

Mobile Multimedia

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Vice President Multimedia



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Changing Economics



- The 1933 version of King Kong cost \$670k to shoot (roughly \$10m in today's money).
- The new version of the film cost \$207m.

Source The Economist.



- In 1953, the cost of building a two camera TV studio was roughly \$375k in today's money.
- The cost today is \$8k.

Source Adam Singer MCPS-PRS Alliance.

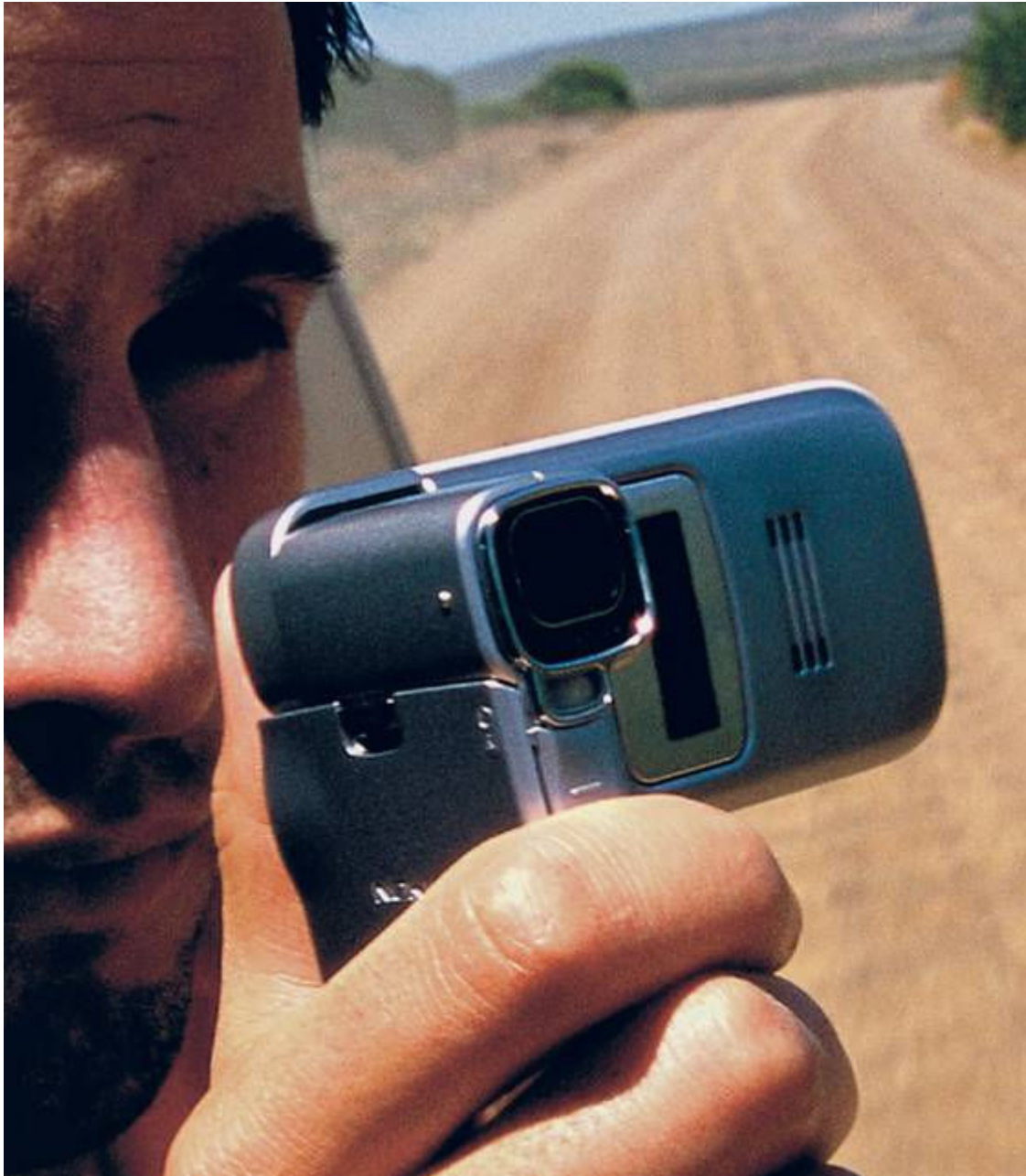
User Generated Content

flickr

You Tube™



NOKIA



Citizen Journalism

Picture all the news that's fit to upload

It is difficult to avoid the hype about citizen journalism, the process whereby bloggers and people with cameraphones can report news from the grassroots that old media cannot reach

