

A woman in a dark blue suit and red bag walking on an airfield. She is carrying a black bag and a red bag. The background is a clear blue sky and a paved area.

# Consumer behaviour driving technology solutions

Anssi Vanjoki

Executive Vice President

Nokia

Telecommunications Forum

TKK/HUT

Espoo 07.10.2003

**NOKIA**

# The world will be e-enabled and mobilized

- Everything, that can be digitized will be digitized
- The most advanced and most conservative industries meeting each other
- New reality not understood by everybody
- Digitalisation, convergence, globalization, individualization, socialization, virtualization

# What's going on out there?

- Technology jargon decoded
- Traditional media has a major distribution problem
  - Being fixed in time and place, it does not touch everyday lives
  - Mobility will fix the problem, but requires scalability
- Mediaterminals
  - Instead of the media becoming mobile, people begin to use mobile services through the internet, which is always on, but how about user experience?



# We aim at being the leader in mobility

Vision

**Life goes mobile!**



Mission

**Connecting people**

Strategic Intent

**Become the mobility leader of  
the Converging Digital Industry**

**NOKIA**

# Mobility in 2010

Mobile business process services



Instant email



Visual Radio and TV broadcast



OTA music



Enterprise

Music

Solid state Camcorder



See What I See



Imaging

Primary Media

Information services



Advertainment



Presence Mode

Games

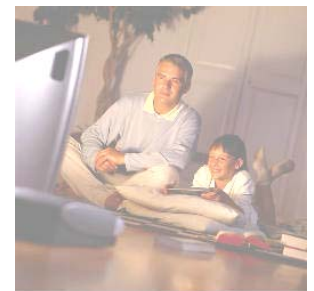
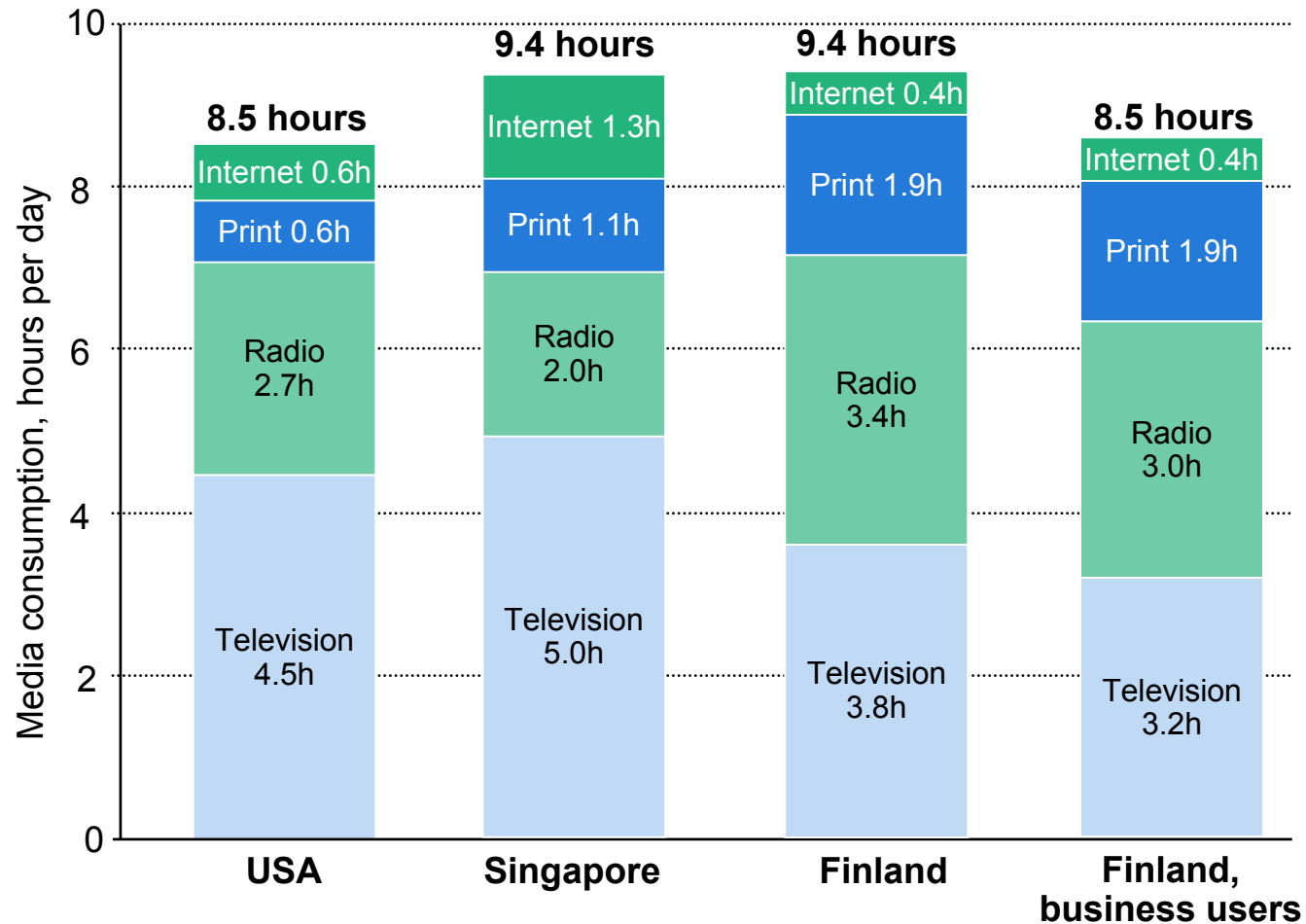


