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The future of TV will be personal

Nokia commissioned report from the London School of Economics gives valuable insights into the impact of mobility on television

London, UK - Personalisation and interactivity will be the key drivers of mobile TV according to a new report commissioned by Nokia and conducted by Dr Shani Orgad from the London School of Economics. The report, titled *'This Box Was Made For Walking'*, examines the future impact of mobile TV on the broadcasting and advertising industries.

The report predicts that the introduction and adoption of mobile TV will ultimately give way to a more personal and private TV experience than that of traditional broadcast TV, with big implications for users, content providers and advertisers. Users will be able to receive content anytime, anywhere, choose what is most relevant to them, and even create and upload their own television content, while content providers and advertisers will be able to tailor their offerings more specifically to the user.

"For mobile TV to become more than just television on the move, it will have to build on existing channels, programmes, and ways of watching television and using the Internet," said Dr Shani Orgad. "Mobile TV will become a multimedia experience with an emphasis on personalisation, interactivity and user-generated content."

"We are currently entering a new era in television, that of personal TV and video consumption," said Harri Männistö, Director, Multimedia, Nokia. "This LSE report highlights the opportunities for both broadcasters and advertisers in this new mobile television era."

According to the report, the current trend of user generated content, as seen by the phenomenal growth of YouTube, will be a key feature of mobile TV. As consumers increasingly use their mobile devices to create video content, new broadcast platforms will emerge to distribute this content to other mobile users. The United States television channel, Current TV, is a good indicator of the future with 30% of its programming consisting of user-generated content.

Introducing the five second ad spot

Dr Orgad examined the impact of mobile TV on the advertising industry and predicts new opportunities for the industry as it is able to better target and interact with key audiences. On mobile TV, advertisers will be able to pinpoint their messages to users according to very specific levels not possible with traditional TV and at success rates higher than those of the Internet.

The report also reveals that advertisers are currently experimenting with five and seven second-long ad spots to be better suited to the 'snacking culture' of mobile TV viewing.

What will people watch?

The report predicts that mobile TV programming will be a combination of original content from broadcast television and new content made specifically for mobile.

It is expected that the most popular genres and programmes on mobile TV will be news, entertainment (soaps, reality shows, comedy, animation), sport, music and children's programmes. Moreover, the content will be tailored with the mobile viewer in mind:

- Much shorter and more concise news bulletins

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- User interactivity in the plots of reality TV shows and game shows
- Growing importance of user-generated content
- New distribution formats: in China, for instance, the movie Kung Fu Hustle was made into ten segments for mobile TV

New TV content

The mobile TV viewing experience is also likely to see new programme formats emerging. These include:

- Talking heads and close ups – due to the small screen size, broadcasters will need to focus on talking heads, where viewers will be able to watch close-ups and see the details, rather than capturing a wide screen.
- ‘Snackable content’ – mobile TV content will need to be suitable for ‘snacking’.
- Mobisodes – mobisodes are fragmented and small made-for-mobile episodes that cater to bite-sized portions of content on the go.
- Visual spectacle – programmes will need to emphasise visual spectacle over conventional narrative and be image-orientated.
- Local content – content should be relevant for the here-and-now of viewers.

New prime times

Broadcasters are likely to see a new midday prime time with mobile TV according to the report. This is backed up by consumer trials of mobile TV in Europe which revealed heavy usage of mobile TV during the day as well as during the more traditional early morning and late evening prime times.

This Box Was Made For Walking was written by Dr Shani Orgad, from the Department of Media and Communications at the London School of Economics, based on a review of existing literature, analysis of mobile TV consumer trials, interviews with experts in the fields of television, mobile media, advertising and other media, and attendance at industry events.

The event will be webcast live on www.nokia.com/press/mobiletvreport from 1.30 pm GMT on Friday November 10th

About Nokia

Nokia is the world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations.

About Dr Shani Orgad

Dr Shani Orgad is a Lecturer in Media and Communications at the London School of Economics and Political Science, United Kingdom. She currently directs the MSc programme New Media, Information and Society. She holds a BA in Media and Communications, Sociology and Anthropology from the Hebrew University in Jerusalem and an MSc in Media and Communications and a Ph.D. in Media and Communications from the London School of Economics.

She has lectured on Internet, Communication and Globalisation, Media, Culture and Society, Media and Globalisation, and Media and Gender to undergraduates and postgraduates in both Cambridge University and the London School of Economics. Orgad is on the editorial board for New Media and Society and the Review board of the Association of Internet Researchers. She has participated as a chair, organiser, reviewer and speaker in number of international conferences, for example, Association of Internet Researchers’ annual conferences (2001, 2002, 2003, 2004), Computer-Mediated

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Communication, the Internet, and Social Aspects thereof (2002), The Value of Information in Networked Contexts (2004), and Global Media Matter (2002).

About the London School of Economics (LSE)

The London School of Economics and Political Science is unique in the United Kingdom in its concentration on research and teaching across the full range of the social, political and economic sciences. In the most recent available UK Government Research Assessment Exercise, the School's research was ranked overall second among more than 200 universities and colleges, surpassing that of Oxford and only second to Cambridge. The LSE is Europe's leading social sciences university and has been home to 13 Nobel Prize winners and 28 past and present heads of state.

The LSE faculty, like its postgraduate and doctoral students, are unusually international in composition, giving the School a unique insight into research and studies in an international and comparative context. More than 700 academic and research staff work in 19 Departments, 27 Research Centres and 5 Interdisciplinary Institutes, making LSE's strength in depth second to none in its respective fields.

LSE staff have extensive academic links with premier universities and research institutions around the world.

Internationally, LSE staff are involved in research projects on all six continents, addressing real world problems in a context of rapid global change.

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