

Trends in Mobile Multimedia

©2006 SATAMA INTERACTIVE

Panu Mustonen
Mobile Strategist
Satama Interactive
June 21, 2006



Mobile Multimedia Trends

Satama in Short

Future from the Past

Mobile Multimedia – Usage today

Mobile Multimedia – Future trends

Mobile Multimedia – Final note



Satama is a leading digital services company

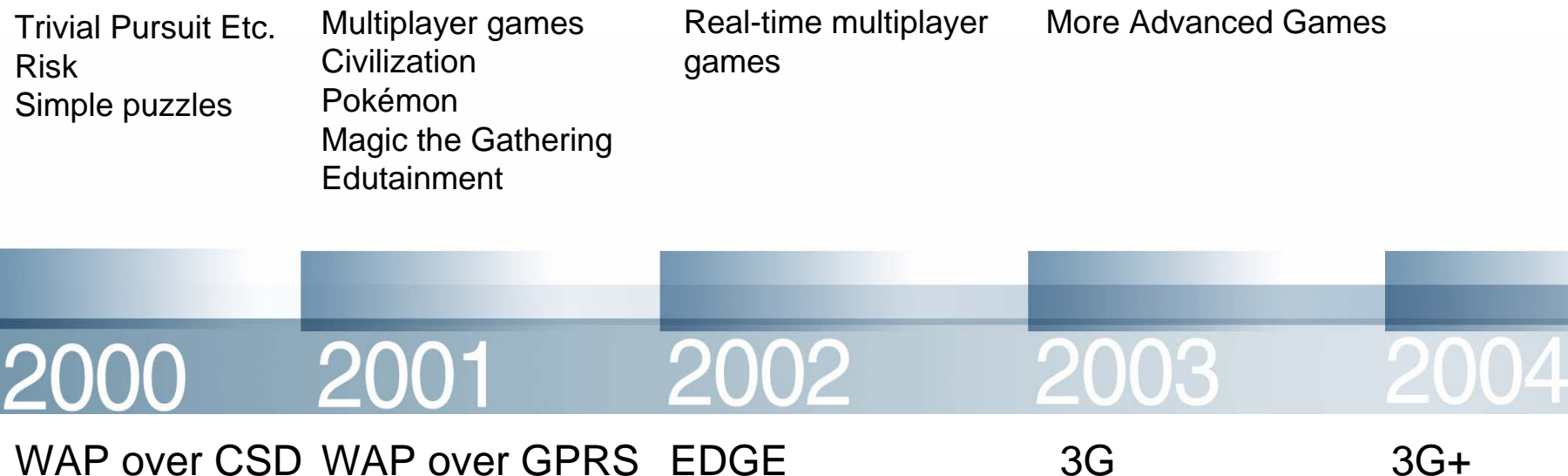
Satama helps its clients do better business online

- Satama's more than 380 experts are specialized in business development, design, and technology.
- Main service areas are
 - Mobile
 - Marketing
 - Productivity
- Client-specific teams deliver over 1.000 world-class projects in 20+ countries each year.
- Market leader in Finland.
- In Europe, Satama is the leading service provider in its field for the telecommunications sector.





Future from the Past



Source: Springtoys, 2000



Mobile Multimedia – Usage today

Media types

- Ringtones (different types according of the phone "level")
- Icons and themes
- Games (OTA delivery with WAP-gateway or PSMS payments)
- Rise of Browsing
 - Operator jump sites
 - Better browsers
- Camera phones becoming important end-user content creation tool





Mobile Multimedia – Usage today

Effecting features

- Small footprints of downloadables
 - Over the WAP
- End customer have clear understanding on what they are paying for
 - Except some of the monthly models
- GPRS (or similar) is efficient enough for delivery
- Suitable handset penetration high enough for sustainable business
 - In the end of 2005 penetration of J2ME, Color, GPRS, MMS, WAP-phones were 46% of subscriptions (Prisma Research, 2006)





Mobile Multimedia – Base for Future Trends

Handset memory growth and better output/input are enhancing the existing Mobile Multimedia B-to-C business

- 3D games
 - Limited amount of connected (OTN) games
- Music Downloads
 - MP3-players in phones
- Video clips

Effecting features

- Faster network connections (3G and EDGE) needed
- Better handsets
- MP3 players, handheld consoles, gadgets





Mobile Multimedia – Future Trends

- Music will grow more important part of the mobile multimedia
 - Music is an excellent marketing tool for operators
- Mobile videostreaming
 - Also real-time
- Audiostreaming
 - Mobile Web-radios etc
- Communities
 - Mobile blogging
 - Video and pictures used





Mobile Multimedia – Future Trends

New distribution channels

- hotspots
- peer-to-peer
- 3G, 4G
- Tripleplay

Mobile TV

- TV and Radio broadcasting
- Important IP-based delivery method possibility
 - Games
 - Music
 - Carousel based solutions
- Important for freeing up data traffic from 3G networks





Mobile Multimedia – Future Trends

Things to remember from the regulation viewpoint with the future trends:

- Payment methods
- Viruses and other malicious applications
- DRM
 - In future of Mobile Multimedia, DRM cannot be just a way to protect media companies against piracy, it has to also be a way to protect community user's content against unwanted exploitation.





Mobile Multimedia – Final Note

Mobile Multimedia Handsets can be, in a right atmosphere, content creation tools for handset owners as well as contact points to the Internet services.

Mobile Multimedia services are going to be international services and many times used over the "normal" Internet. This can bring also problems for example with spam, illegal adult content and unregulated gambling.

Mobile Internet browsing based services, hotspots and peer-to-peer distribution will create new ecosystems in mobile content industry.

For the Mobile Multimedia Content Industry the main problem will be handset NON-uniformity.





S A T A M A

Thank You!

panu.mustonen@satama.com

©2006 SATAMA INTERACTIVE

www.satama.com