Rich mobile games

Mobile multiplayer

# In media consumption, television and radio are the kings

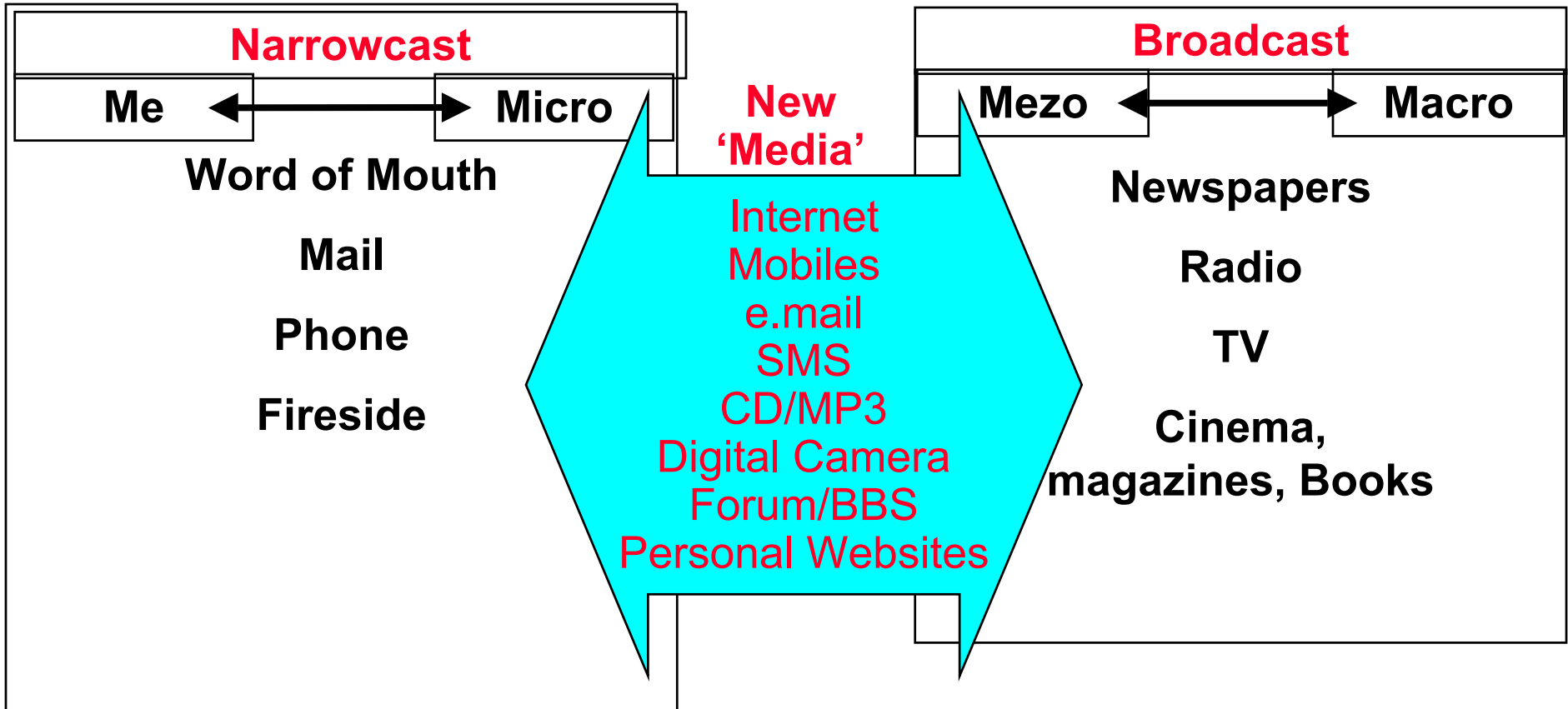
## – and mobile is not yet even recognized as one



