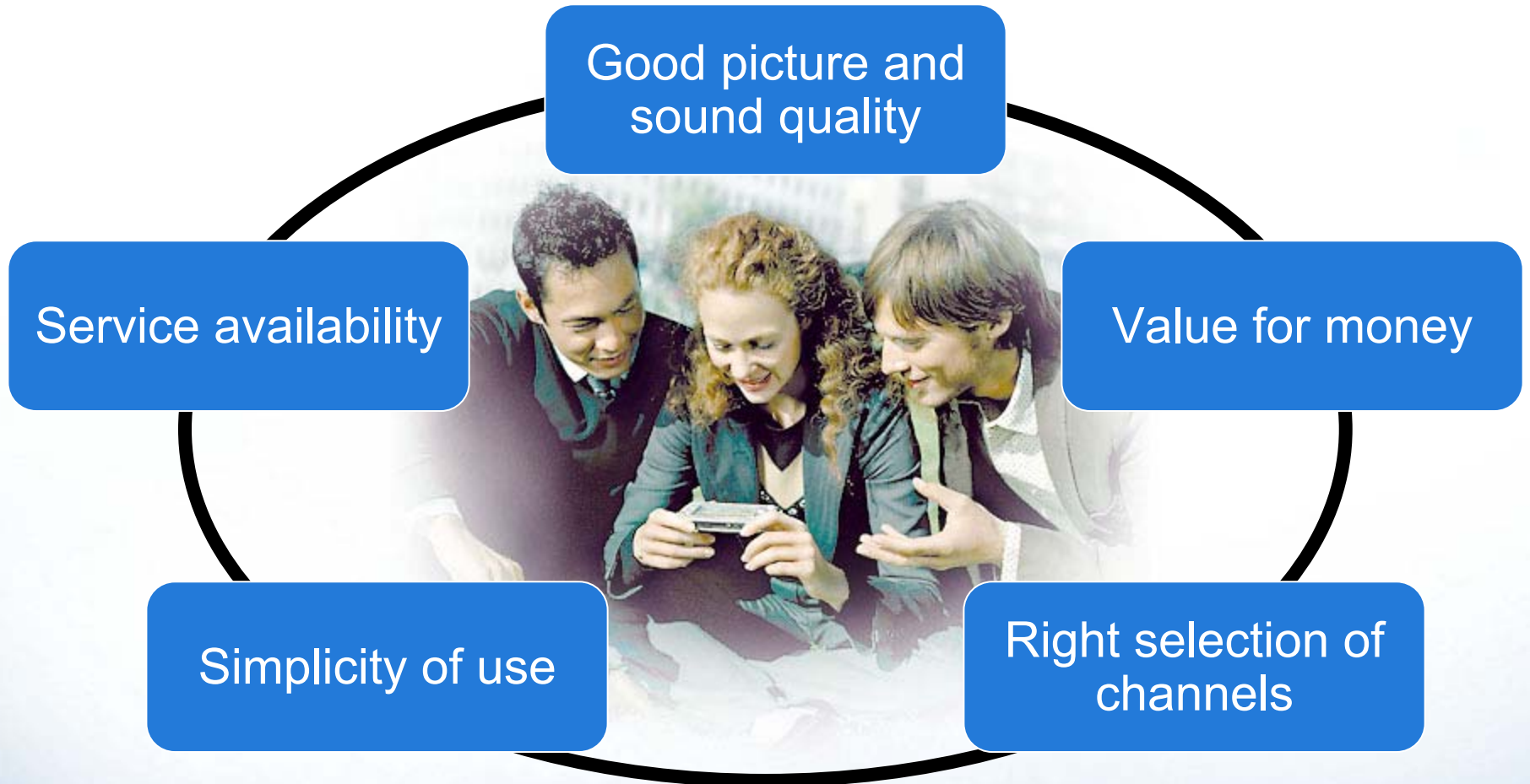
QPSK / ~4 Mbps / MUX



128 - 384 kbps/program

10 - 15 channels
for small screen

What consumers expect from mobile TV

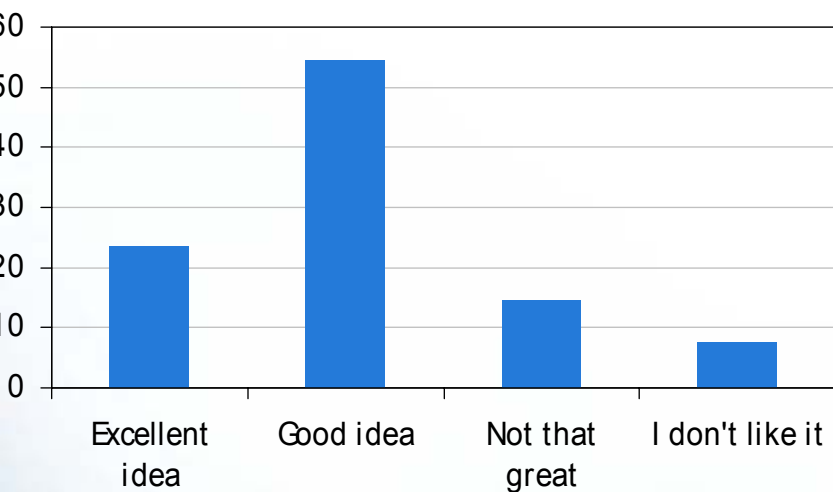


Mobile TV based on DVB-H (Digital Video Broadcasting – Handheld)