Guardian, March 22, 2006 **Guardian Unlimited**



See Me TV

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Monday, March 20, 2006

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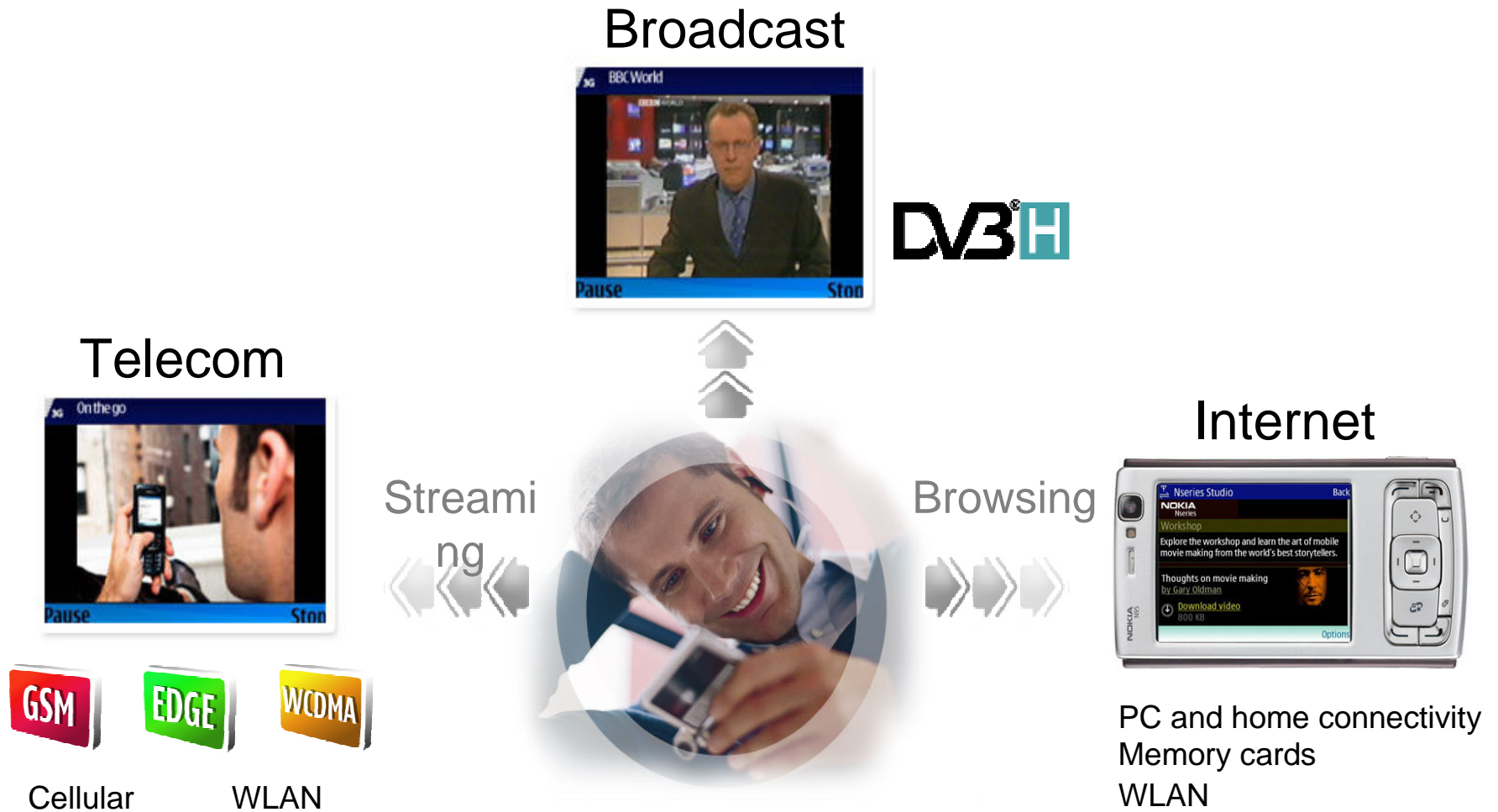
SCOOPT FRONT PAGE EXCLUSIVE

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Mobile TV – Multiple Options for People