Source: Mediacom 2002, OMD Research 2001, Suomen Gallup 2002

**NOKIA**

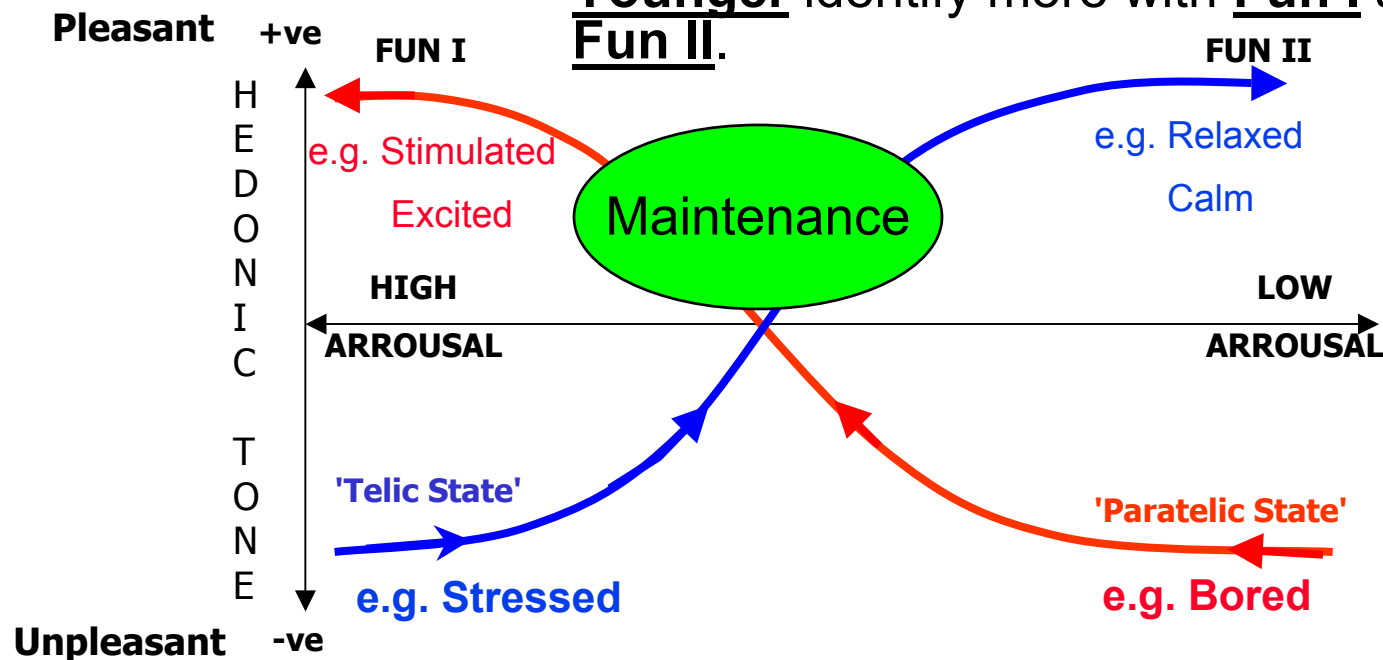
## Wider Media Definitions – New Media



New Media, Internet and Mobile Phones has blurred traditional lines between 'Broadcast' and 'Narrowcast', allowing more experiences, interchange and control.

# TWO TYPES OF 'FUN'

- Consumers make a distinction between two types of 'Fun' in relation to entertainment. **Fun I** is active, stimulating and exciting, to escape from boredom. **Fun II** is more passive, relaxing and calming to escape from stress. People use Media and Entertainment alternately to create these moods. **Younger** identify more with **Fun I** and **Older** with **Fun II**.



Source: 'Reversal Theory', Michael Apter



# Nokia N-Gage takes gaming to the next level...

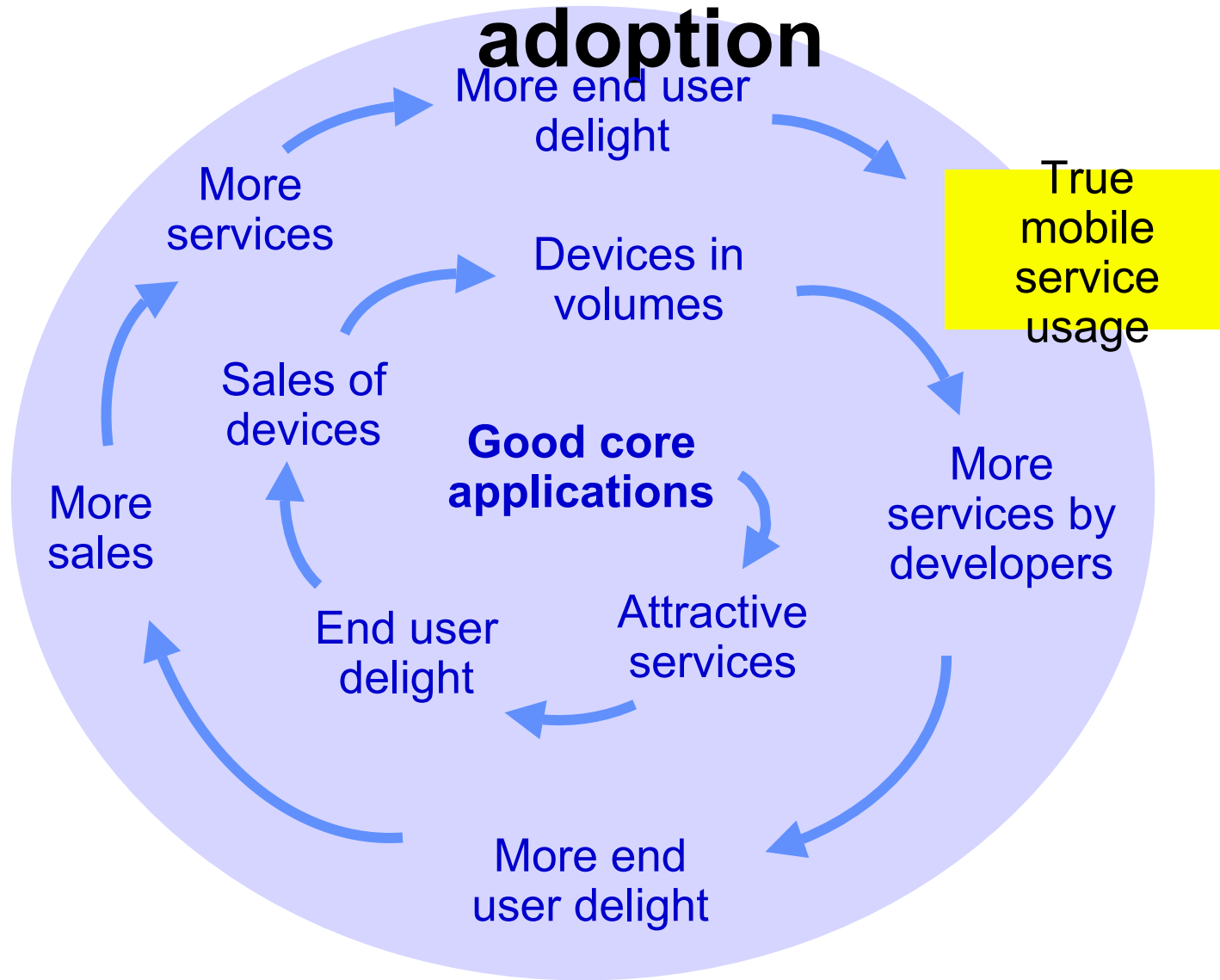


- Interactive Multiplayer Games
- Online Services
- Online add-ons
- Anywhere & anytime
- Unleashing Innovation