High consumer acceptance of mobile TV makes the business lucrative

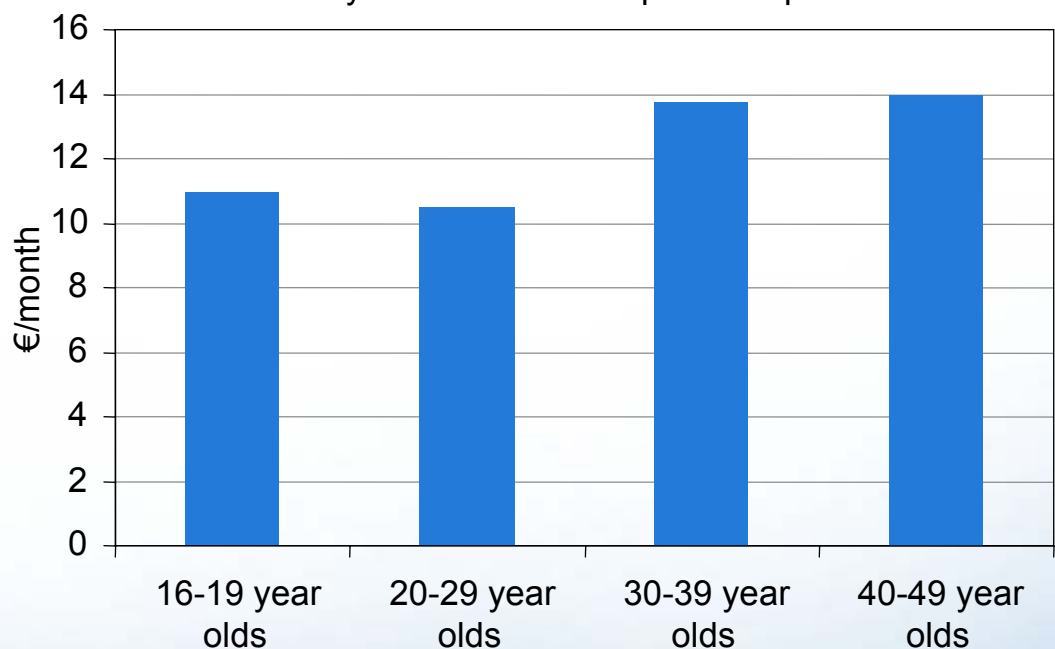
78% regarded mobile TV as good or excellent idea

What do You think about using mobile TV?



82% are willing to pay an average of 12 € 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?



