

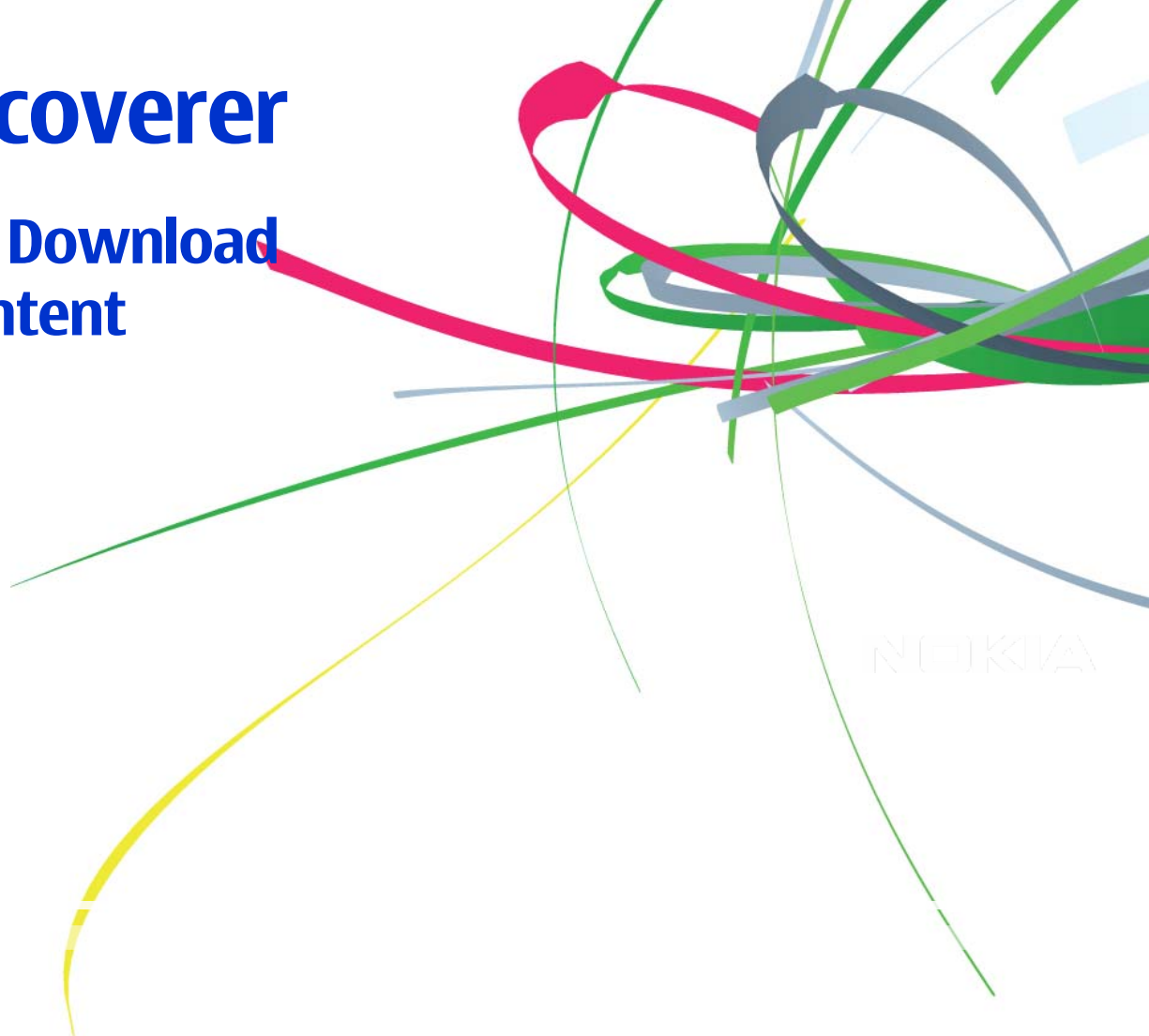
Nokia Content Discoverer

Making it Easy to Discover, Download
and Enjoy Mobile Content

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Forum Nokia

Forum **NOKIA**

NOKIA
Connecting People

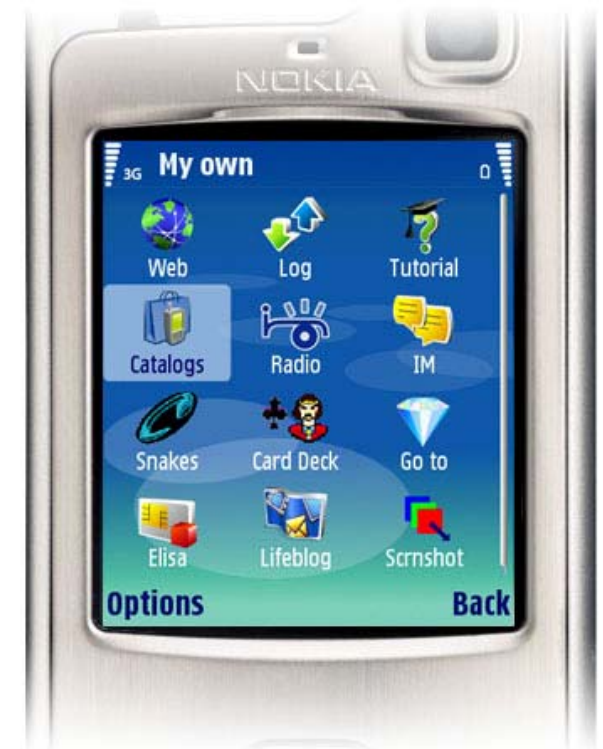


Introduction to Nokia Content Discoverer

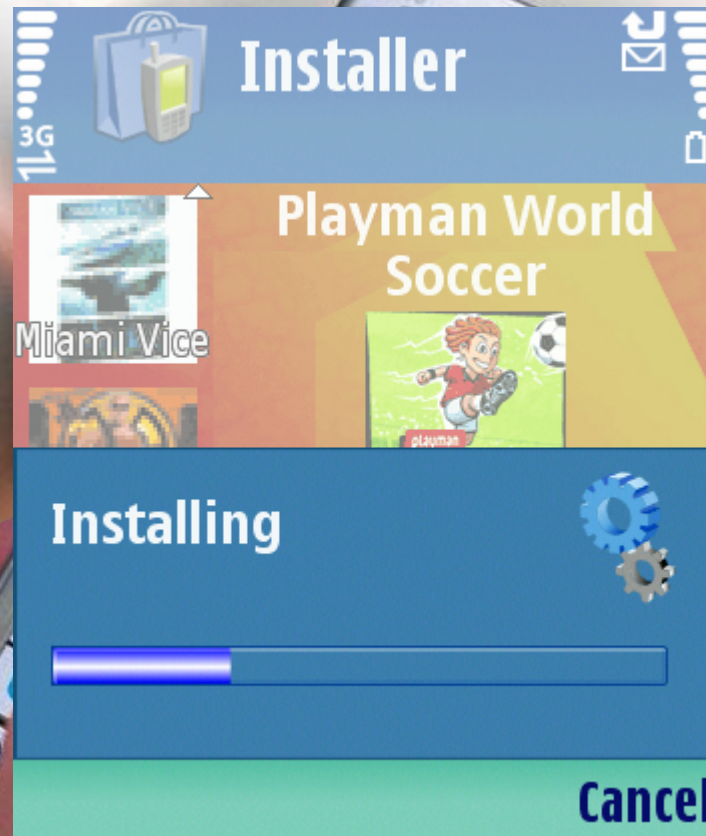
Content distribution solution that drives the mobile consumer adoption of quality content, applications and services.

On-device client focused solution

- Allows content providers to reach end-users in a personal and direct manner
- Consumers experience the client as a mobile content shopping mall filled with a collection of stores (catalogs) provided by content publishers or network operators



Discovering
Browsing
Previewing
Buying
Launching



Discovering
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Nokia Creates an Optimised Content Discovery and Consumption Environment

- Broad device distribution and support
 - over 20 million clients distributed globally
 - Catalog offerings in Europe, Middle East, China , Asia Pacific, and the Americas – expansion into Africa in 2007
 - implemented as an application that runs on S60 and Series 40 mobile devices
- On-device merchandising space within the client shopping mall
 - ability to browse for free (off-line) and try-before-buy to increase sales conversion and consumer confidence
- Billing and reporting capabilities
- Full content protection with Digital Rights Management
- Localization for over 40 languages
- Client promotion and awareness activities



Nokia and third parties provides the infrastructure and user-friendly retail environment for content publishers to promote and sell

Opportunity to Capture Consumer Mind-and-Wallet Share...