**N·GAGE**

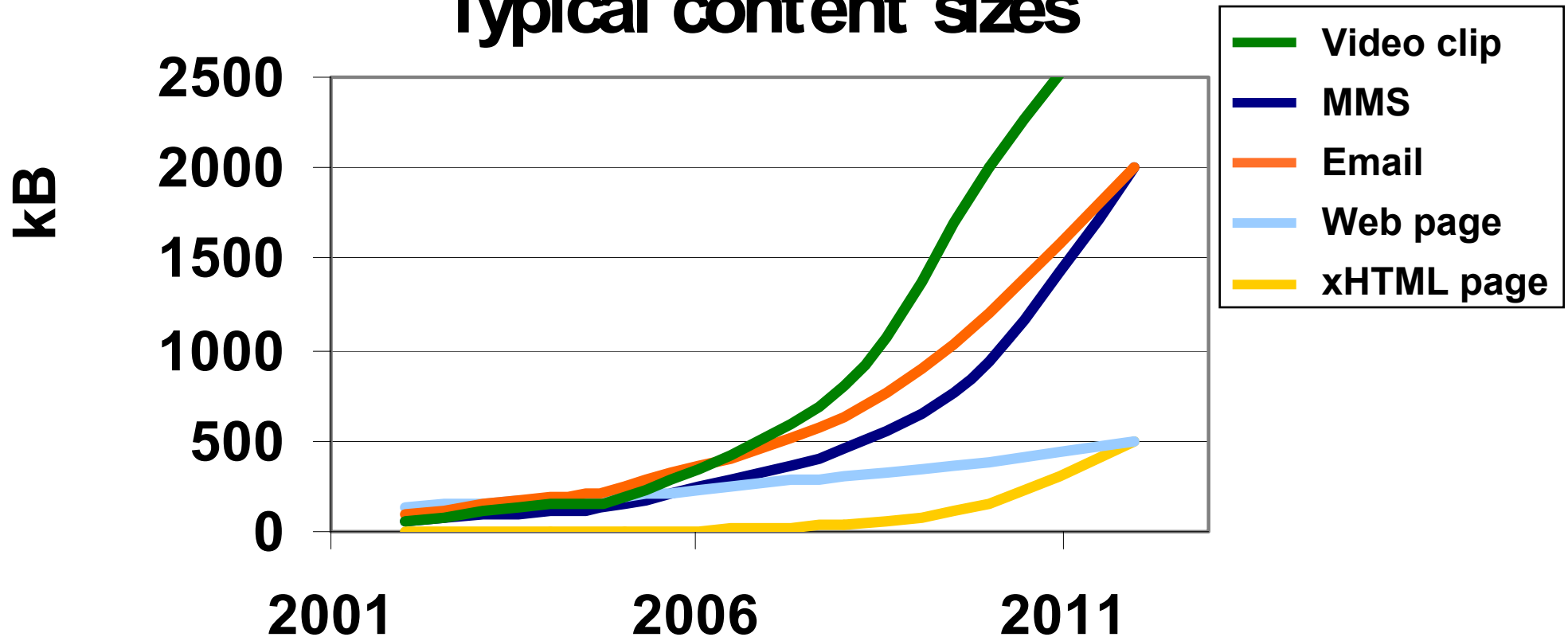
**NOKIA**

# Intuitive services based on core applications drive the mobile platform adoption



# Rich user experience drives content size explosion

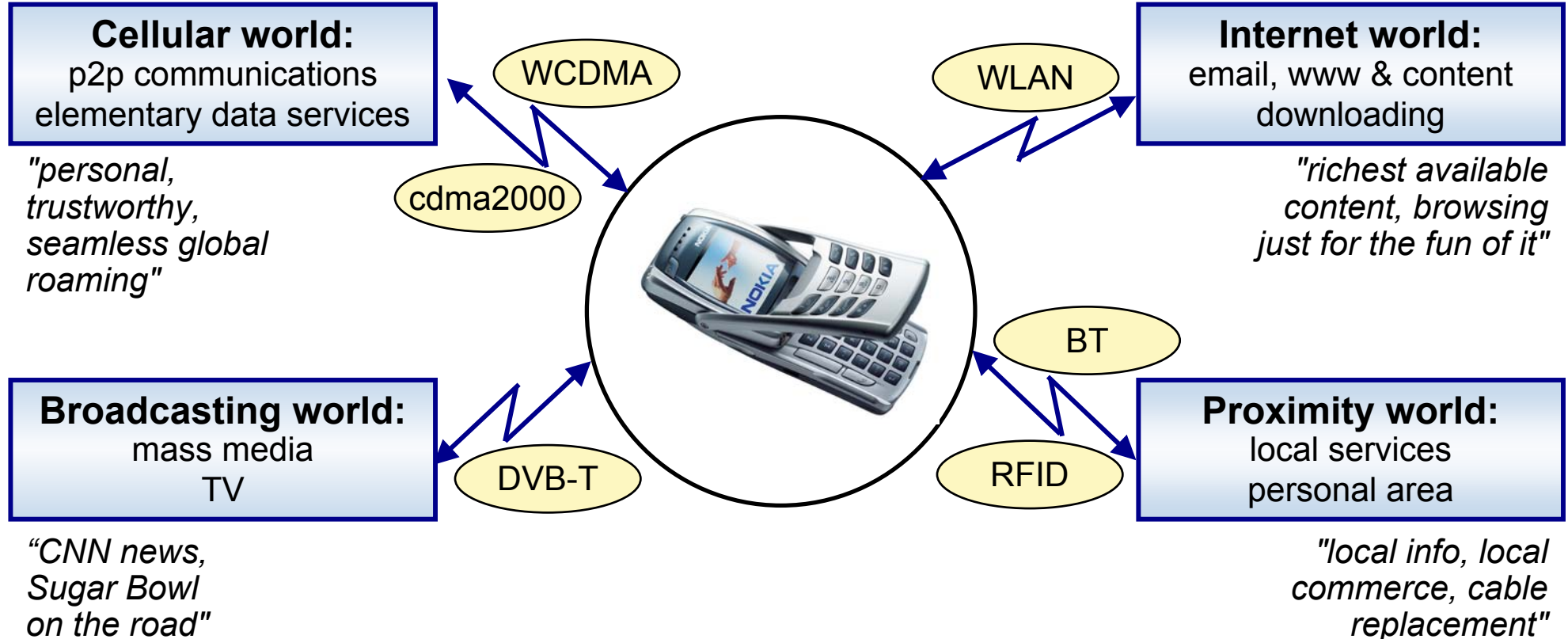
