

# Internet for the Next Billion

**NOKIA**

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In a world where **everyone**  
can be connected

We help people **feel close**  
to what matters to them

# Our approach

Consumer understanding drives us.

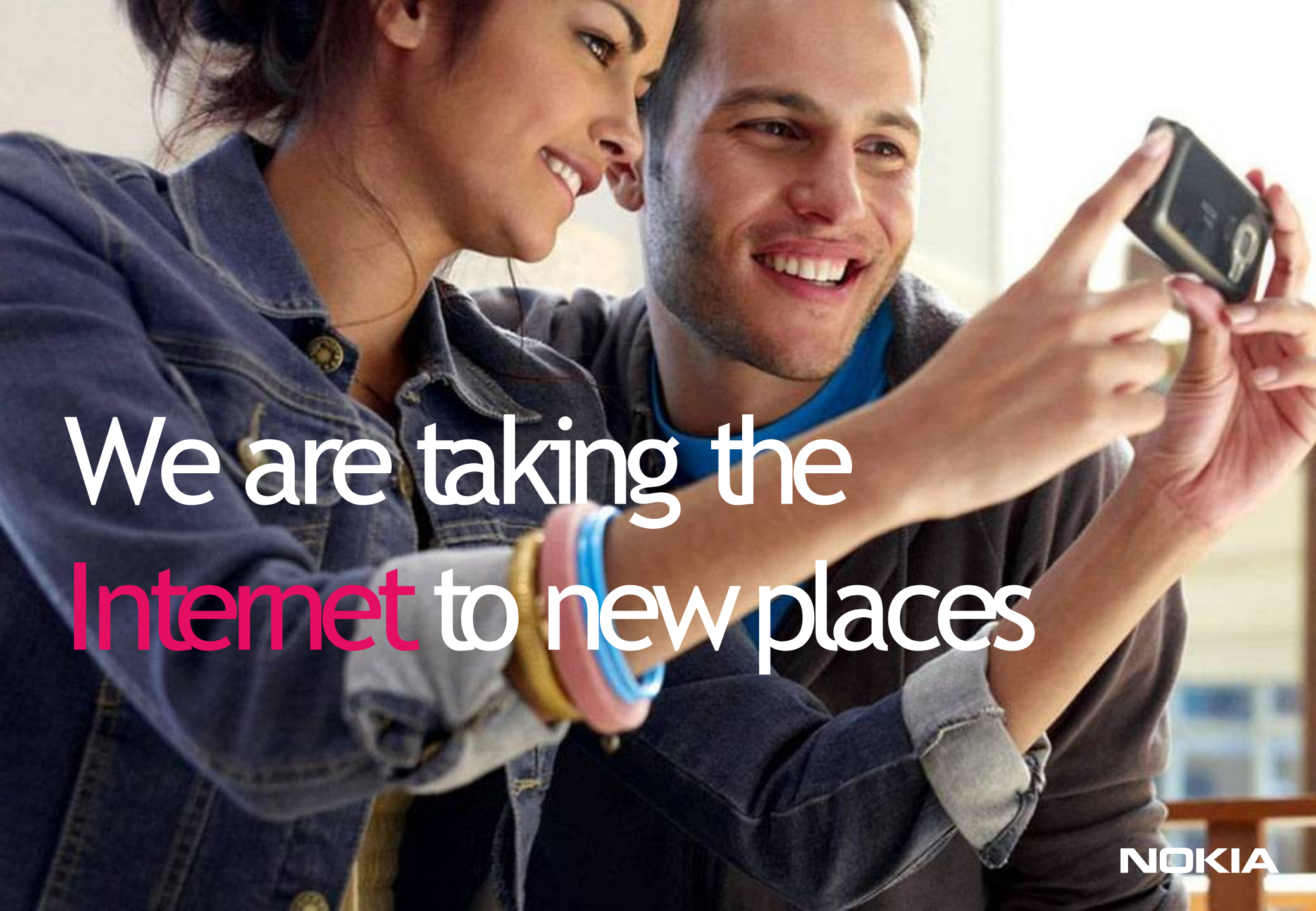
We take a very human approach to technology.

Internet is our quest.



