

Multimedia Experiences

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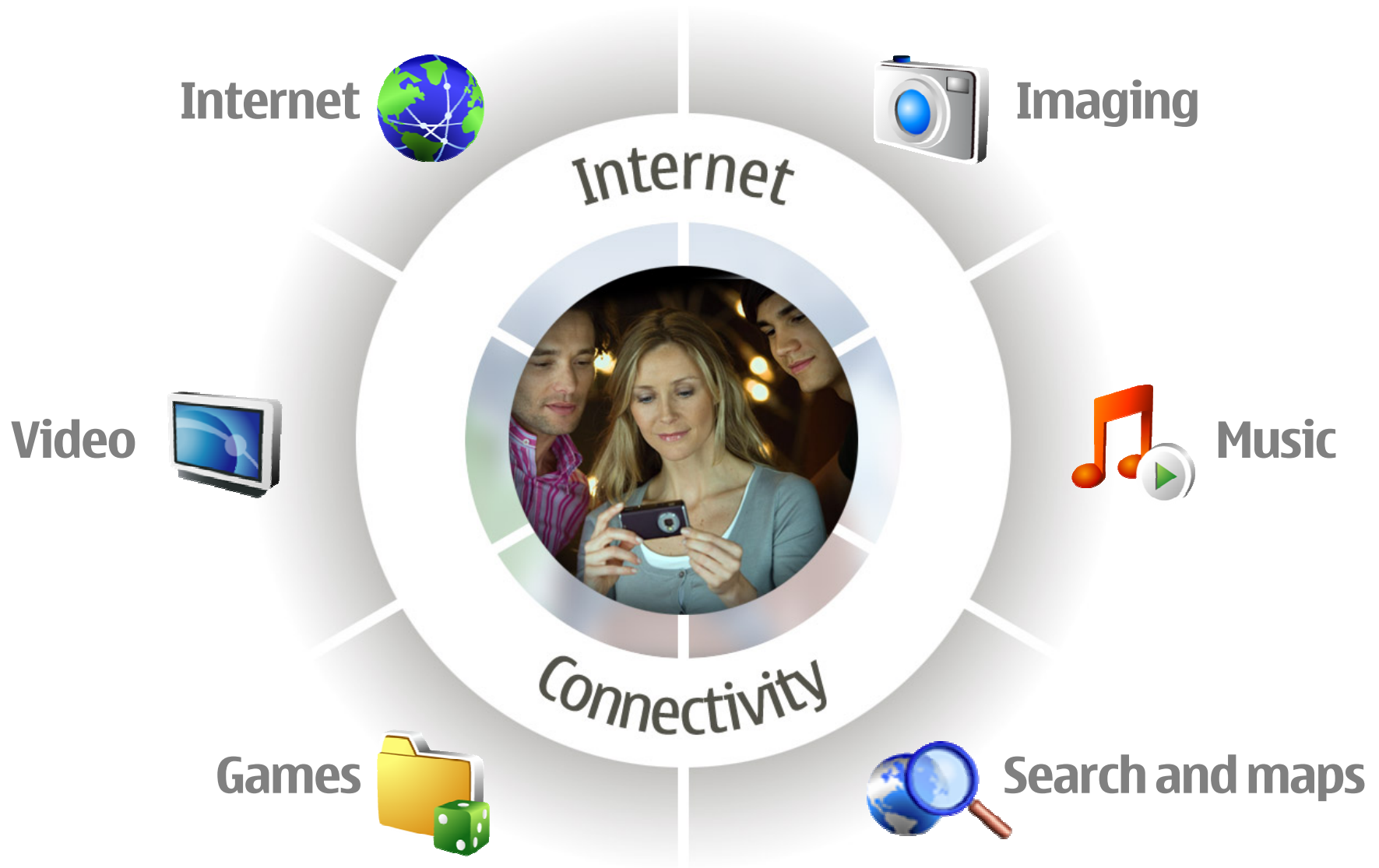


Multimedia Computer – optimized for Web 2.0



All of my **connected applications**, always with me

People in the center of Multimedia Experiences



Ease of Use



**Ease of use is not about adding
new technology to the device...**



**Ease of use is not about adding
new technology to the device...**



...but offering people rich experiences

Hifi Systems



Radio



Audio accessories



PC sync



Podcasting



Buy music

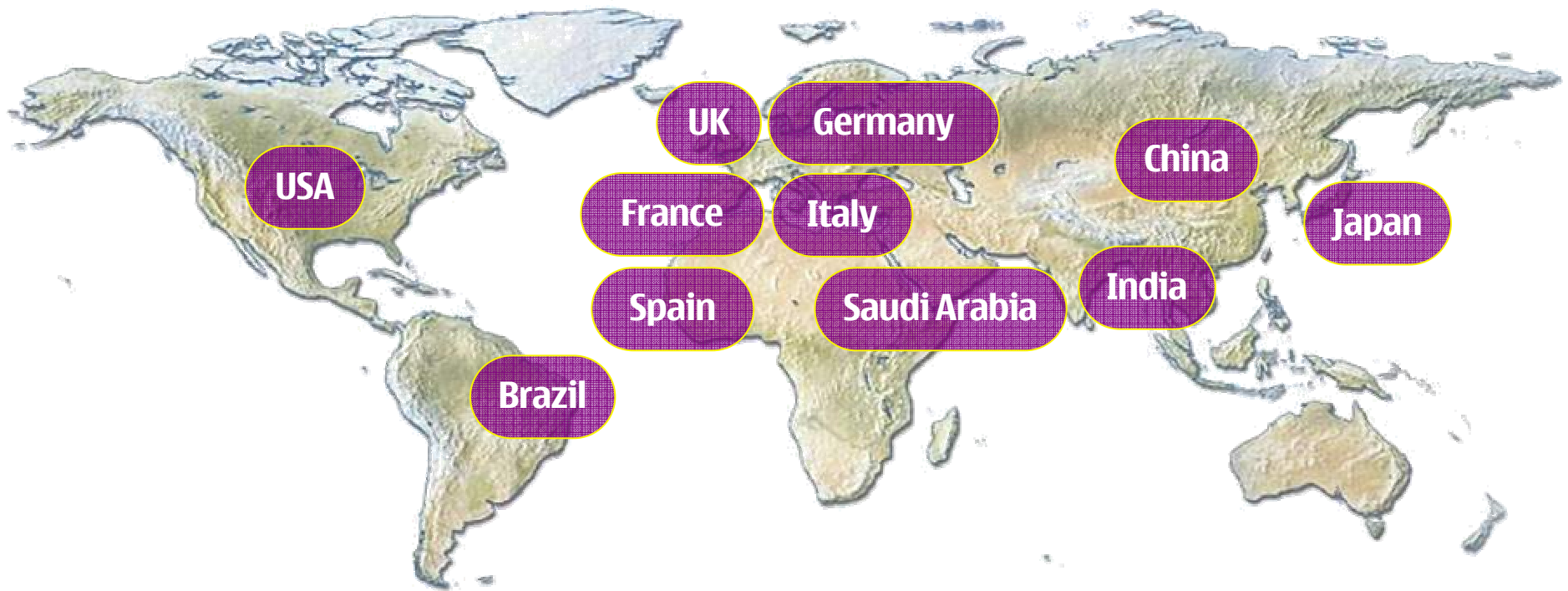
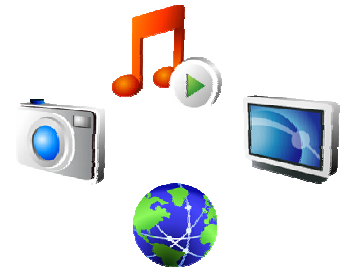