## Typical content sizes



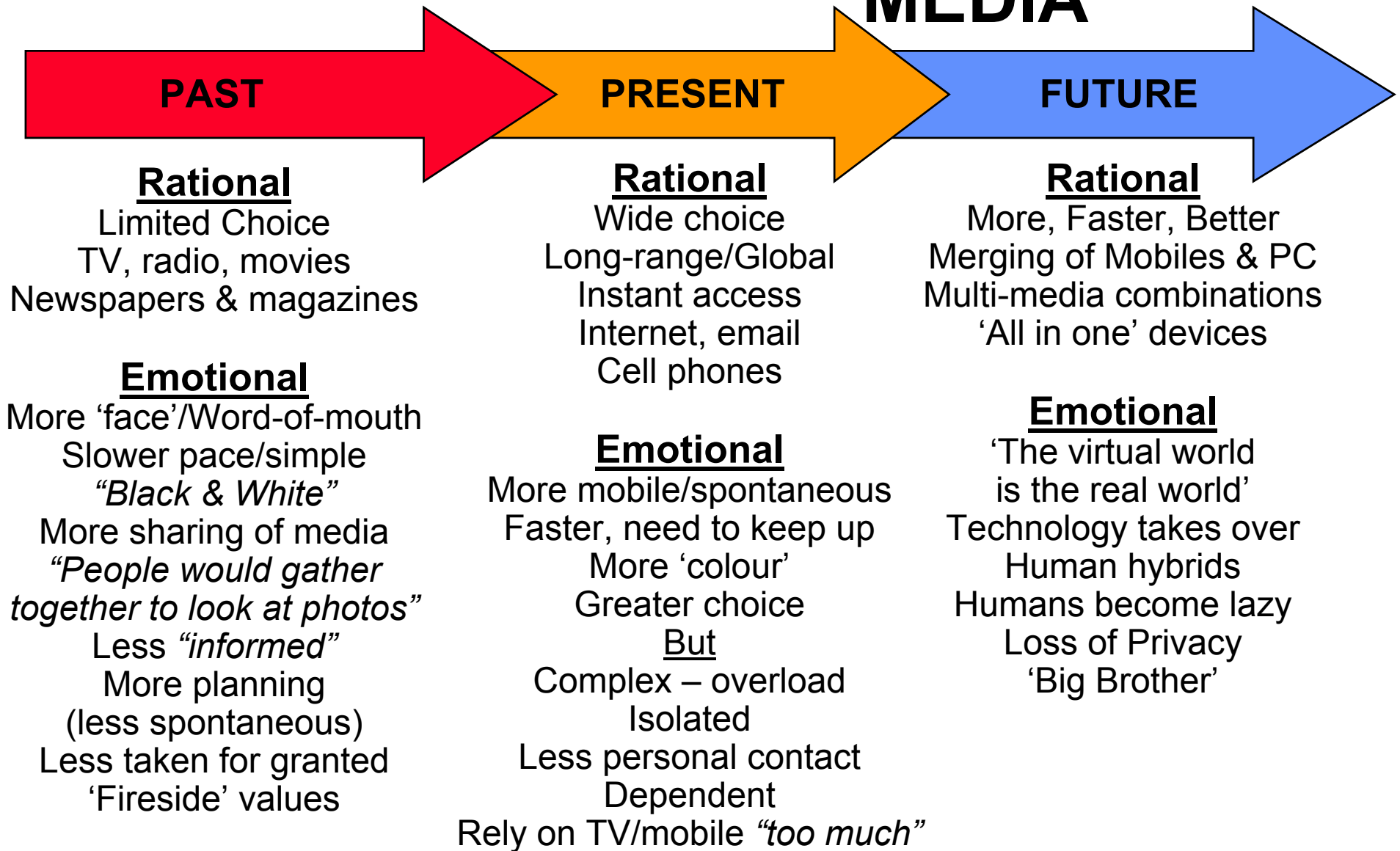
Better technical quality, larger content entities (e.g. longer video clips), and totally new content types will lead into content size explosion.

