

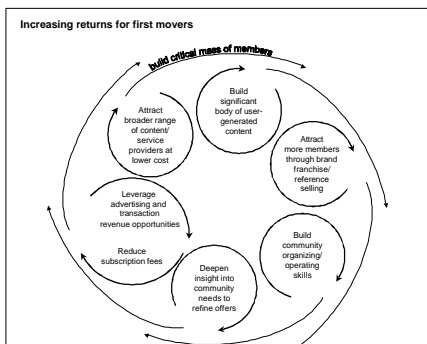
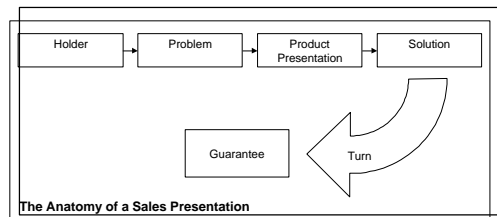
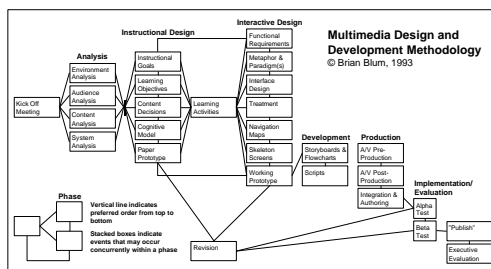
Why is it a good idea to combine Digi-tv and mobile phones?

- In less than a year you will be able to watch TV on your phone (at least in Japan)
- In about 2-3 years you will be able to shoot live video with your phone and send it to any tv-station live and real-time.

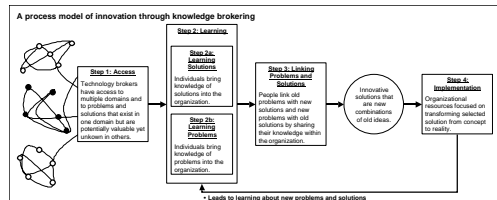
Drama's basic questions are well known: What is a story?

- It is a struggle
- Of a hero
- Against opposition
- Towards a goal

Already Aristoteles knew this



Knowledge brokering



Toimialat

- Broadcasters,
- software manufacturers,
- equipment vendors,
- new media companies,
- tele-operators,
- news organizations,
- content providers,
- universities
- associations

Vastaajien tehtävänkuvat

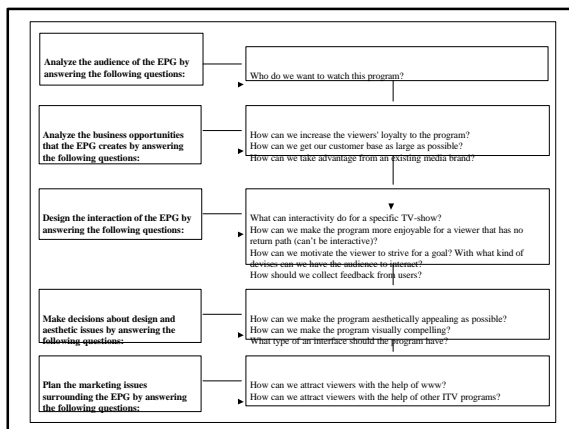
- CEO
- company president
- copy
- creative director
- development manager
- digital TV project manager
- director of convergence technologies
- director of product development
- director
- eBusiness Strategist
- engineering manager
- executive producer
- head of new media
- ITV consultant
- ITV developer
- lead design specialist
- managing director
- market analyst manager
- marketing communication manager
- marketing manager
- mobile concepts manager
- producer
- production manager
- R&D manager
- solutions engineer
- strategic analyst
- strategic skills manager
- system analysts
- system architect
- system engineer
- technical development director
- technical producer
- technical supervisor
- technologist

Vastaajien työpaikat

- YLE,
- MTV3,
- Nelonen
- Moon TV from Finland
- Sveriges Television,
- Norwegian TV2,
- BBC
- Oracle Finland,
- Thomson Multimedia,
- Elisa Communications,
- Reuters,
- Warner Brothers,
- AlmaMedia,
- Radiolinja,
- ICL,
- Cisco Systems,
- OKO Bank,
- Broadband Data Communications,
- PHS Interactive,
- Tampereen Tietoverkko,
- Echostar Communications,
- The Fantastic Corporation,
- Satama Interactive
- AT&T Broadband
- ATVEF,
- Mainostoimistojen Liitto MTL
- Finnish Association of the Deaf

Vastaajien kotimaat

- Finland
- Sweden
- UK
- USA
- France
- Germany
- Republic of Korea
- Spain
- Poland
- Italy
- Netherlands
- Switzerland
- South Africa



Conclusions of the ITV-dissertation

- WWW, multimedia and theories of screenwriting, virtual communities, and home shopping offer starting points for development
- The most important issues are the visual values, aesthetics and the user interface of the program.
- Who is the audience of the program
- How it can interact with the program
- What type of input will be collected from it.
- How user generated content could be incorporated to the program
- How www could be used as a marketing vehicle for the program.
- Three-act structure and a happy ending were not considered important.
- There are however big variations in the planning of different ITV genres. E.g. the interaction between audience members is important in computer game type of ITV genres but not in interactive advertising. In advertising on the other hand are important such questions as: How can we increase the audience loyalty, how can home shopping be combined in the program and how could the program generate transaction fees?