Slide 8

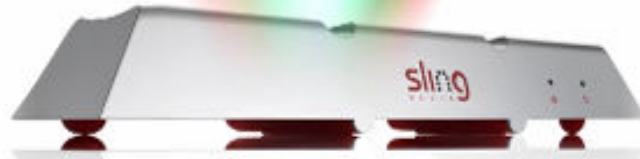
KM1

- remove those strange boxes on right side of each photo (did remove already)
- insert word streaming instead of boxes side of Telecom
- replace Internet picture with Minimap browser and insert word browsing instead of the box

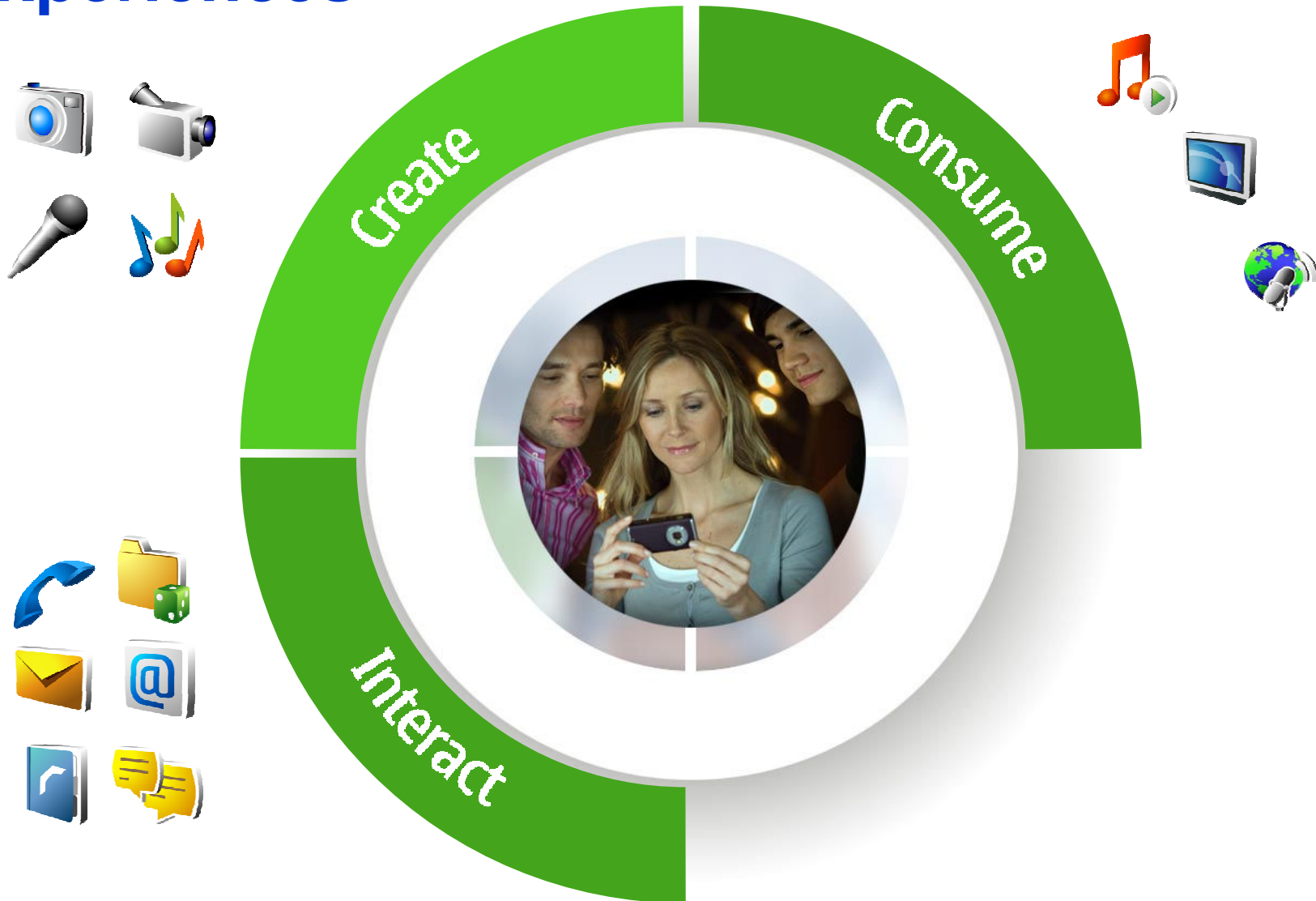
Kojo Marika; 21.11.2006

Place Shifting

Watch your home TV on your mobile.