# Multiradio unites several worlds to a mobile terminal

- Multiradio: cellular + any complementing radios
- "One radio fits all" (3G cellular) will not happen because of maximum e2e performance needs, maximum data rate needs, and pricing



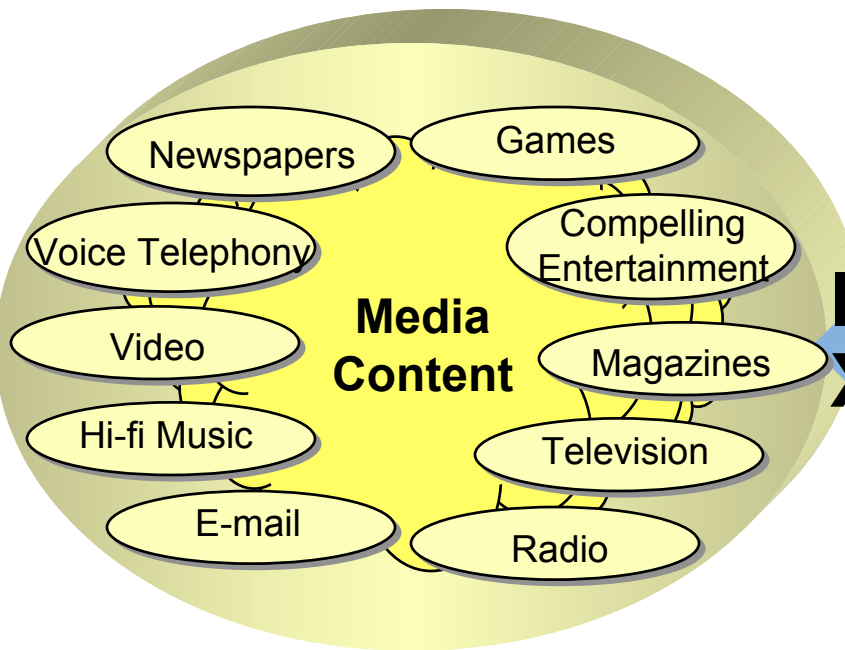
# TRADITIONAL VS NEW MEDIA



# Making the Mobile World

## Complementary Consumer Access

### Content/Applications



Core

**IP and XML**

Access

PSTN

**DSL**

Cable

DTT

DTH

**DSL**

Wireless LAN

Bluetooth

**3G**

GPRS

GSM

**PC**

Traditional access  
Powerful display



**Digital TV**

In the living room  
TV content synergy



**Home Mobility Device**

Around the home  
Powerful display



**Mobile**

Always with you  
Immediate  
Location sensitive



**NOKIA**

# Mobile device trends



Takes the role as the preferred **centerpiece for personal content**

Interacts with **multiple devices** creating added value



Utilises **PC and fixed-line Internet** for complementary purposes

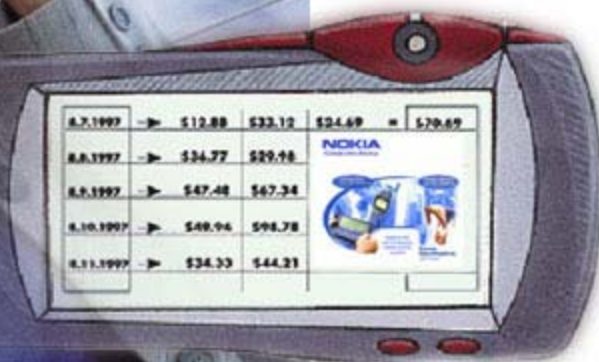
Performs multiple tasks as a **life management and enrichment tool**



# Evolution of wireless products and services

Mediaterminals:

- Seamless link to the Internet
- Word processing
- Network diary
- Moving images
- Information service
- E-commerce