ITV:n menestys maailmalla

- Englannissa 6-7 miljoonaa kotia ovat hankkineet boxit
- Boxit ovat ilmaisia
- Pääasiallisin veturi on perinteinen sisältö
 - Urheilu
 - Elokuvat
- Sähköpostia 1,5 miljoonaa
- Pankkipalveluja 150.000 tuhatta

Arvaus Suomen tilanteesta

- Yrityksillä on vaikeaa pyörittää nykyistä 4 kanavaa kannattavasti
- Kotitalous voi ostaa 3000-5000 markalla myös muita uusia kanavia
- Laitekannan yleistymisen voi olla hidasta
- Koulut luultavasti hankkivat boxeja

Miten itse tekisin opetussisältöä

- Tunnistaisin polttavimman kysynnän (amkk opettajan 36 tuntia)
- Tarjoaisin ratkaisua tähän ongelmaan
- Vaikka se olisi vain puhuva pää
- En käynnistäisi yhtään hanketta pelkän tulorahoituksen varaan
- Digi-TV:n ja eLearningin suuret innovaatiot ovat vasta 5-10 vuoden päässä, vrt elokuvakamera ja teatteri

i-mode in short

- Worlds most successful mobile Internet service
- "Dual mode" phones that have a packet mode for www-content and e-mail
- cHTML browser that lets you see HTML too
- Java support, colour displays, high quality sound
- Intuitive e-mail address 040xxxx@docomo.ne.jp
- In addition to DoCoMo and i-mode there are two other very successful mobile Internet providers in Japan

Users

i-mode: 25.0 million

Ezweb: 7,9 million

J-Sky: 7.5 million

Total: 40,4 million

growth in I-mode alone 1 M / month

Figures from Jun 30, 2001

In which countries are the mobile internet users of the world ?

They are in the Far East :

81% Japan

12% Korea

5% Europe

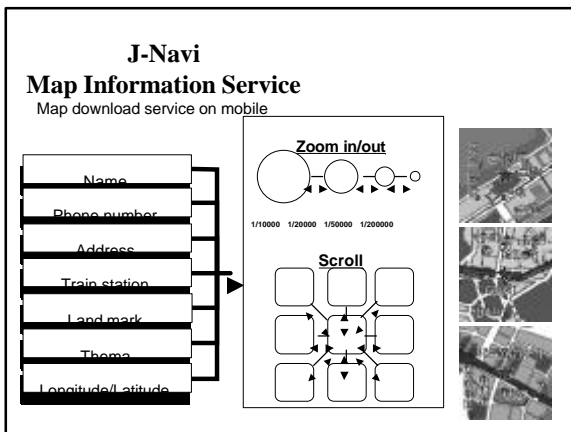
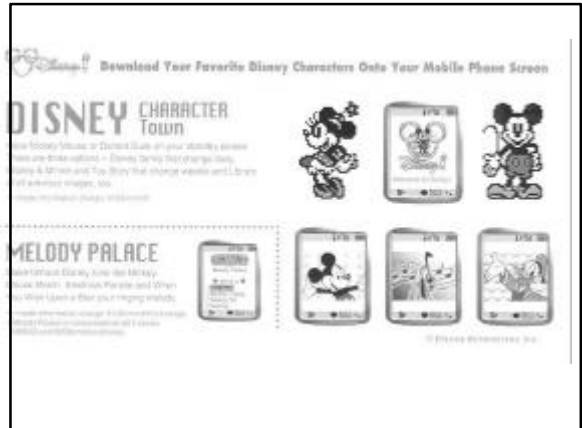
1% USA

Japans have a huge head start. Yet worse, their speed is much faster so the difference is not getting smaller but growing!

Docomo's role

- The developer of i-mode
- gate-keeper of the official sites"
- "unofficial sites" can be done by
- Billing is possible only to the operator approved pages
- Only 3 pricing alternatives: 100, 200 or 300 Yenä per month. 100 Y = 1 Euro





3G scenarios are developing

- Still picture + voice (from a familiar ad)
- Changing still pictures + voice
- Karaoke with motion video
- Preview of a film
- Aide in location and navigation (Am I going to the right way)
- Videostream of traffic flow
- Fish site shows home video from getting the fish
- Clips of video-games in marketing

What users think they want

- 75% are interested in two way videoconference.
- 66% wishes to see previews of tonights tv and program the VCR to record them.
- 64% is interested to see a movietrailer in a restaurant and then book a ticket via phone
- 63% wants to see how the child is doing in day care
- 61% is interested to send video greetings

Lessons to be learned

- Whole value chain together
- Easy billing
- WIN-WIN-WIN incentive for everyone
 - Content producer gets 91%
 - Producer has an incentive to improve constantly
 - Users get constantly new compelling content
 - Operator gets the transport fees that are 5-25
highs as much as the content fees

Conclusions about i-mode

- My faith to mobile content was multiplied
- Packet data will change everything
- Mobility will have a deep impact to the whole IT sector
- It is possible to enter the Japanese markets and the market will be a very interesting window to the future of Europe's mobile digital tv.
- One should leave room for the unexpected as has happened in www and SMS