

# Smartphones & Services

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**EVP, Services**

Nokia Capital Markets Day 09

Nokia Connecting People

Espoo December 2nd

A young girl with dark, curly hair is shown in profile, riding a bicycle. She is wearing a purple and grey jacket and large headphones. The background is a blurred cobblestone street. The text is overlaid on the left side of the image.

**Experience booster**  
**Relevant content**  
**Localized billing**  
**Fewer prompts**

# Partnering





Orange Global



LTA



***Microsoft***<sup>®</sup>

**facebook.**<sup>®</sup>

Qt



Ovi SDK Ovi API



# ovi





# Messaging

**QWERTY market leader in Europe, MEA, APAC\***

**60 operator deals**

**Market penetration in 2010**



**Social Networking**

**IM**

**Email**

\*Nokia volume market share estimate





# Media



**Increased store activity**

**Daily downloads approaching one million**

**Increased localization**

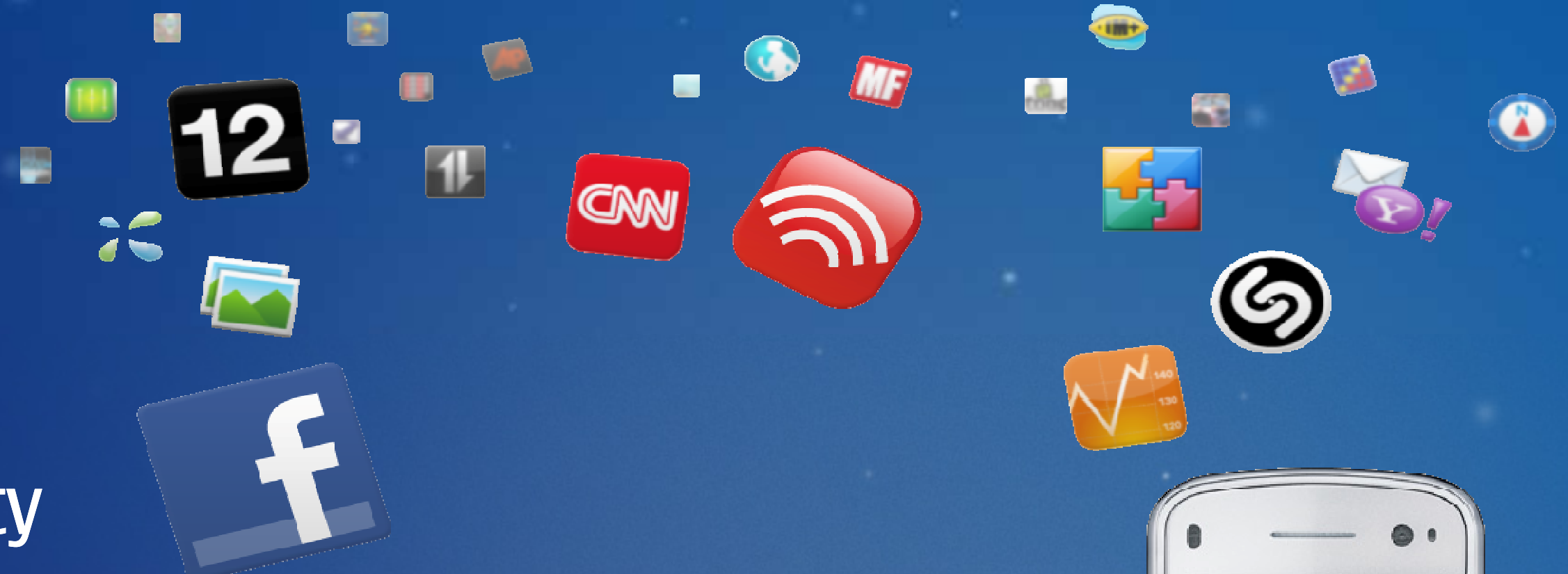
- 16 local languages, operator billing in 13 countries
- Q1 2010 plan: local in 20+ countries including billing

**Stable back-end operations**





# Media



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# Music

22 Music Stores, 15 Comes With Music markets

~ 9 million tracks, emphasis on local content

#1 music store in India

Ovi Music – DRM-free catalogue, common sign-on

Encouraging the growth of legal music downloads





# Location

## Market leader in Mobile Navigation

- Maps coverage in 180+ countries
- Drive & Walk in 70+ countries, ~50 languages
- Increasing coverage for Traffic & Safety



More than 70 million GPS-enabled devices shipped

Premium content lifetime bundle

Ecosystem and user growth in 2010