Discover music



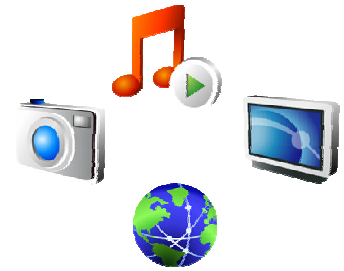
Consumer research

Nokia's global convergence consumer study 2006



*** Nokia consumer study in 11 markets – 5.500 respondents aged 18-35 years**

Nokia's global convergence consumer study 2006



Nearly half (44%) of respondents use their mobile as their primary **camera**

Over half (67%) expect the mobile to replace the **MP3 player**

More than a third (36%) browse regularly the **Internet** with their mobile

People want multiple functionality in their mobile device

Nokia Nseries user studies

Nokia S60 device owners use the following experiences several times per week or more often



Use camera 76%



Listen to music 64%



Play games 54%



Browse Internet 48%

People want multiple functionality in their mobile device

Other Nokia consumer research

Upcoming experiences



Mobile TV: 76% of UK pilot participants would take up the service

Search and navigation: 51% want to use maps and 31% search on mobile

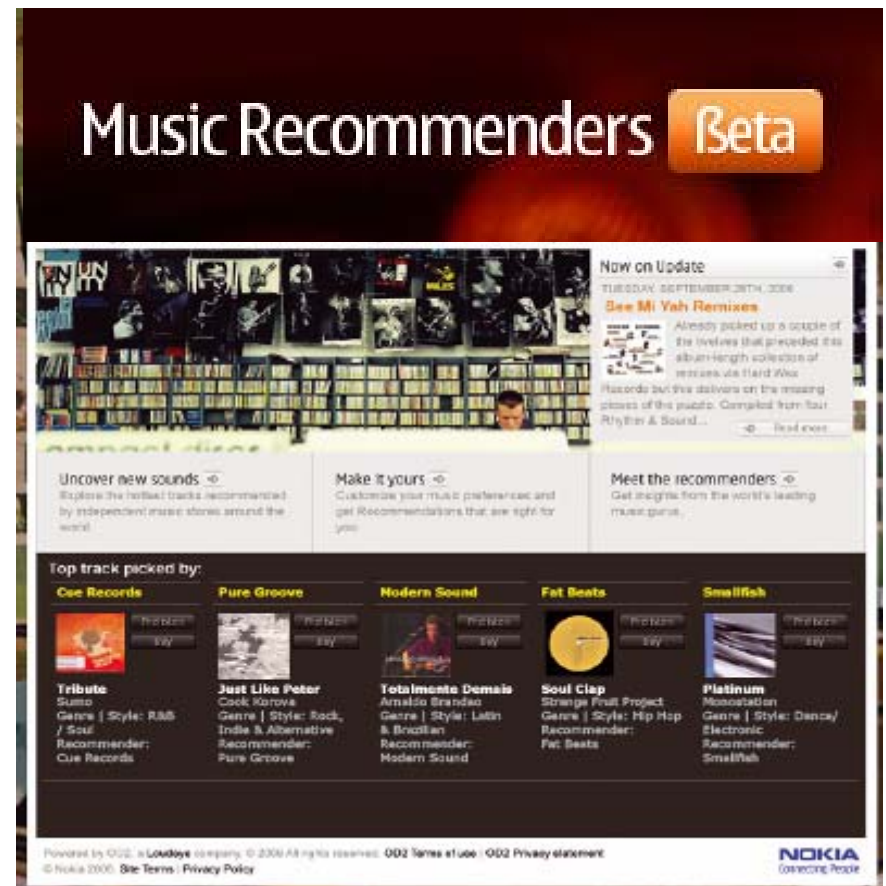
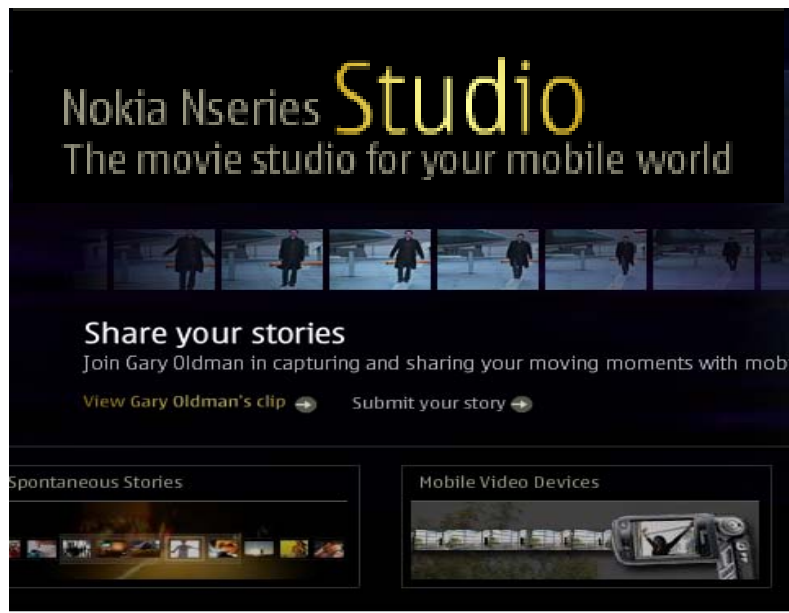