- Visibility for key content
 - flexible placement of individual content within a catalog
 - option to include screen-scrollers to draw attention
 - start-up splash screens and page banners
 - WAP and Web links to extra information
- Easy to add and remove content for short term promotions, or per market or per device
 - dynamic updates over the air



Reach consumers
via a personal and
direct channel

... Opportunity to Capture Consumer Mind-and-Wallet Share

- Dedicated merchandising space
 - allows for specific content promotion and previews
- Key content or applications can be developed into own top-level catalogs
 - co-marketing potential with Nokia device groups
 - increase conversion from browsing to buying
- Track effectiveness with content consumption reports
 - identifying 'what's hot' allows dynamic refinement of content



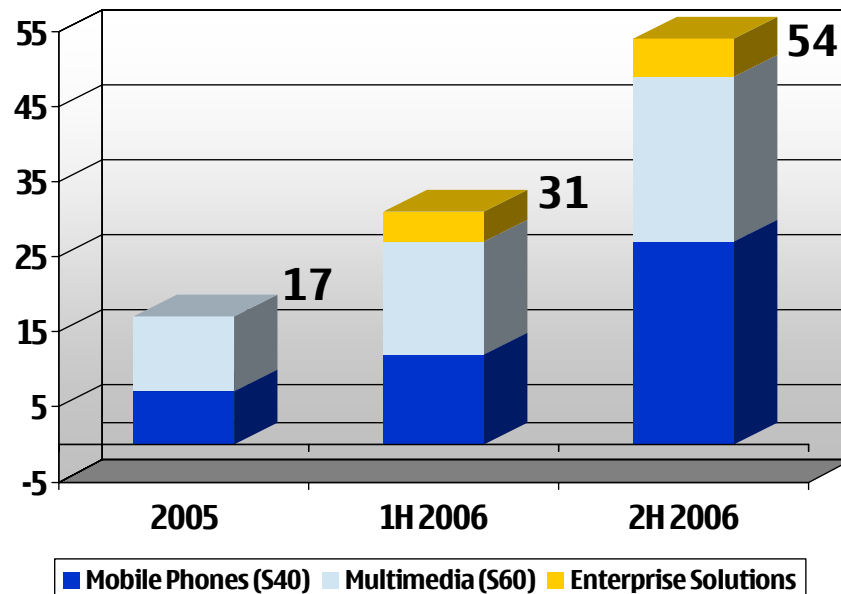
Reach consumers
via a personal and
direct channel

Broad Device Support for Mass Market Access

Client is in the hands of over 20 million consumers worldwide

The client is now available in over 50 devices - both embedded and via download from nokia.com/catalogs