# New Categories Driving the Market Change



## Entertainment

Games & Music & Messaging



## Imaging Phone

Imaging & Messaging & Browsing



## Media Phone

Full browsing & Access to Media

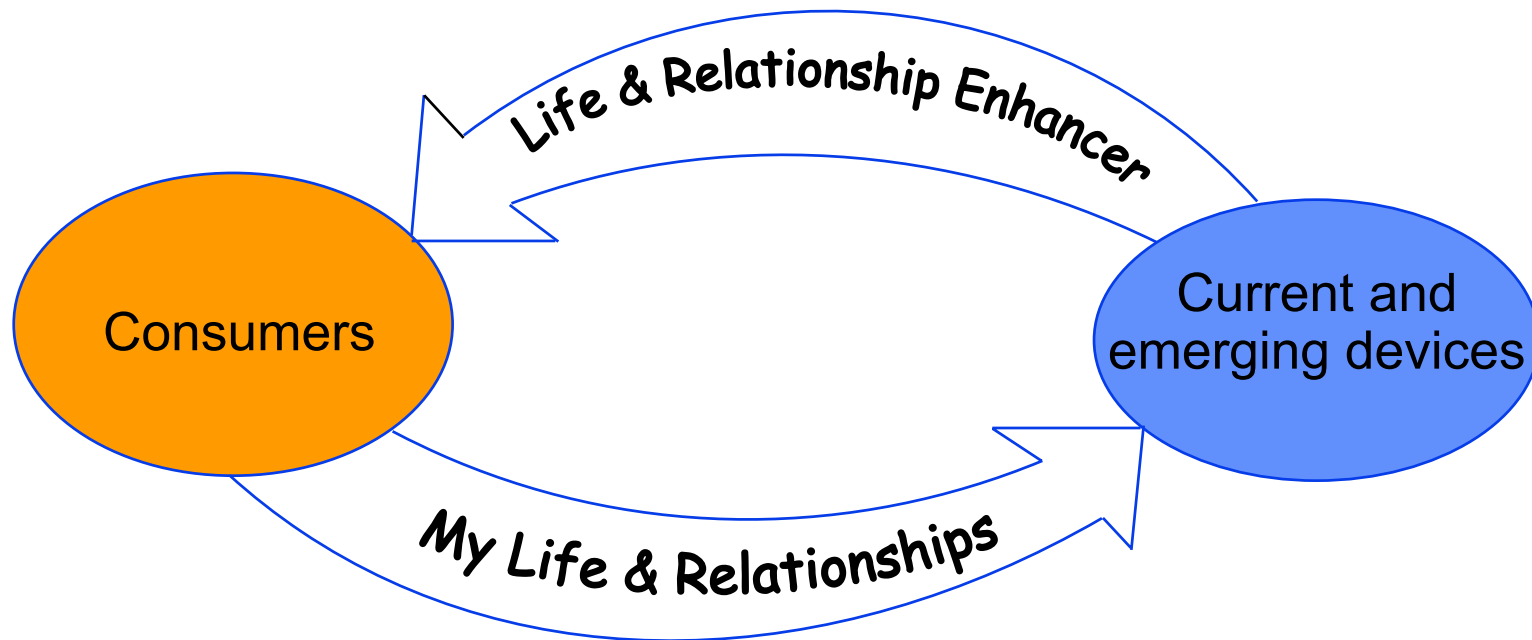


## Communicator

Full browsing & Corporate Data



# EVOLVING RELATIONSHIPS



- **Memory functions and indispensable personal details** increasingly transferred to Mobiles and PC (especially Phonebook/Contacts/Saved SMS messages/Precious links).
- **Devices are sources of contact** information for maintaining relationships.
- **Hence loss of mobile device (or SIM)** *“real disaster”* and source of anxiety.

# Context value of knowledge and information

## Personal Relevance

"Wonder where the share price is going?"

"Wonder how my team played last night?"

I  
need it  
here and now.

"Wonder where can I get local currency?"

"Wonder when will the next bus arrive?"

Location

"Wonder where is the nearest McDonalds?"