Communities



Communities

– central part of multimedia experiences



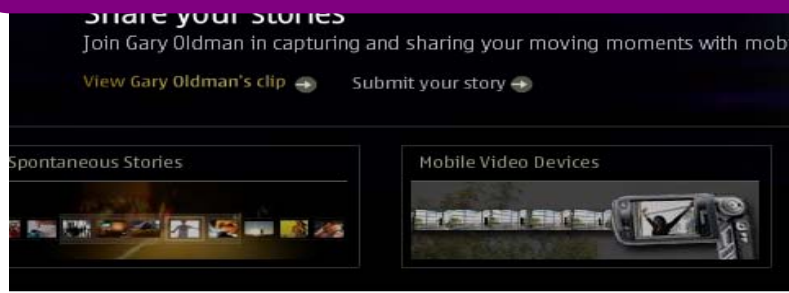
Communities

– central part of multimedia experiences



Communities

1. Enhance the Nokia Nseries experiences
2. Build on the rich connectivity of the devices
3. Differentiate and support the Nokia Nseries brand



Acquisitions



Gate5 and Loudeye acquisitions

We will offer comprehensive Nokia multimedia experiences

- Ease of use
- Out of box readiness

Acquisition logic

- Time to market
- Asset control
- Expertise from new industries

Maps & navigation



Music service

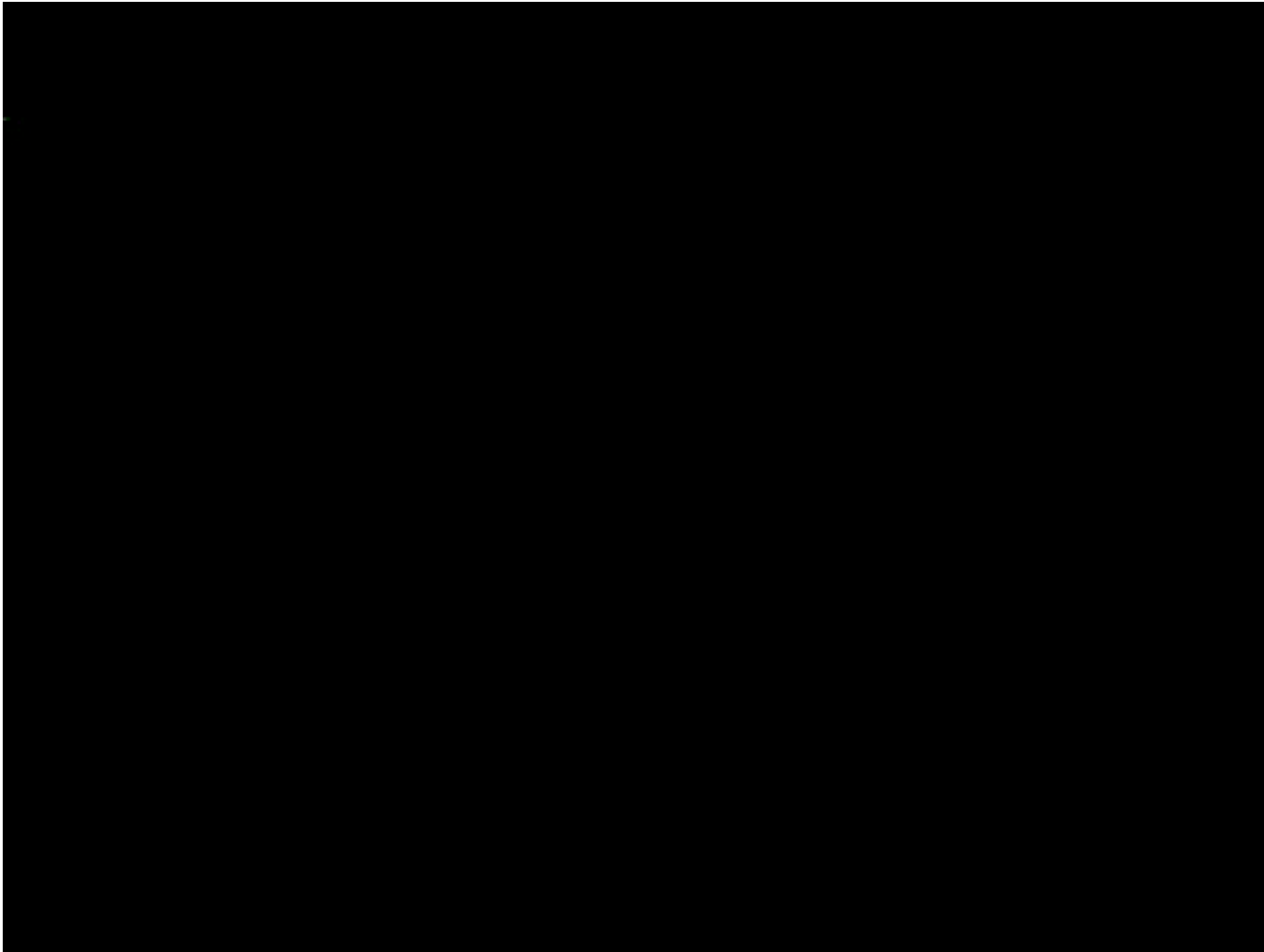




Nokia Nseries

Imaging experience

Nokia Imaging Experience video



Experience led product business model



Consumer services will be an important part of the Nokia multimedia experiences

- **Services is a means to deliver the full experience to consumers**
- **Services drive device ASP**
- **Services enhance the Nokia brand perception**
- **Services will create incremental revenue to Nokia but main business model continues to be device sales driven**



