Current Business Model For Downloadable Mobile Applications
NOKIA

Paris, France

Nokia Premininet
The Business Opportunity for Mobile Components

140+ operators with deployed Java services *

708 million+ mobile Java devices installed base **

635+ mobile Java device models on the market *

32 mobile device vendors using Java *

45,000+ mobile Java applications on the market ***

~23 million mobile Java downloads globally, per month ****

5000+ S60 Java SDK downloads in FN, per month *****
Java is the leading mobile Application Development Environment.

Key message in 2002 JavaOne:
“We will put Java in every pocket”
...done.

Key message in 2005 JavaOne:
“We will put Java server in every pocket”
...working on it...
OSGi Enables a new Segment

Middleware the next frontier for Mobile…

• Middleware business is huge!
• Mobile middleware is the next frontier
• Mobile Applications based on middleware will be more competitive
• End to End Middleware solutions offer new business opportunities
Forum Nokia

Largest Worldwide Mobile Developer Program

~ 1,700,000 developers

Most mobile applications have been developed using Forum Nokia tools and based on the S40 Java Platform

Preminet Solution

Bringing Content Developers and Operators Together with the Services and Tools Allowing Rapid and Easy Deployment of Data Services

Nokia Customers

Nokia Provides Services to the Majority of Operators Worldwide

Nokia Maintains a Greater than 30% Market Share in Worldwide Handset Sales

Nokia Provides Worldwide Distribution for Developers through Our Existing Customer Base
Challenges in the Mobile Ecosystem

- Content Developer Relationships
- Content Support for All Handsets
- Billing and Content Delivery Services
- Attractive Business Model and Simple Contractual Framework
- Content Discovery Methods

Preminet Solution
Preminet Solution Overview

Rich Content Sourcing
- Developers
- Content Aggregators
- Operator’s Own Content

Master Catalog
- Verification

Preminet Service Delivery Platform
- SDP
- Operators Existing SDP

Improved Content Discovery
- Portals: SMS, WAP, Web

Preminet Purchasing Client
- Content Shop
- Catalogs
- Operator A
- Third Party

Operators
- SDP
- Option
Content Sourcing

- The best developers from the world’s best mobile developer program:
  - Global base of developers
  - Developers screened and supported by Nokia
  - Content can be sourced in specific languages (e.g. Spanish content)
  - “Java Verified” & “Symbian Signed” content
  - Premium & branded content
  - Regular updates
  - Operators can request specific content
• Premium content from global pool of developers and media companies

• Current content categories:
  – Graphics & Themes (1108 items): black & white graphics, colour wallpapers, colour screensavers and UI themes
  – Ringtones (> 3500 items): monophonic tones, polyphonic tones, true tones
  – Java (257 items): games, instant messaging, travel guides, etc.
  – Symbian (49 items): fun, personal productivity applications, etc.
  – Video: clips & streaming (Q1 ’05)
  – Future OSGi based Content
    • Middleware solutions
    • Advanced User applications
    • End to End solutions
Preminet Service Delivery Platform

- The hosted content delivery platform is an ideal offering for operators who
  A. May wish to outsource their content delivery system to reduce both CAPEX and OPEX and/or for scalability reasons
  B. Don’t yet have a solution
- Manages the complete content lifecycle
- Minimizes operator resource needs for content management and platform operation
- Low set-up fee
- Rapid deployment
- OMA Compliant (OSGi MEG Compatible)
Mobile Content Discovery Methods

Text ‘RAY’ to 12345

SMS Storefront

WAP Storefront

Web Storefront

Preminet Purchasing Client

Customizable Content Service

OSGi Service
(Possible Development)
Preminet Purchasing Client Benefits For The Operator

- 100% operator branded
- Complementary to other discovery mechanisms
- Free of charge for the operator
- Easy service discovery increases ARPU and reduces churn
- Supports multiple catalogues
- Enables flexible payment and business models

Supports all operators existing and new content
Easy Content Purchasing Process for End-Users

Discover

Preview

Purchase

Install, Upgrade

OSGi based content delivery service
Could provide enhanced capabilities!
Nokia will continue to drive the Mobile Ecosystem providing new opportunities for the next generation of content developers.

As we move into the era of component middleware and advanced Java applications in the Mobile Space the industry will continue to grow.