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Interactive TV

From SMS voting...

... To remote record with a mobile

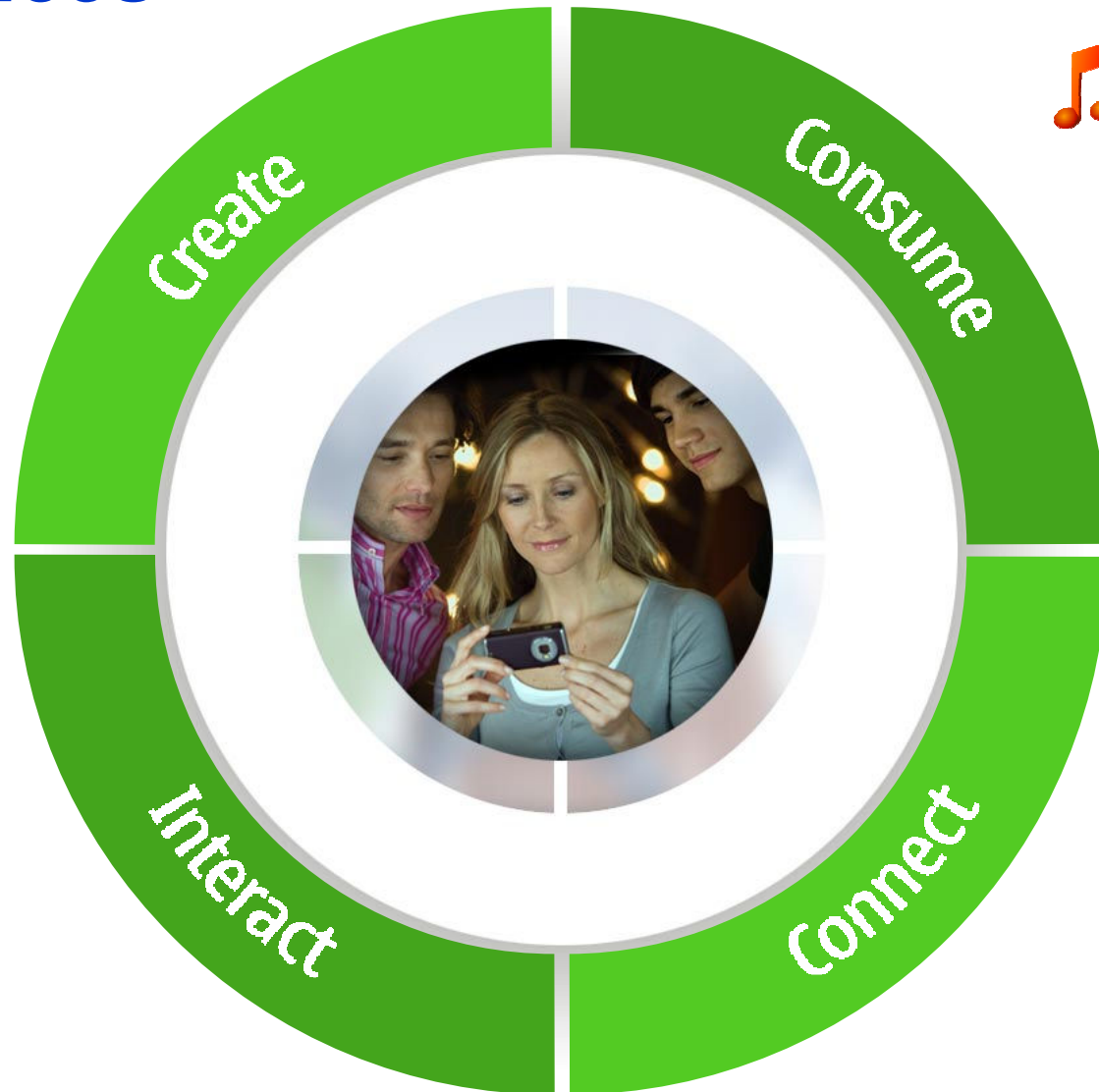


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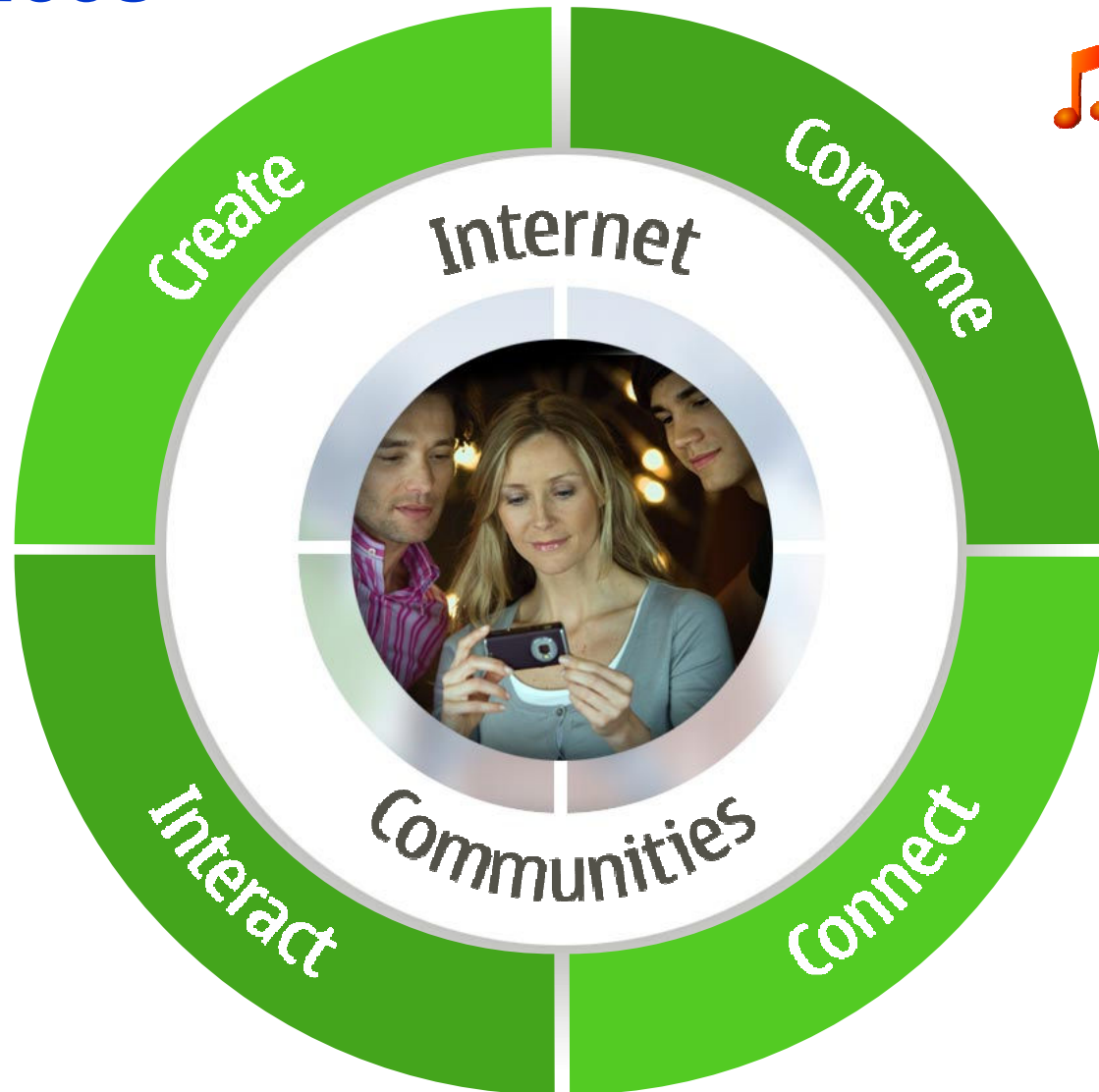
Multiplayer Gaming



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Explore with Nokia Nseries

November 30

11:00	Stream: Explore with Nokia Nseries
11:15	Charles Leadbeater, Author and Strategist
11:45	Zeeshan Zaidi, VP Digital Business Operations, Sony BMG
12:15-13:45	Expo and lunch
13:45 Creating and Publishing	Panelists: Stewart Butterfield, Yahoo Mike Iampietro, Adobe Terence Sweet, Muvee Richard Ting, R/GA
Panel 14:15	David Springall, Chief Technology Officer, YoSpace