Nokia music experience

All the music in the world
anywhere, anytime

Tommi Mustonen
Director, Multimedia

NOKIA

Nokia World

Nokia Nseries music range

Nokia N70
Music
Edition



750* songs

1GB memory card

Nokia N73
Music
Edition



1500* songs

2GB memory card

Nokia N91
8GB



6000* songs

8GB hard drive

*Capacity based on 3:45 per song and 48 kbps eAAC+ encoding

Nokia music experience

Music

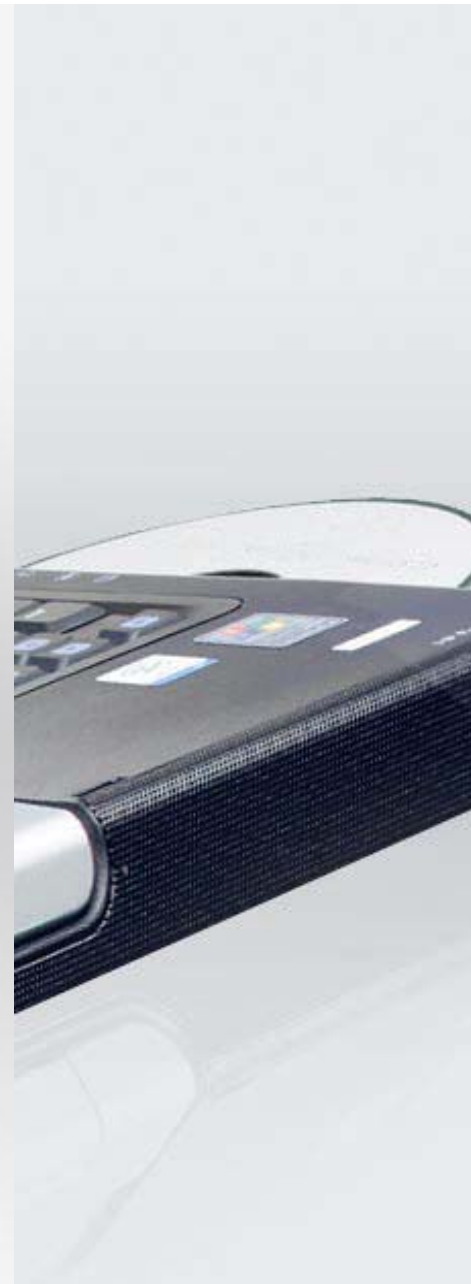
Superior sound

Buy or rip and sync to your device

Music player with great usability

8GB

Using highest quality headsets



Nokia music experience

Radio

Stereo FM radio with
Station Directory
Service and Visual
Radio



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Nokia music experience

Podcasting

The Nokia Podcasting application: find, subscribe to and download podcasts over the air



Nokia music experience

Music Recommende

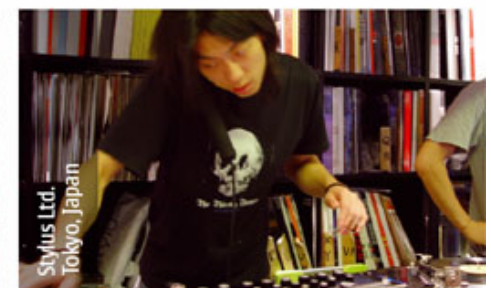
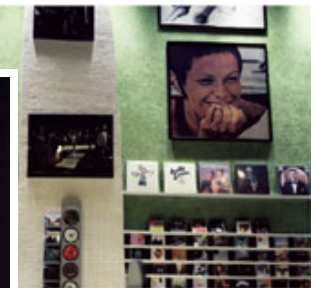
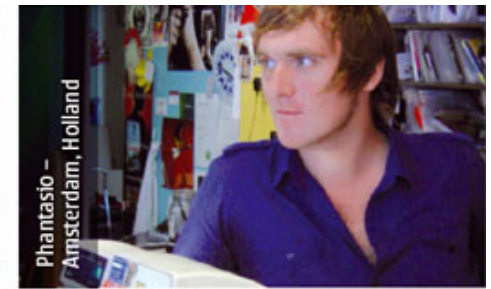
Music recommendations from **40**
Independent record stores around the
world

Across 12 genres - from Pop to Rock to
Classical, Jazz and Electronica

The **human** recommendation experience

David Bowie as the godfather of The Music
Recommenders

Monthly contribution through **features and**
podcasts, sharing his most exciting musical
discoveries



The Nokia music phones



Nokia 5200



Nokia 5300 XpressMusic Nokia 3250 XpressMusic



Industry leading music experience



Differentiation

- Differentiation vs. music player
 - Multipurpose
 - All music, anywhere, anytime
- Differentiation vs. traditional competition
 - Multimedia computer
 - Complete end to end offering



Benefits to Nokia

- Higher device sales
- Stronger Nokia brand
- Opportunity for incremental revenue streams



Summary

- Nokia already a strong player in digital music
- We are strengthening our offering further
- Different offering compared to MP3 players or traditional competition
- Benefits to Nokia through
 - Higher device sales
 - Stronger Nokia brand
 - Opportunity for incremental revenue streams