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

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



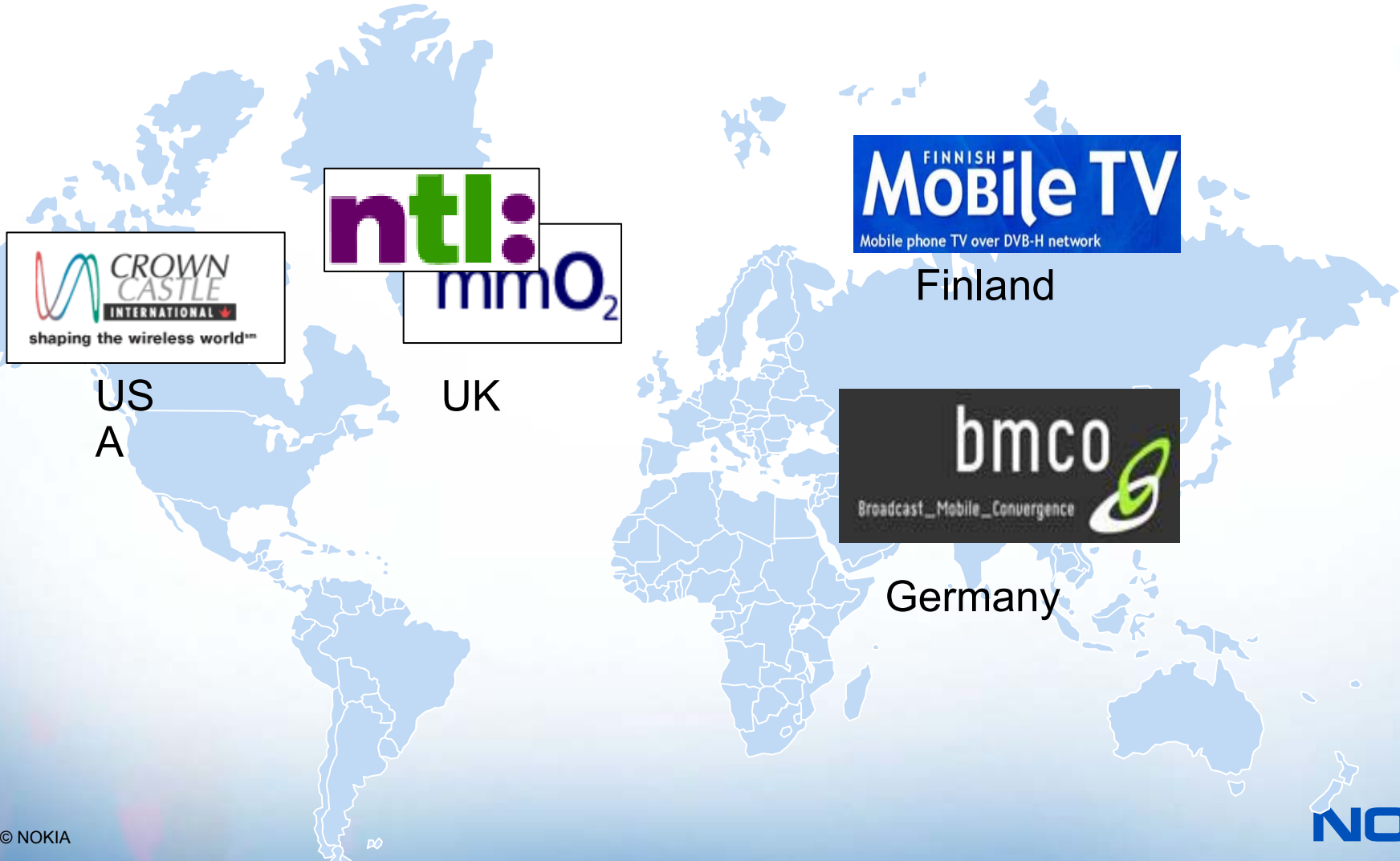
Mobile TV: Wherever, Whenever



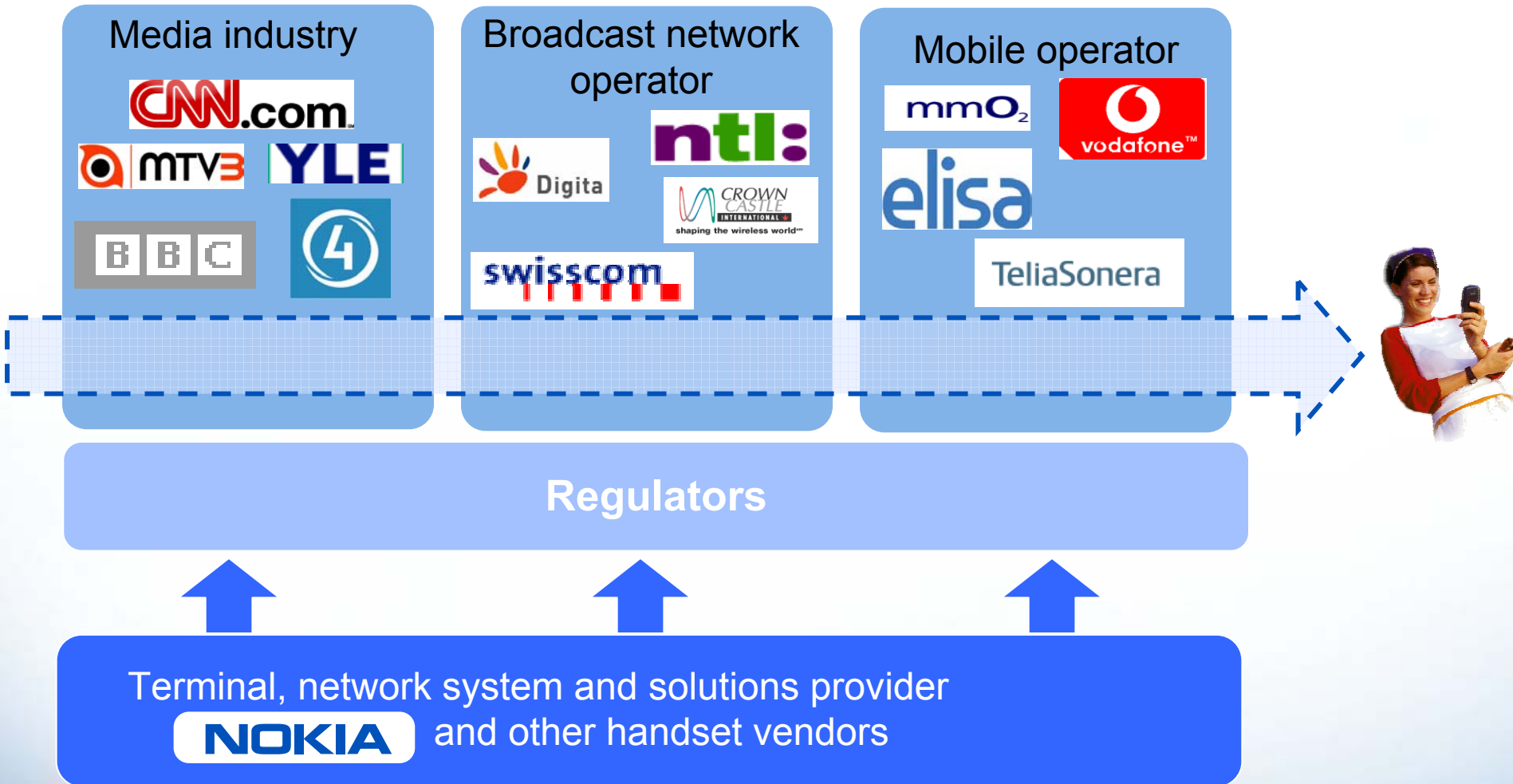
Commercial devices & services
2006

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!

Mobile TV - Summary



- Clear consumer demand
- DVB-H, global and open mobile TV standard
- Mobile TV devices based on Series 60 in 2006
- More pilots globally
- Close collaboration with mobile carriers



Commercial Mobile TV in 2006

Time for questions..

Smart Moves

Nokia DVB-H Solution

