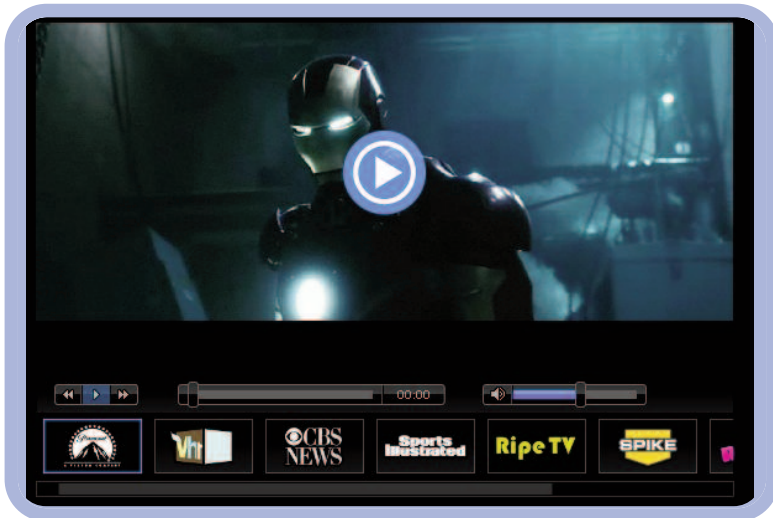


mywaves Video Service Reaches 30 Million Mobile Viewers



One of the largest mobile entertainment destinations in the world, mywaves has more than 30 million unique viewers.

The best way to reach consumers under the age of 25 today is through their mobile phones. That is the thinking behind mywaves inc., a startup in Sunnyvale, California that in less than three years has become one of the largest mobile entertainment destinations in the world. The company has quickly evolved from 100,000 users in 2006 watching primarily user-generated content to a user base of more than 30 million viewers today watching premium branded content. Like the traditional major media channels, mywaves is seeking to make its fortune through advertising surrounding this branded content, and through sales of related items such as branded wallpapers and ring tones. The company has a platform that optimizes the display of this content for small screens of various sizes, and has received awards for its technology. One such was the Global Mobile 2008 Award for Best Mobile Video Service. Using WAP as its application interface, the service is now available for a wide range of Series 40 and S60 devices.

*'Nokia users watch 50 percent more videos than other users on our system,'
—Brian Macdonald, VP worldwide sales and distribution, mywaves*

'There are now more mobile phones worldwide than all TVs and personal computers combined', says Brian Macdonald, vice president, worldwide sales and distribution at mywaves. 'Mobile phones such as the S60 and Series 40 lines have evolved into highly personal interactive devices. There are now a number of studies showing that ads shown on mobile devices have a higher retention rate than ads shown on traditional media.'

Who uses the mywaves site? Young adults. 'Profiles show that our typical viewer is aged between 18 and 34 years, and that 72 percent of them are males. Their average visit to the site lasts 9.28 minutes, and they make an average of 5.6 visits to the site each month', says Macdonald. 'We get about 5 million unique visitors a month, and about half of those are from the United States.'

The mywaves client application lets users download or stream video from a variety of network types, including 3G, EDGE, 1x Evolution-Data Optimized (EV-DO), WLAN, and WiMAX networks. mywaves has implemented applications for Flash Lite from Adobe for all native media players that use 3GP files. The content is broken up into video streams of about two to five minutes in length each, Macdonald says.



mywaves inc.
Sunnyvale, California
www.mywaves.com



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Looking ahead

As mywaves expands, it is looking to build out its Captivate e commerce platform. 'We are working on new ad relationships, even with the downturn in the market', says Macdonald. 'We are focused on the execution of selling related items such as ring tones and wallpapers through context-sensitive sales. For example, if someone watches a Kanye West video, we say 'Yo. Buy the ring tone and wallpaper.'

Forum Nokia Success Story

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mywaves branded content

The viewer base is attracted to the branded content that mywaves has amassed, including content from MTV, VH1, CBS, FOX, Ripe TV, ShortBrain.TV, and Sports Illustrated, along with dozens of others. 'We operate on a revenue-sharing basis with these companies, so they each get a piece of the advertising revenues that they attract', says Macdonald.

The site has also attracted big name advertisers, such as Coke, EA Games, Nike, Puma, Chevrolet, T-Mobile, and MINI Cooper.

The importance of Nokia users

'We operate across many platforms, but Nokia and the Nokia user community are a big part of our business,' says Macdonald. 'We run on all Nokia phones, including Series 40 phones, and both S60 2nd Edition and S60 3rd Edition devices. Nokia, in fact, accounts for 60 percent of our user base. A very important element is the Nokia Download! catalog. From the Download! centre, users can launch the mywaves icon, which initiates the WAP-based application. This in turn uniquely identifies the user to the mywaves service.'

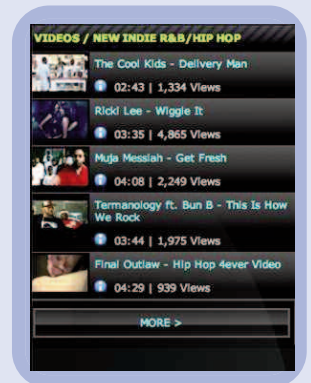
'Nokia users watch 50 percent more videos than other users on our system', says Macdonald. 'This gives us considerably higher returns from that market segment.'

'Ads shown on mobile devices have a higher retention rate than ads shown on traditional media.' —Brian Macdonald

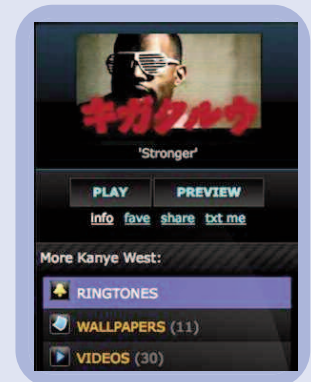
How Forum Nokia helps mywaves

'Forum Nokia has been helpful to us in both the technology development and market development sense,' says Macdonald. 'On the technology side, our headquarters is in Sunnyvale, California, which is very close to Nokia's Mountain View, California facility. Through our relationship, we were able to borrow different handsets to test out various versions of our pre-release software. On the marketing side, Forum Nokia helped to give us credibility in the marketplace. They helped to get us in to talk to big media companies, which then opened the doors to larger deals. They have allowed us to demo our solutions in the Nokia booths at trade shows, and put us into some of Nokia's worldwide newsletters and onto the Symbian website. We are also on the Download! catalog in North America for the Nokia N95 devices.' Macdonald says that mywaves advertises its services worldwide, and consults with Nokia on its advertising strategies.

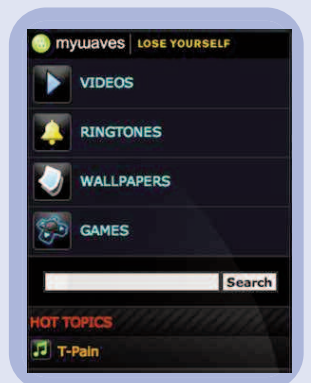
To see the solutions that mywaves has developed for Nokia phones and to download the client software, visit <http://mywaves.com/m/partner/nokiadc>.



mywaves features branded content from a variety of premium sources.



It features artists like Kanye West...



...and its Captivate ecommerce platform sells related items in a context-sensitive fashion.

For more information, go to:

www.nokia.com/developer

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