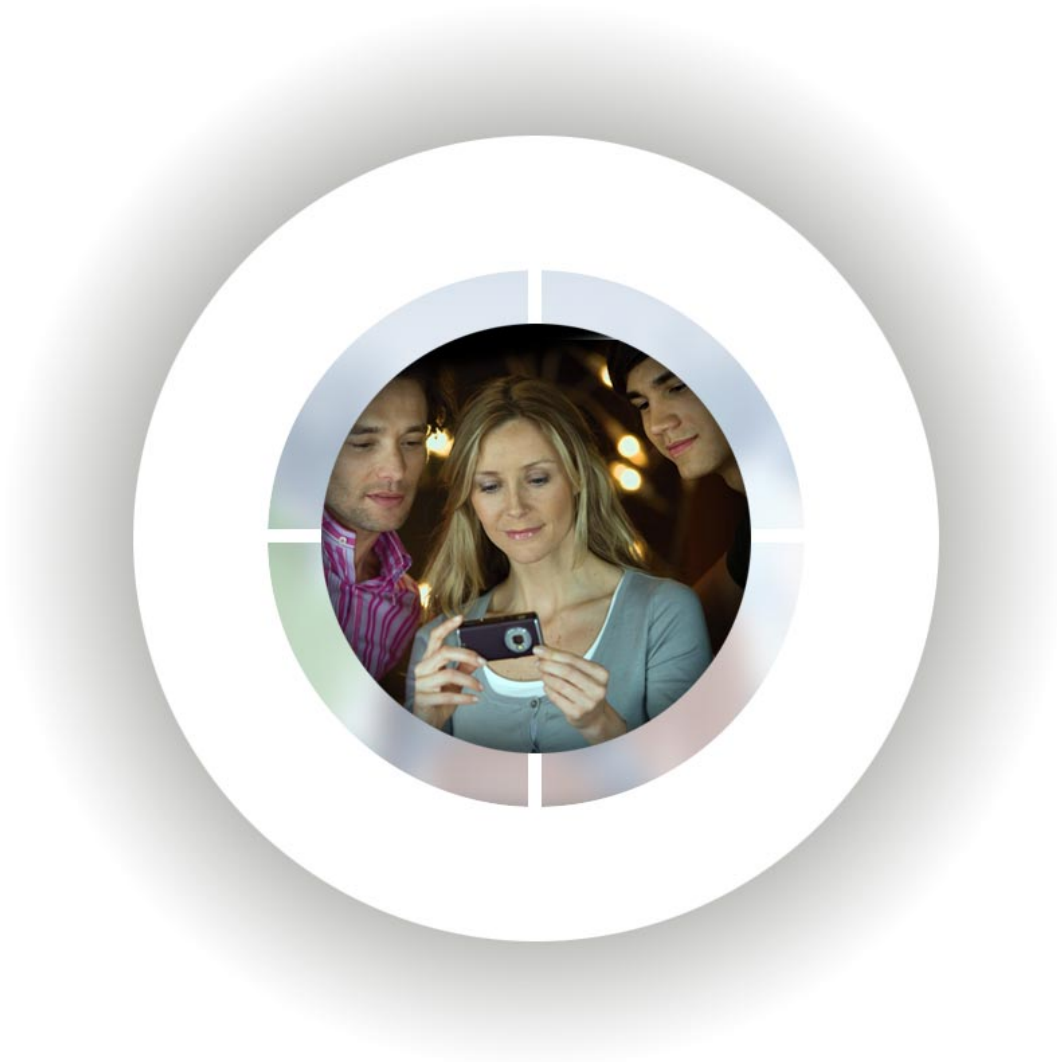
Mobile Multimedia

Mark Selby
Vice President Multimedia

NOKIA

Nokia World

People in the Centre of Multimedia Experiences



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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.



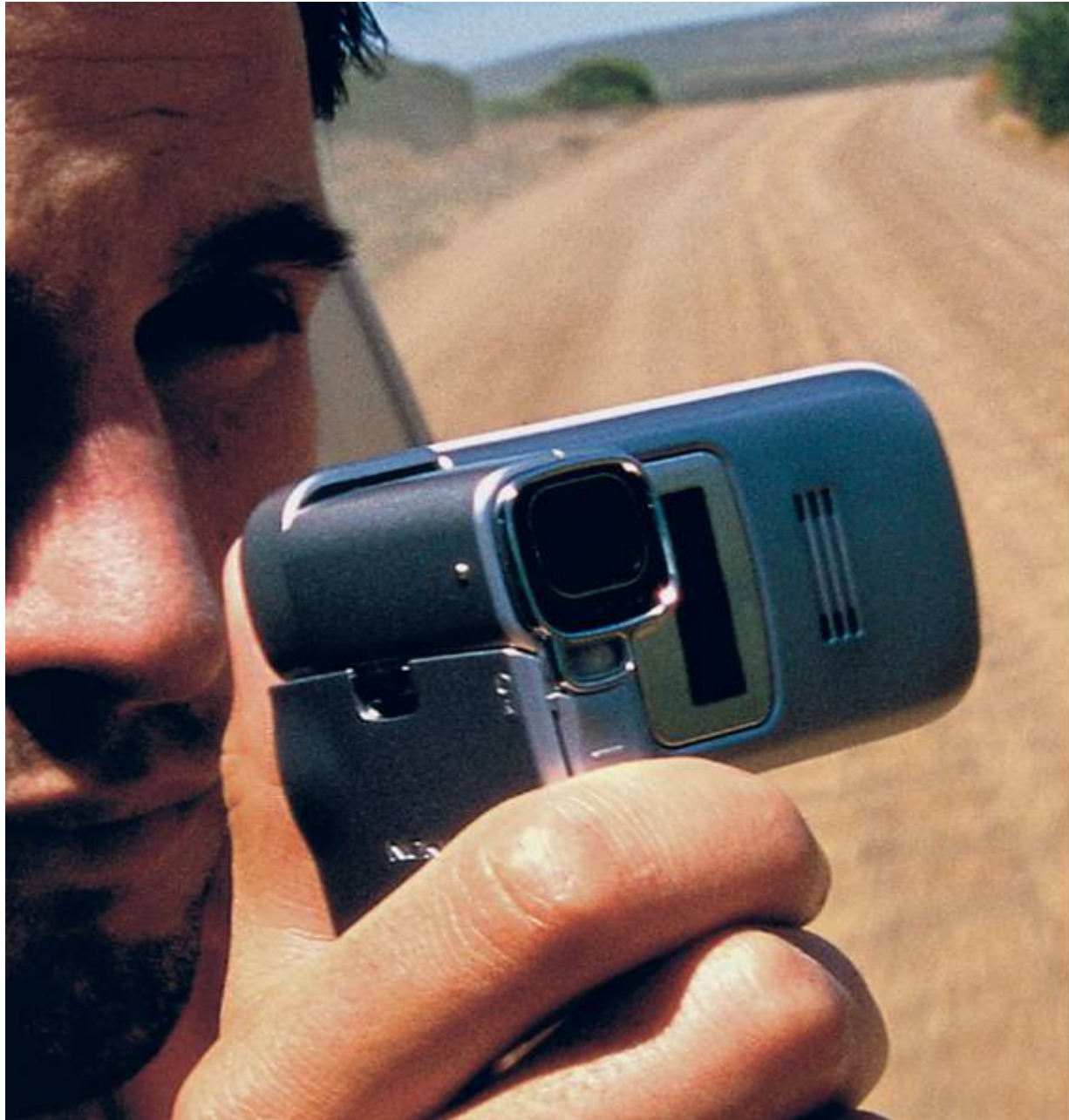
- In 1953, the cost of building a two camera TV studio was roughly \$375k in today's money.
- The cost today is \$8k.
- Source: Adam Singer MCPS-PRS Alliance.