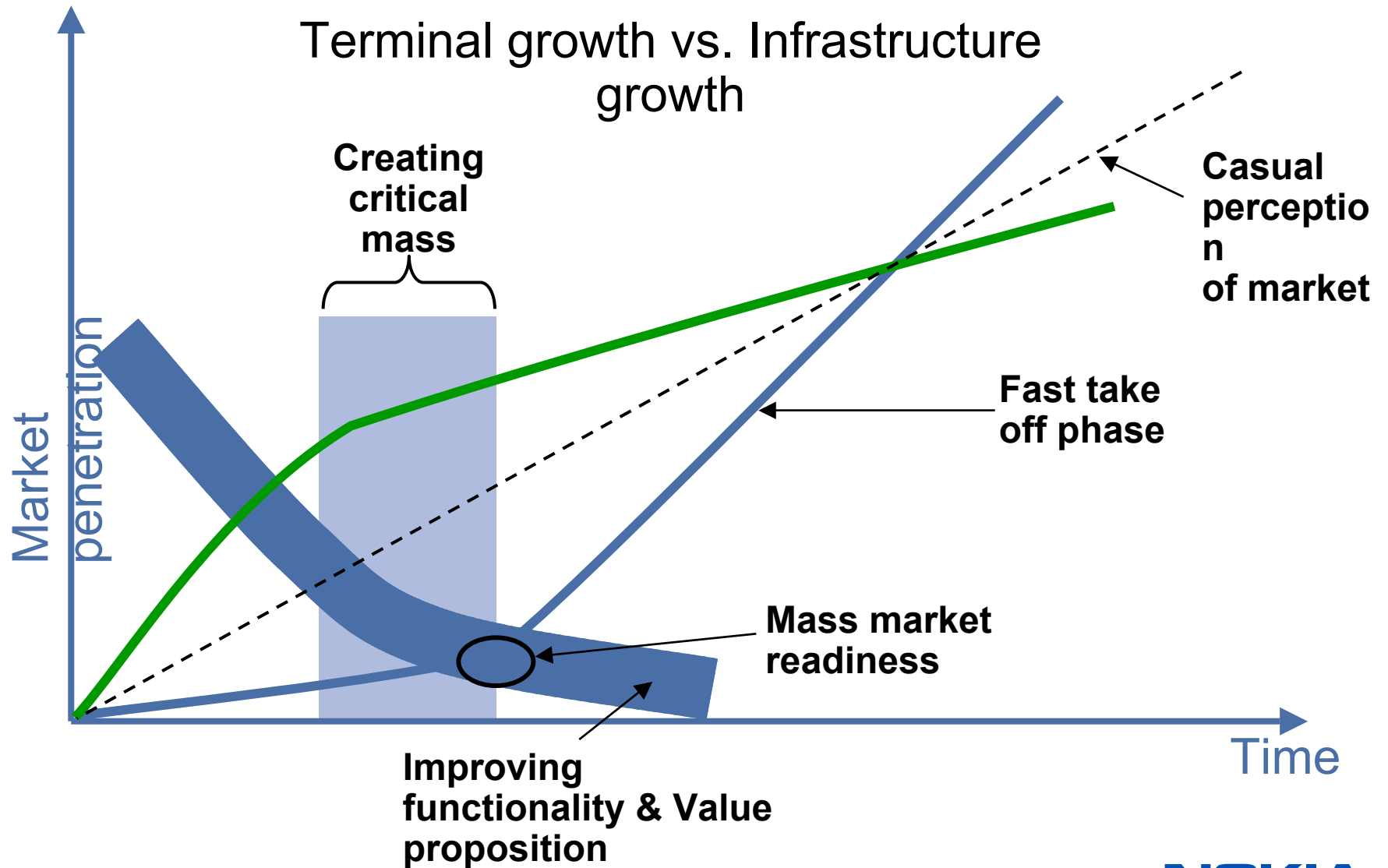
Time



# Consumer acceptance requirements of services

- Convenient
- Ubiquitous
- Reachable
  - Secure
- Customized
  - Localized
- Spontaneous

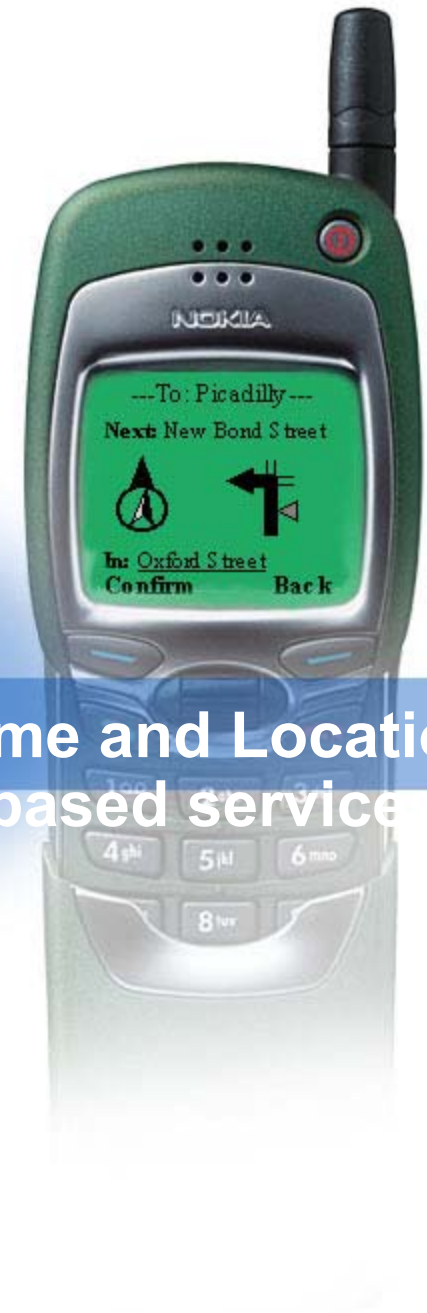
# Creating a Foundation for Explosive Growth



# The Vision

**Wireless Phone  
Becomes a Major  
Media Channel**

**Time and Location  
based service**



# The Vision



Multimedia publications

Wireless Phone  
Becomes a Major  
Media Channel



Location based services

# The Vision



Advertising



Multimedia publications

Wireless Phone  
Becomes a Major  
Media Channel



Location based services



# The Vision

Advertising

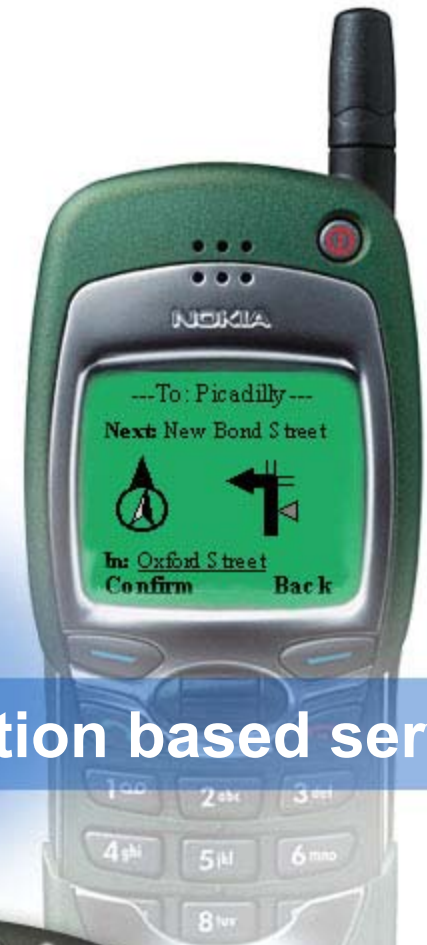


Wireless Phone  
Becomes a Major  
Media Channel

Multimedia publications



Location based services



Life management



# Mediaterminal will evolve to Personal Trusted Device

- Mobile life enrichment device
- Social competence requirement
- Impulsive usage
- The ultimate net-effect generator opening a new era of marketing efficiency
- From passive audio device to mobile media consumption and common denominator of all media environments



**NOKIA**

# Media goes mobile



Mobile Media

Outdoor

Print

TV

Direct

Radio

- Mediaternal - THE media
- Adding to the top of the media food-chain
- Constant interactive relationship
  
- Traditional medias becoming complementary to the new mobile *relationship media*

**NOKIA**

**NOKIA**

CONNECTING PEOPLE

---