**NOKIA**





We are taking the  
**Internet** to new places

**NOKIA**

Push for affordability –  
expand entry markets

Drive universal access through  
affordability

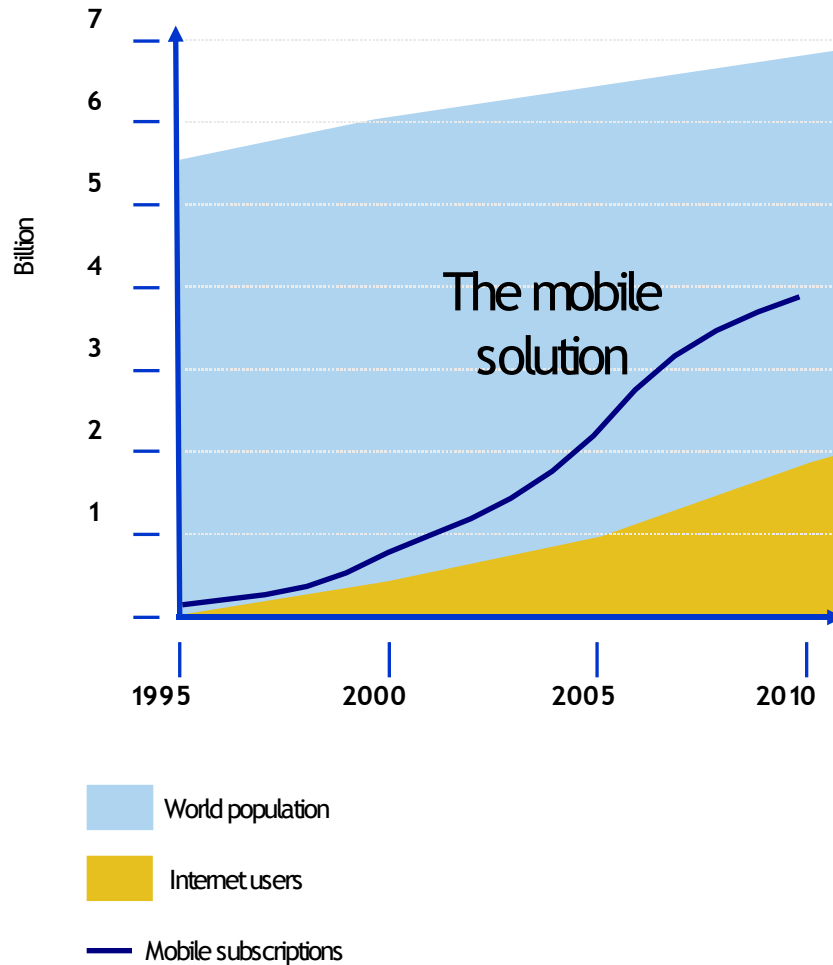
Meaningful innovations  
to consumers  
in entry markets