User generated content

flickr

You Tube™





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



See Me TV



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Mobile TV – multiple options for people

Broadcast



DVB-H

Internet



PC and home connectivity
Memory cards
WLAN

Telecom



Streaming

Cellular WLAN

Streaming

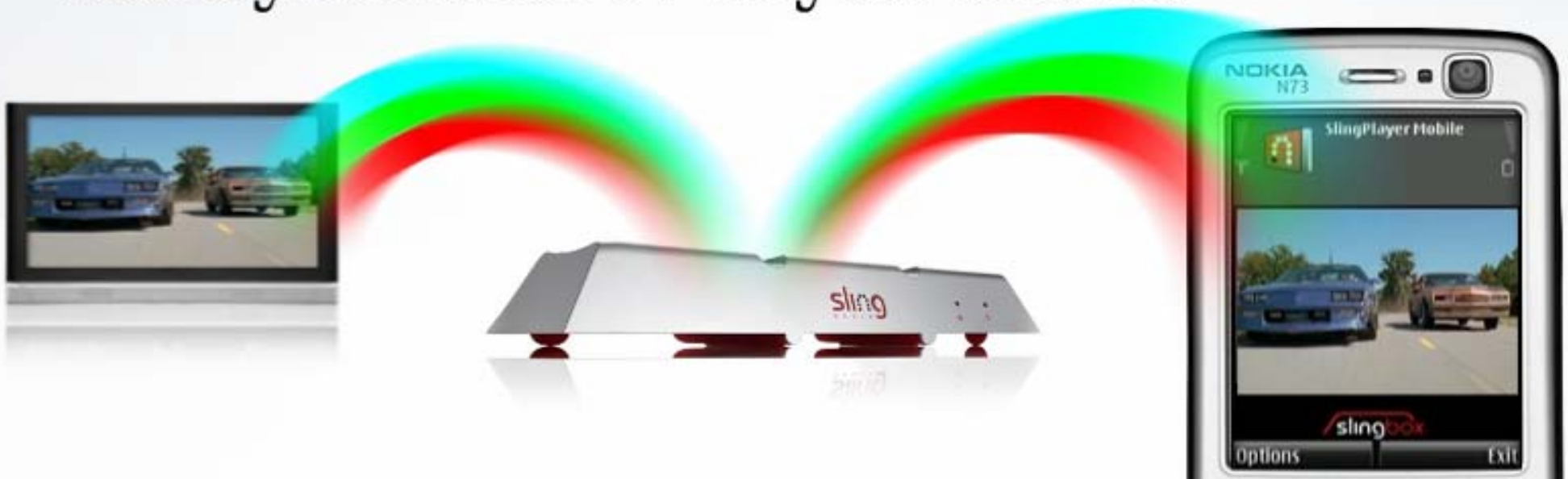


Browsing

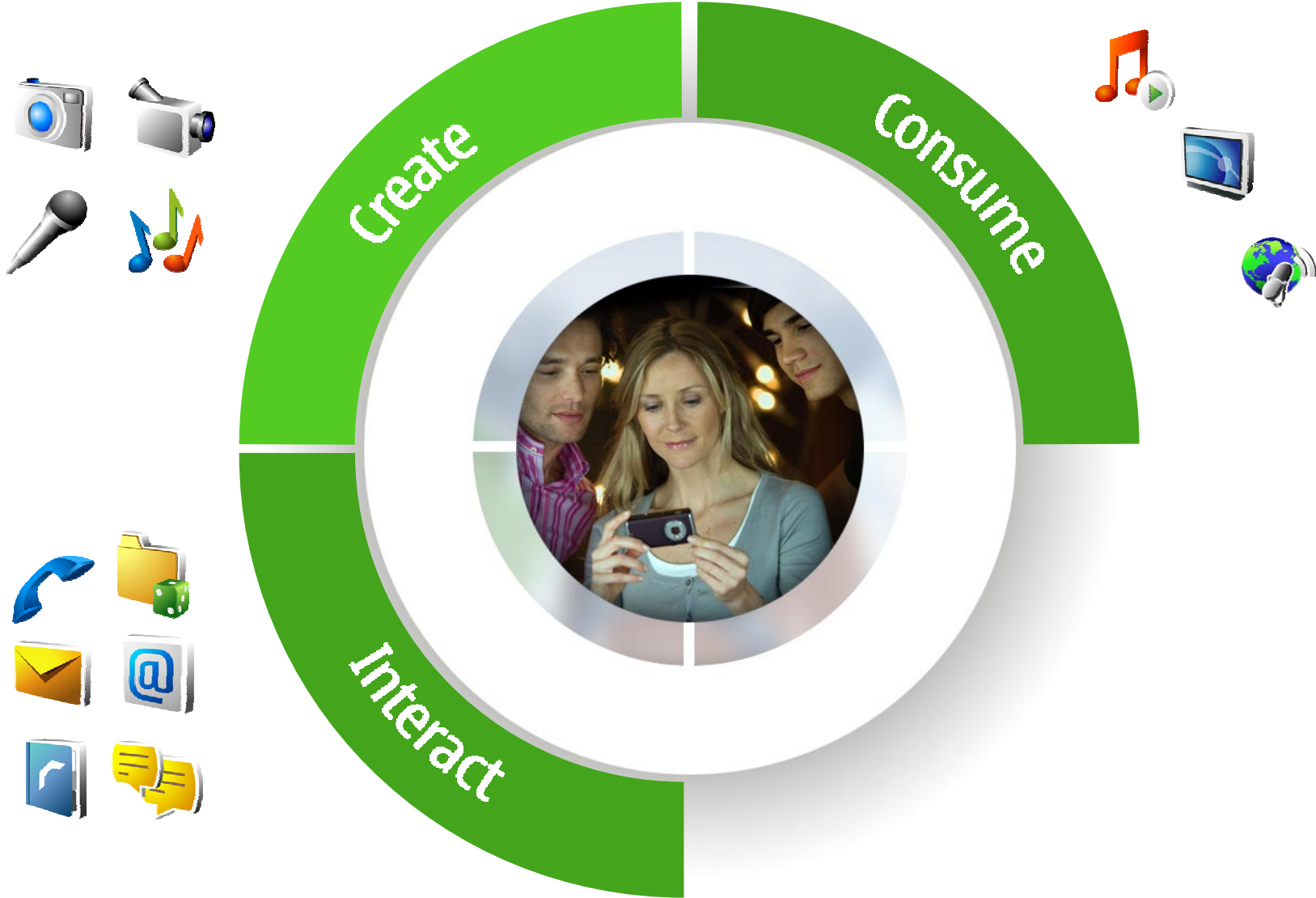


Place shifting

Watch your home TV on your mobile.



