

# Movial Brings the Social Element to Mobile Music

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## Music

### 1 Introduction

Mobile music is, according to developers at Movial Corporation, still missing something — namely, social activity. “Music is not just about downloading and listening by yourself,” says Victor Donselaar, unit manager at Movial. “People like to share music with other people.”

To help mobile consumers share their music, Movial introduced the Mobile MusicSharing application in late 2005 and is now testing it with consumers in Asia. Movial hopes to add a social element to mobile music, while also providing operators with new revenue opportunities.

Mobile MusicSharing lets mobile phone users play music files for their friends over a conference call. At the end of the call, those friends can choose to purchase the song file from the operator’s music store. In this way, Movial’s application combines a rich call, music, and commerce.

Movial, the Helsinki company behind Mobile MusicSharing, was founded in 2001 to provide professional services and mobile products to both device manufacturers and operators. Today Movial has 120 employees and a customer list that includes such well-known names as Ericsson, Hewlett-Packard Company, Intel Corporation, Nokia, Orange, and Telefónica S.A. Movial also has a small sales team in Hong Kong to serve its Asia-Pacific customers. While the privately held company does not release financials, officials say Movial is both profitable and growing fast. In fact, Movial was named Finland’s fastest-growing software company, and eighth fastest-growing company overall, in 2004. “We like to say that if we don’t grow, it’s a hobby,” says Donselaar.

Movial's Mobile MusicSharing application runs on all S60 2nd Edition devices that are GSM-capable, including the Nokia 6630 imaging smartphone. Movial plans to port the music application to S60 3rd Edition by late 2006, and as part of that move will undertake Symbian Signed, a security program required for S60 3rd Edition applications. Donselaar believes the security program can bring benefits: "We can use Symbian Signed as a marketing tool. Some operators will give us extra consideration when they learn we're signed, because they'll feel sure our applications are secure."

## 2 How MusicSharing Works

The idea for Movial's Mobile MusicSharing application came from Donselaar's observation that music is a social event. "The first thing a teenager does when he or she buys a CD is to call his or her friends, put the phone near the speaker, and say, 'Listen to what I just bought!'" he says. "Yet mobile music was still mostly about downloading. It was not yet a social event."

Mobile MusicSharing aims to reintroduce the social element by letting people share music files over a circuit-switched conference call. The consumer initiates a Mobile MusicSharing session by checking a Presence-enabled contact list to see who is available, then selects the people he or she wants to call. With one click, the consumer either starts a conference call or uses instant messaging (IM) to chat. Once all the participants are on the call, the call initiator selects the music file to share — it can be a ring tone, MP3 file, or other music format — then uploads it to the operator's server with a simple "Send tune" click. The server then plays the music file for the other conference-call attendees to hear.

Mobile MusicSharing skirts the Digital Rights Management (DRM) issue by having the consumer upload the music file to an operator's server, rather than sending copies of the file to other people's phones. "The person sharing the file has already purchased a copy," Donselaar explains. "We believe it's the same as if I purchase a CD and then play it at home for some friends to hear."

## 3 For Operators, Too

From an operator's perspective, Mobile MusicSharing is a rich call that requires a 3G network to handle voice and data simultaneously. The application is based on the IP Multimedia Subsystem (IMS) infrastructure, including a Session Initiation Protocol (SIP) application server for the Movial client.

An operator that offers Mobile MusicSharing could charge for voice, data, uploading, and Presence — the latter in the form of buddy lists and IM. Movial also hopes operators will integrate Mobile MusicSharing with their music stores. For example, at the end of the conference call, participants could be shown a pop-up message on their phones that reads, "Do you want to buy this song? Yes or No?" By clicking Yes, the consumer would be connected with the operator's music store, where the song file would be available for purchase.

Mobile MusicSharing currently exists only as an application for one S60 device to another, but Donselaar says a PC-based version is in the works. This setup will give users the option of joining a Mobile MusicSharing conference call from their PCs by way of a voice over IP (VoIP) connection.

Learn more about Movial

<http://www.movial.fi/en/index.html>

Learn more about Nokia's media and music resources for developers

<http://www.forum.nokia.com/main/0,6566,060,00.html>

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