Achieve ultimate cost leadership

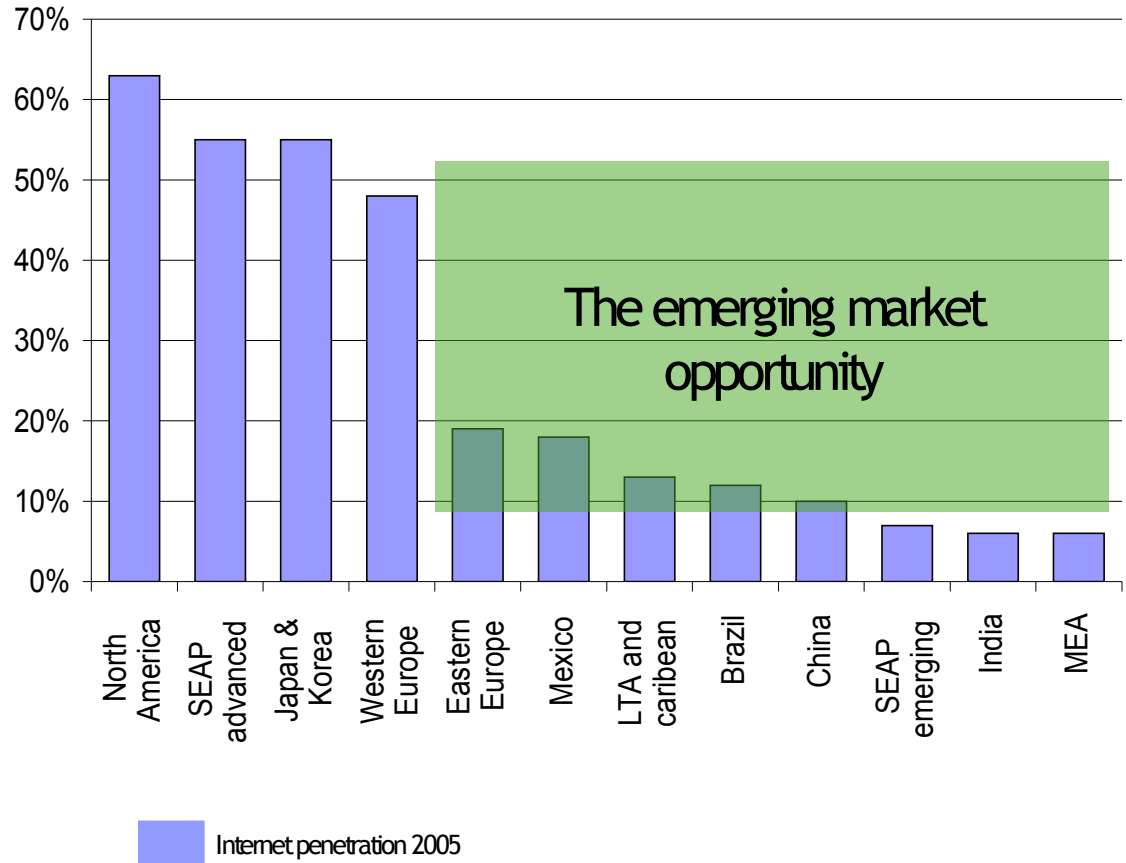


# Internet is growing fast..

...but not homogeneously

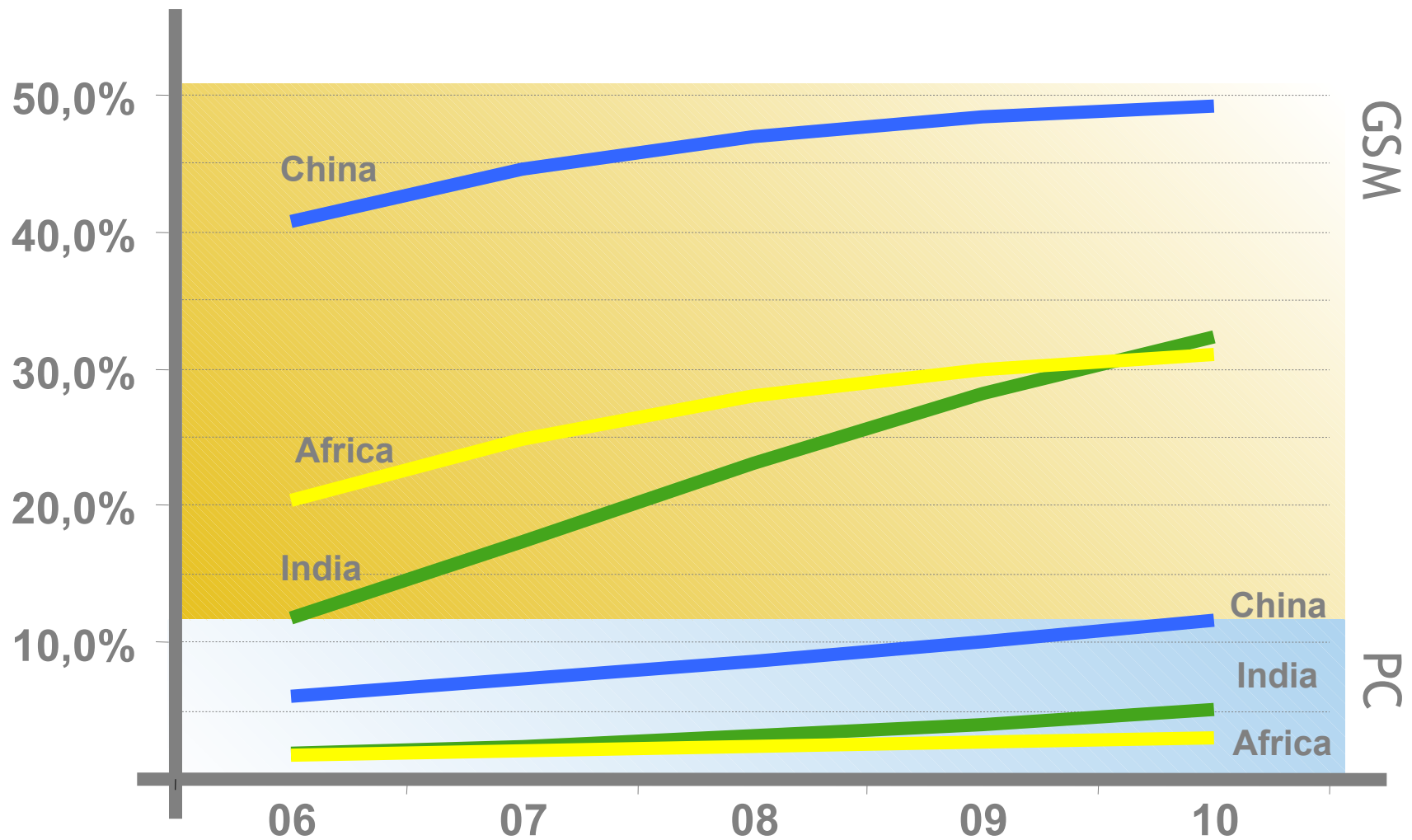


Source: AMD, Internet World Stats, EMC, Nokia

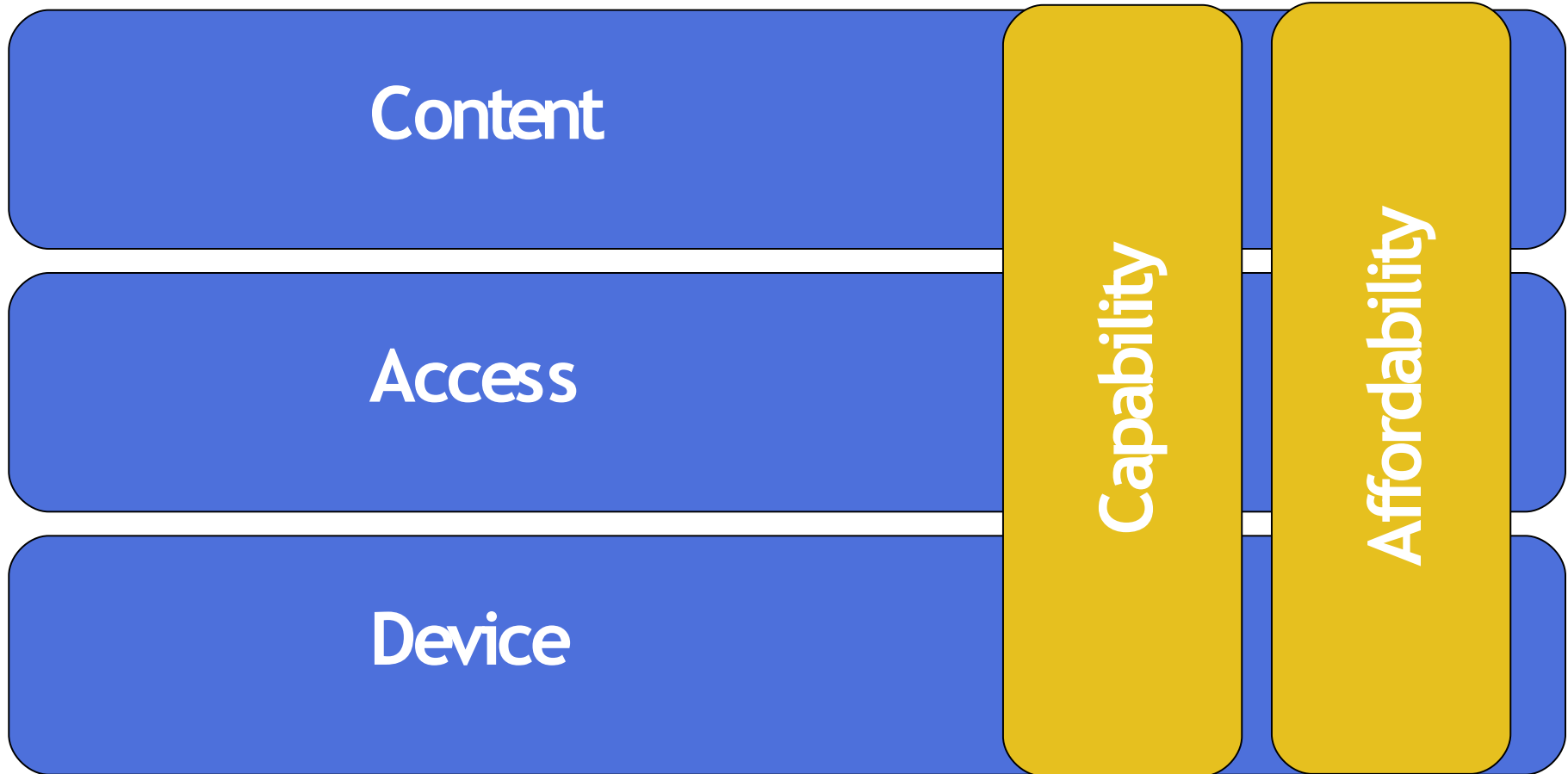


