

Pocket Sized Entertainment

The New Way to Watch...

Online video has exploded over the last year¹, thanks mainly to a huge increase in broadband penetration and a much improved user-experience. Personal time spent on the internet is now rivalling consumers' TV time and this demand for video content has resulted in a multitude of sites offering compelling video content online.

Consumers no longer need to be tied to their desks or laptops to access the latest entertainment online – whether it be famous and familiar TV channels, major entertainment brands or up-to-the-minute user generated content. The latest converged mobile devices come packed with high-speed connectivity features, add this to the increased availability of 3G and other high-speed mobile networks and mobile devices are offering compelling viewing experiences on the move. So much so that the number of mobile TV and video users is expected to grow to 462 million by 2012. ⁱ

Excellent audio visual quality and reliable coverage were two of the most important features for watching entertainment on a mobile device. This was stated by over half the respondents in a recent study into mobile TV and video by Strategy Analyticsⁱⁱ. As mobile devices converge and become more sophisticated, the mobile TV and video viewing experience becomes more compelling. Nokia's latest devices have big screens, big sounds and big memories – giving consumers fantastic video and TV viewing experiences on a powerful pocket-sized device.

Just like other entertainment, such as TV, consumers viewing habits vary; some people might choose to watch sports where as others might be hooked on soap operas. Similarly, sometimes people might have half an hour and other times they might have two hours. The same differences apply with mobile TV and video content.



¹ European online video use grew 80% in the last year (Jupiter, 3 Screen Audiences Apr 07) and in the UK alone 80% of the internet population watch video online each month, consuming on average 80 streams (Comscore, 3 Screen Audiences Apr 07)

ⁱ ABI Research, 2007

ⁱⁱ Strategy Analytics- Intuitive Menu and On-Screen Guide Essentials for Mobile TV, January 2008



Beat the clock

... People don't always have much time, but consumers increasingly want to be connected and entertained. However with a few minutes spare, Nokia's latest converged devices quickly connect to the internet (over 3G or a nearby wireless network) and offer direct access to the Nokia Video Center via the dedicated icon on the device, such as the newly announced Nokia N96. The Nokia Video Center makes it easy to discover, view and store videos on a mobile device. Pick from all the best clips from YouTube or the latest trailers from the latest Sony Pictures' movies, or if you've missed the news headlines, download short bulletins from Reuters or CNN.

Snack-sized content

When consumers have more time and are looking to browse mobile video and TV content to find short clips to keep them entertained, live Mobile TV offers snack-sized entertainment made especially for mobile devices. Channel choices include news headlines bulletins from channels such as Sky or episodes of favorite TV shows. Carrying a device that is built with watching entertainment on the move in mind, such as the Nokia N96, is just like having a pocket-sized TV!

If live Mobile TV isn't available, there is still a huge range of online video content to choose from. The latest Nokia devices with the Nokia Web Browser with Mini Map make browsing the web to find that 'can't miss' clip quick and easy – from a football goal to the latest celebrity gossip.

It's showtime!

As well as excellent connectivity, the latest Nokia devices also feature impressive memory capacity. Some devices have enough memory to store full-length feature films, such as the new Nokia N96 which has an impressive 16GB of internal memory – that's almost 40 hours of video! For people who watch lots of videos on their mobile device, Nokia also created the Nokia N95 8GB, pre-loaded with SpiderMan 3 and with 3D speakers and a large wide-screen for a fantastic video viewing experience.



The DVB-H broadcasting standard for Mobile TV was named as the recommended EU standard for Europe in Nov. 2007. Nokia has several devices that support DVB-H.

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