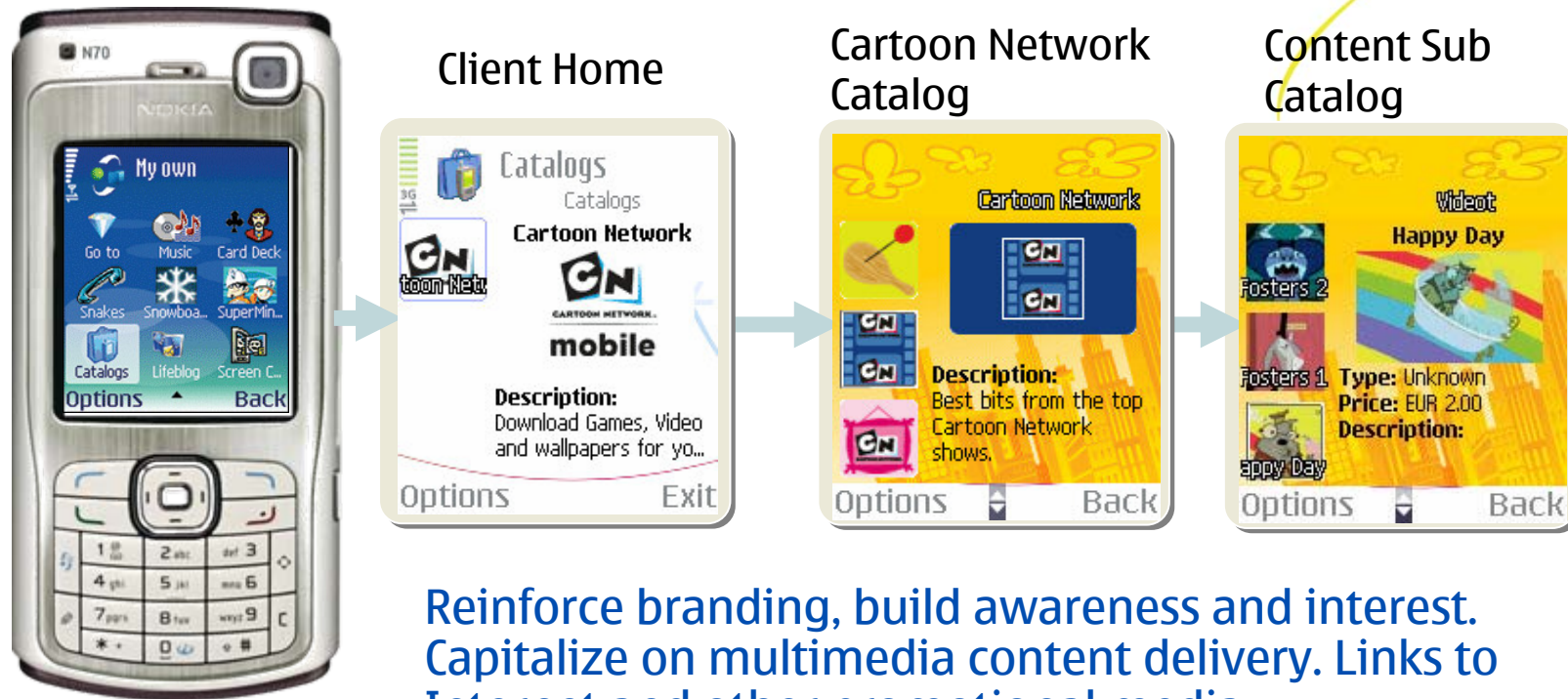
Number of Client-Compatible Devices



- Embedded clients fast-track content access for millions of consumers - new devices continuously added
 - Java-based client supporting Series 40
 - Symbian OS-based client supporting S60
- Direct client download available from nokia.com Web and WAP
- End of 2007, 80 millions, globally

Use Case: Go-to-Market Content Example

Direct to Consumer Promotions of Key Properties



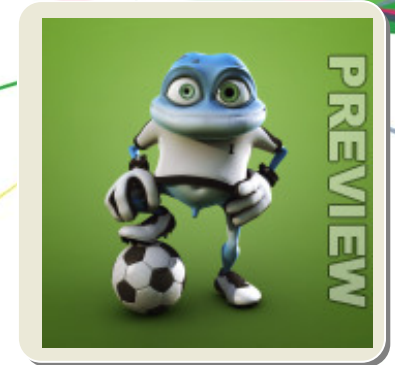
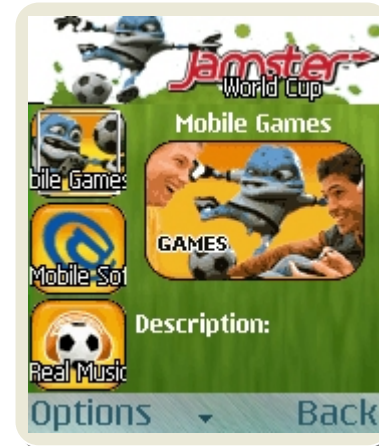
Reinforce branding, build awareness and interest. Capitalize on multimedia content delivery. Links to Internet and other promotional media