Source: ITU, Internet World Stats

# Mobile GSM Handset and PC Penetration Forecast, 2006-2010

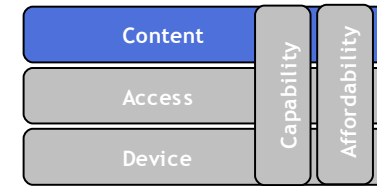


# Building Blocks to Bridge the Gap





# Content: Relevance, Email and Browsing



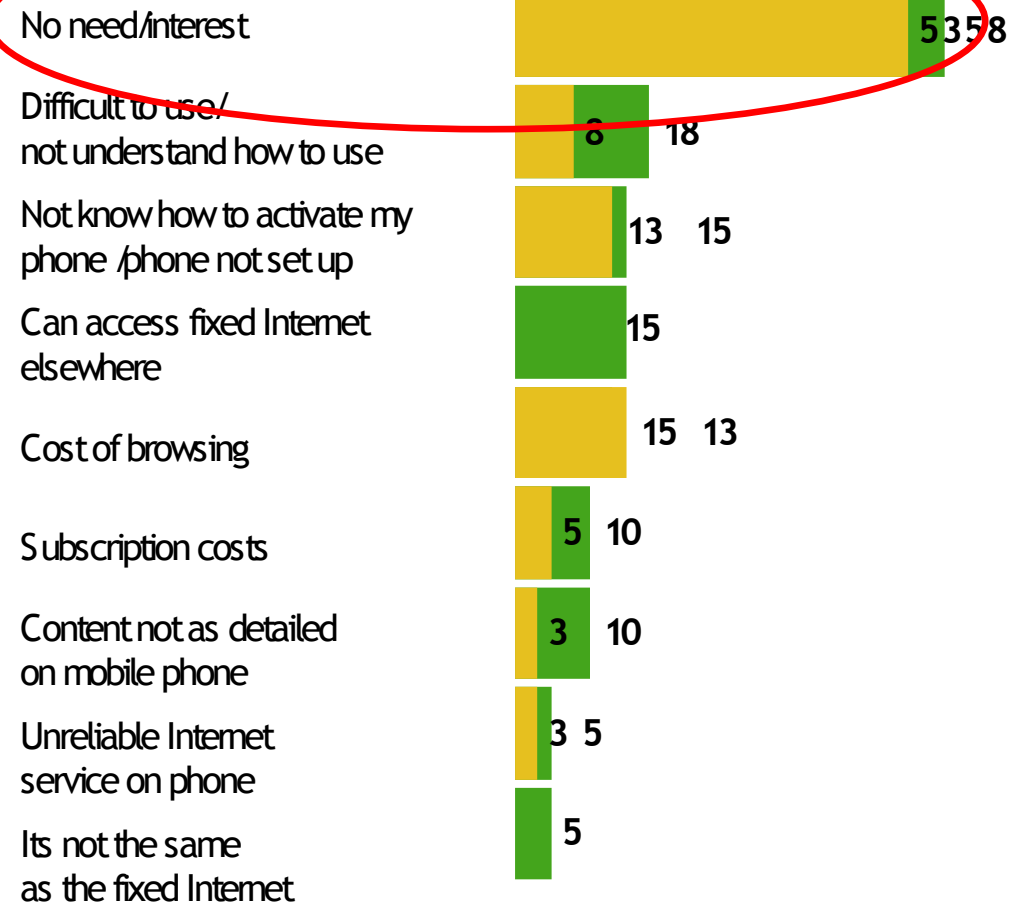