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Interactive TV

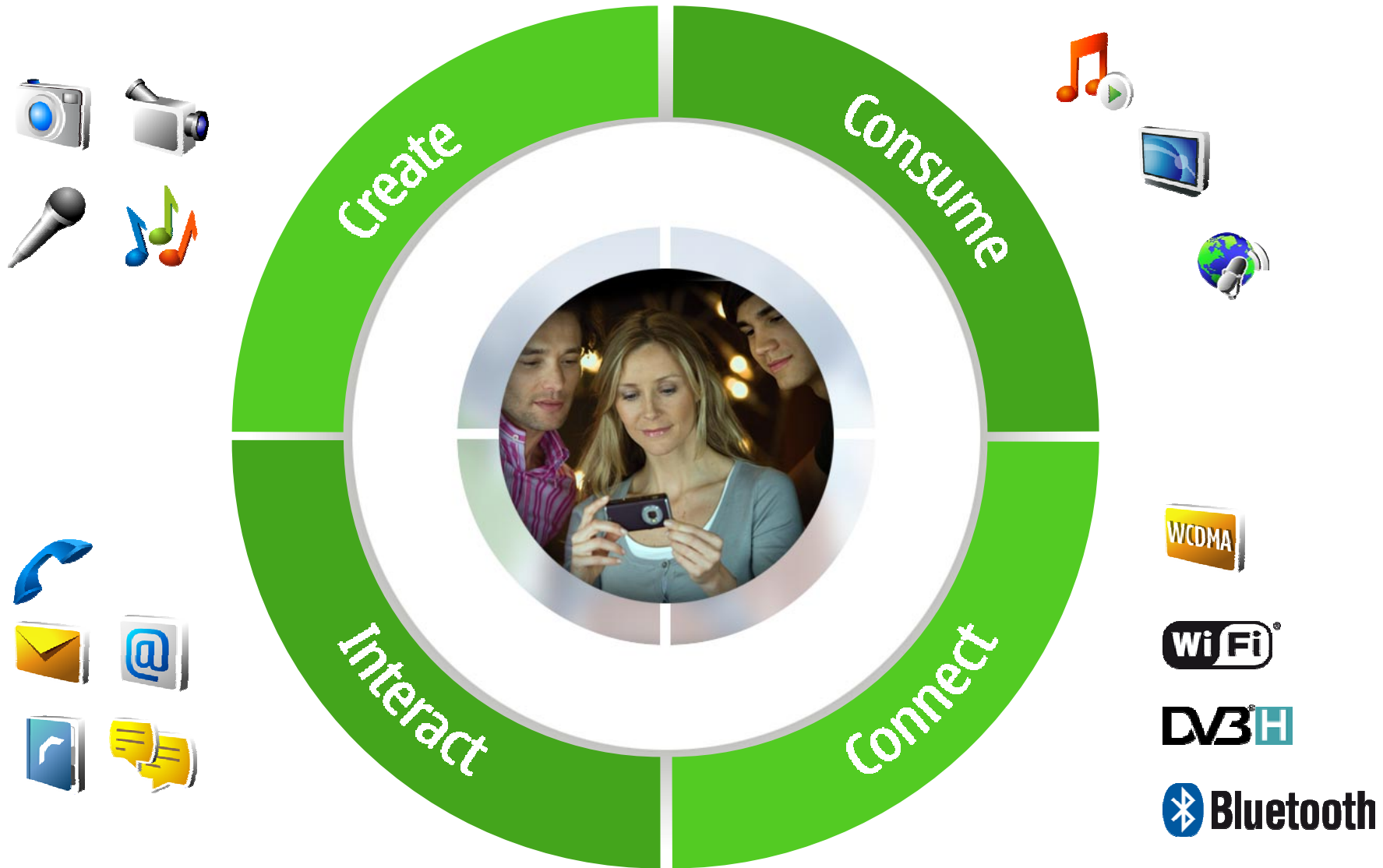
From SMS voting...

... to remote record with mobile

Multiplayer gaming



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Social networking continues to grow in internet