Use Case: Seasonal Promotion

World Cup Short-Term, Promotional User-Interface



Standard Asia User-Interface



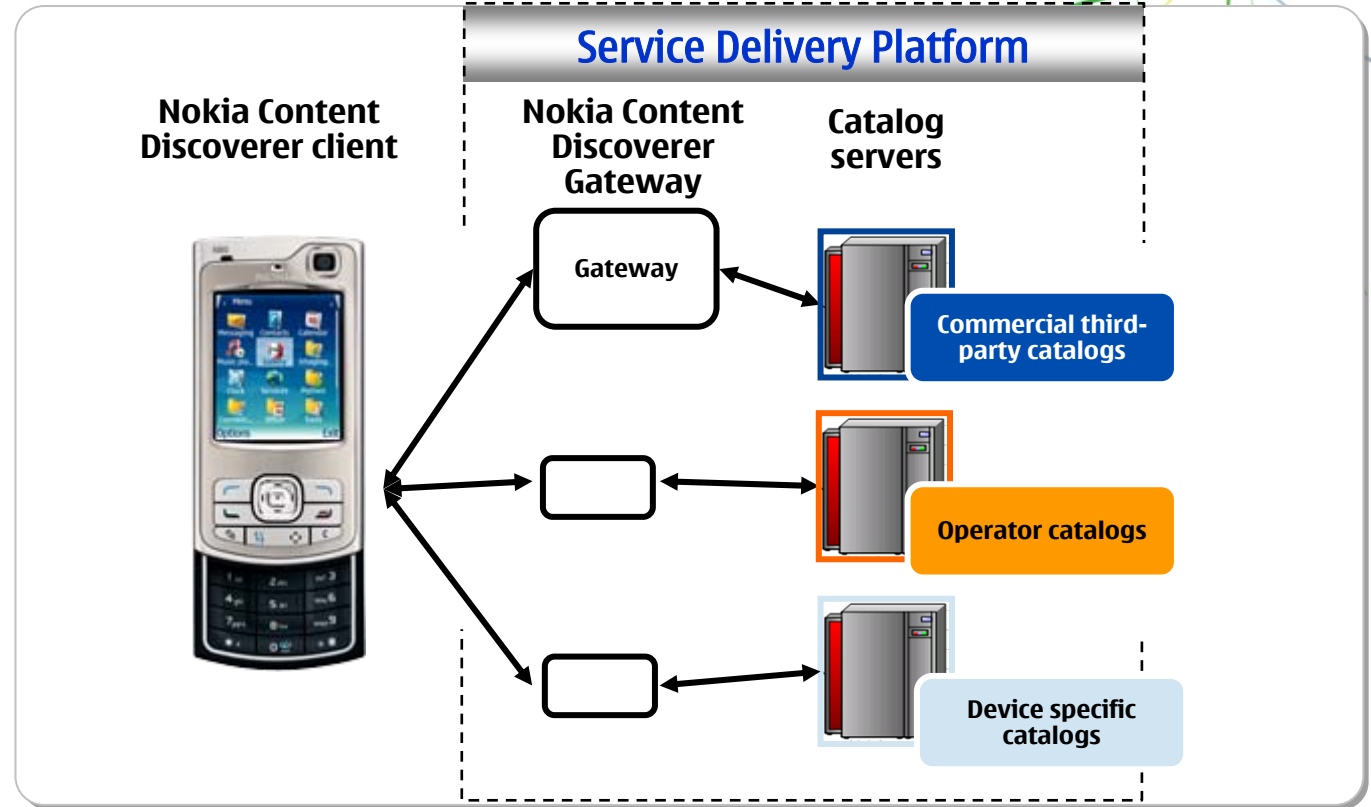
Build awareness and interest. Capitalize on multimedia content delivery. Dynamically change over the air. Refresh and retain consumer interest

Enhancing the Content Discovery Experience

Show only
device-
compatible
content

Preview before
buying

Dynamically
update content



Content aggregator partners can manage content presentation, reporting and reconciliation for content providers.

Increase speed to revenues and retain core-business strength.

Nokia Content Discoverer

A Direct Channel to a Global Mobile Consumer Base

- Global markets
- Mass market volumes – wide footprint
- Personal device and direct communication – capture consumer attention
- Potential for interactivity
- Flexible promotion duration, support for dynamic updates
- Complementary to other media (second tie promotions)



Thank You

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