## Reasons for using fixed Internet



■ Main reason

■ All reasons

## Barriers to mobile Internet usage

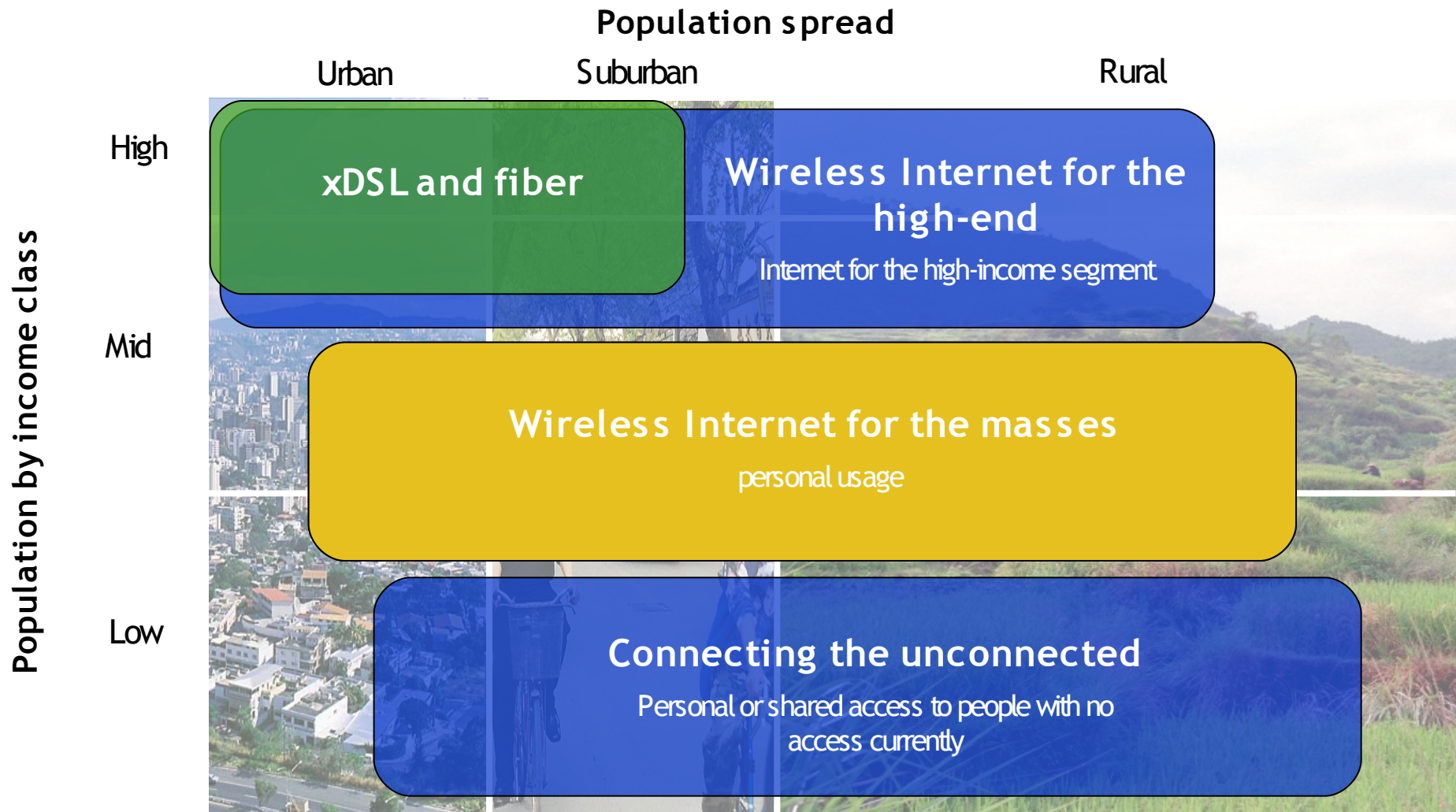


■ Biggest barrier

■ All barriers

# Access: Different Strategies for Different Groups

Content	Capability	Affordability
Access		
Device		



# Device: Same Goal, Different Approaches

Content

Access

Device

Capability

Affordability

## Low cost PC

(e.g. Tian Yan GX-2)



## Thin client PC

(e.g. Nova NetTV)