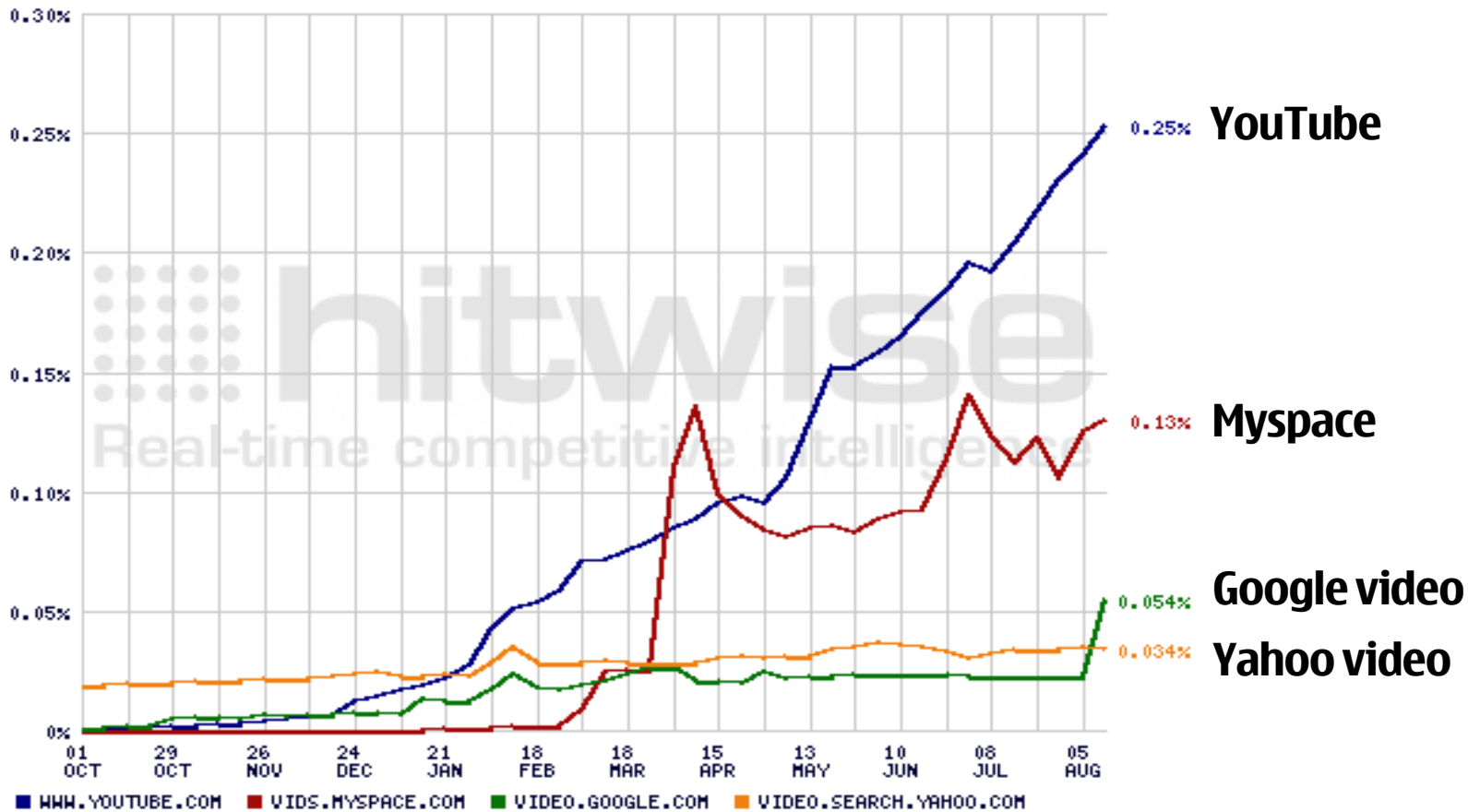


CHART OF THE WEEKLY ALL SITES MARKET SHARE IN 'ALL CATEGORIES', BASED ON VISITS.
 TIME PERIODS REPRESENTED WITH BROKEN LINES INDICATE INSUFFICIENT DATA.
 GENERATED ON: 08/16/2006. COPYRIGHT 2006 (C) 'HITWISE PTY LTD'.

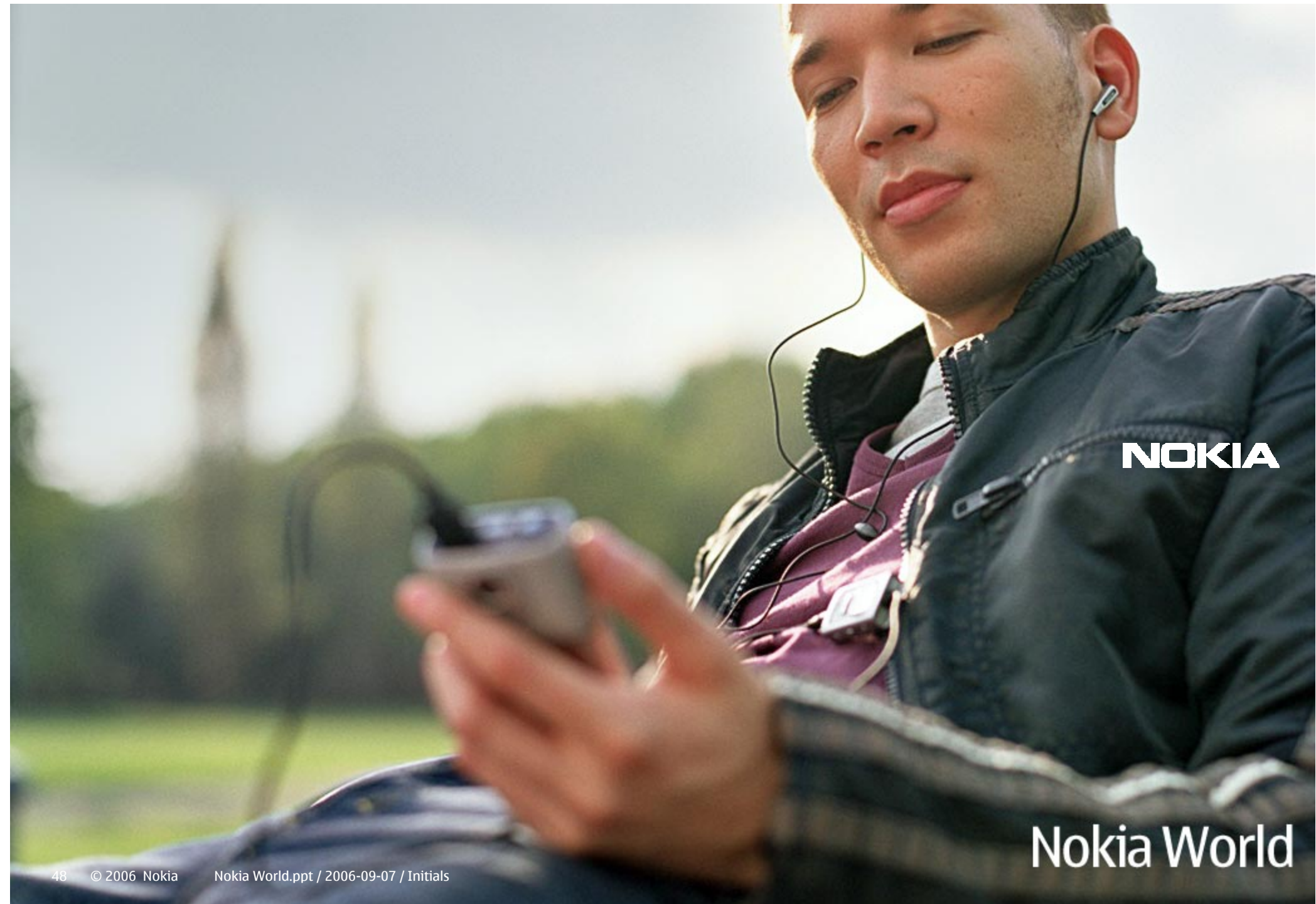
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Nokia Nseries

Delivering the best multimedia experiences to people





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Nokia World