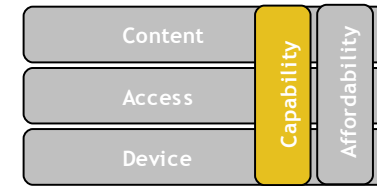


## Entry phone & enhancements





# Capability: Ease of Use Is of Utmost Importance



## Reasons for not using fixed Internet

Don't know how to/too complicated



67

Communicate by alternative means

18

Too expensive/cannot afford to

11

Not interested

9

Internet not available near my home or place of work

6

No fixed Internet access at home

4

No need

3

- Two thirds do not use for lack of capability
- Affordability is only a barrier after capability has been tackled
- Mobile phones are significantly easier to use than the other options

# Affordability: % of Income and TCO Are the Drivers

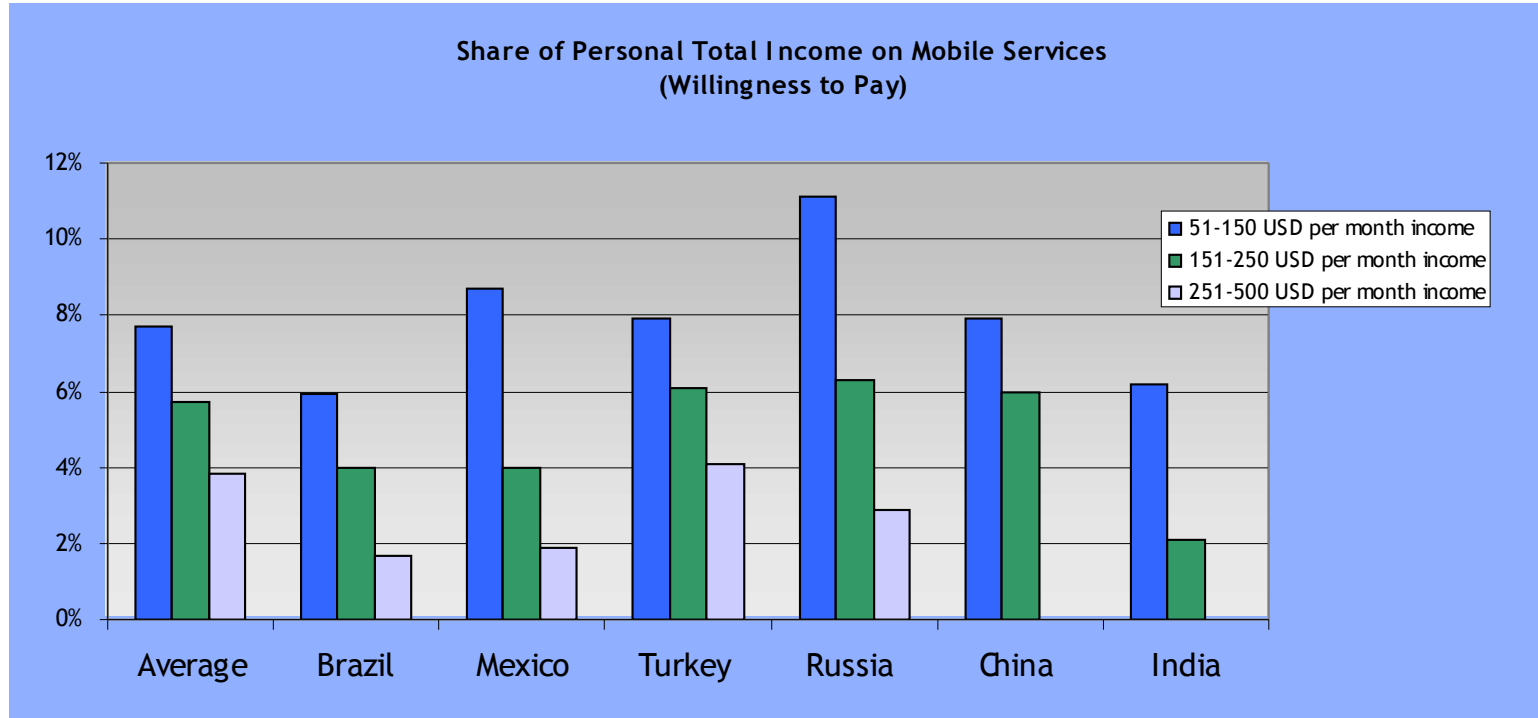
Content

Access

Device

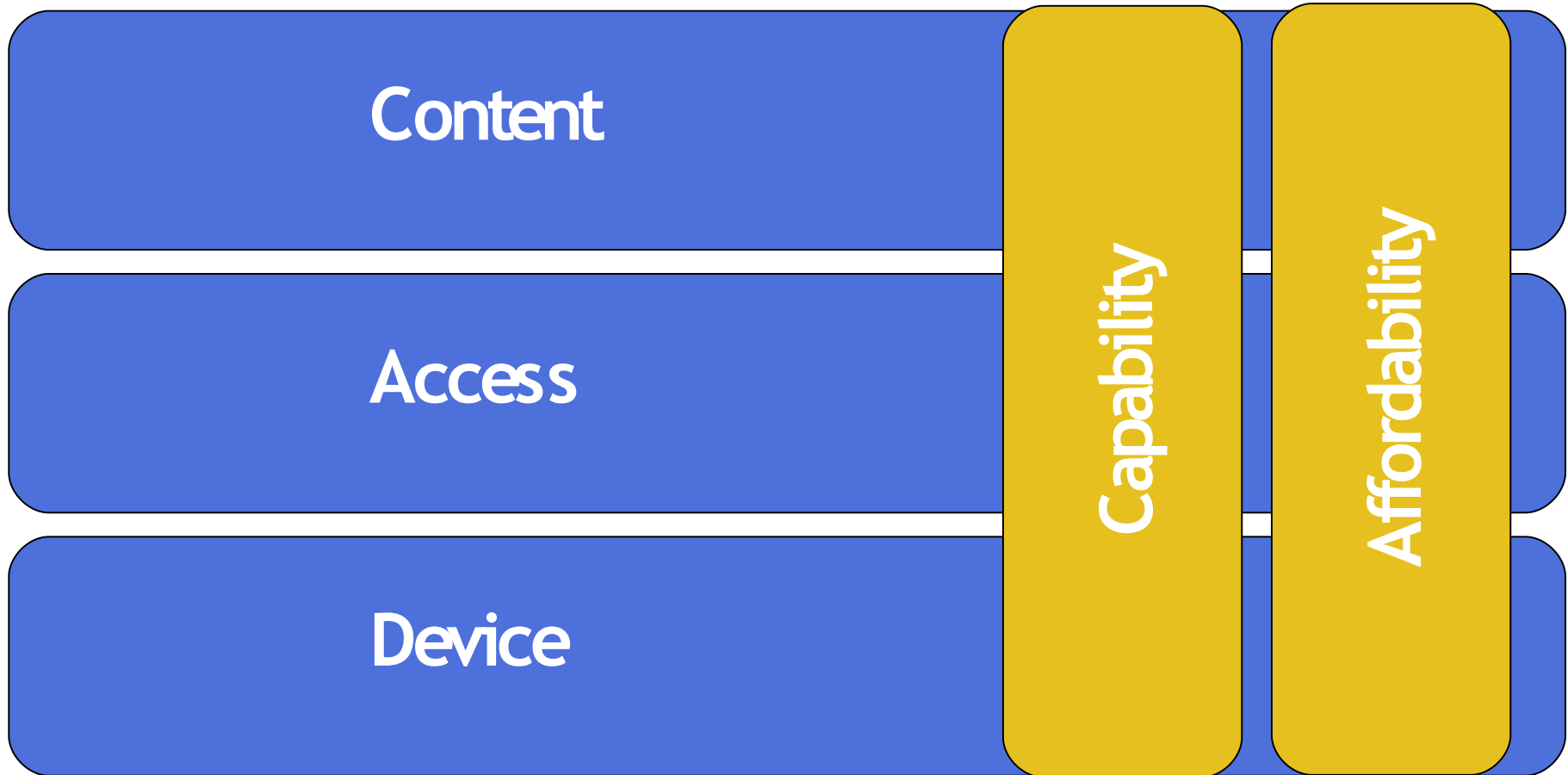
Capability

Affordability



- Consumers are prepared to pay 5-10% of a monthly income level around USD 50 to USD 100, hence the USD 5/month target or USD 60/year
- As an example, in India that could potentially include 95% of the households (assuming household income larger than USD 1000/year)

# Building blocks to bridge the gap





# Key points

- The bulk of the Internet growth in emerging markets is still to happen
- Local **content** is essential; email and browsing the key use-cases
- **Access** is clearly via mobile communications (GPRS in the short term)
- The mobile phone has the potential to be the **device** of choice for access provided it continues to meet the criteria for **affordability and capability**

# Thank You!