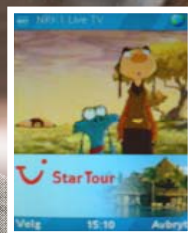


Personalised TV



Kurt Sillén
Vice President
Ericsson Mobility World

Personalised TV

- Personalised mobile advertising works!
- User experience and personalisation is key
- Mobile reporters today with great quality

Worlds first personalized mobile TV Advertising

Customized advertisements according to user profiles

Possible ad formats

- Banners
- Ticker text
- Combination
- Wap sites
- TV spots, VoD
- Voting, Sweepstakes
- Downloads

User: **A**
Region: Oslo area
Interest: **Cars**

User: **B**
Region Northern Norway
Interest: **Travel**



Advertising Banner

Same content experience

Different advertisements



Moving Ticker Text

Some of our Advertising Brands

Peugeot 207
*Link to "I want to
test drive" site*

Sony Ericsson
*Link to "Fun &
Downloads" site*

Star Tour (TUI)
*Link to "Travel
blogs" site*

Sandrew-Metronome
"Happy Feet" movie
Display-only banner

NRK Mobile TV Advertising Trial

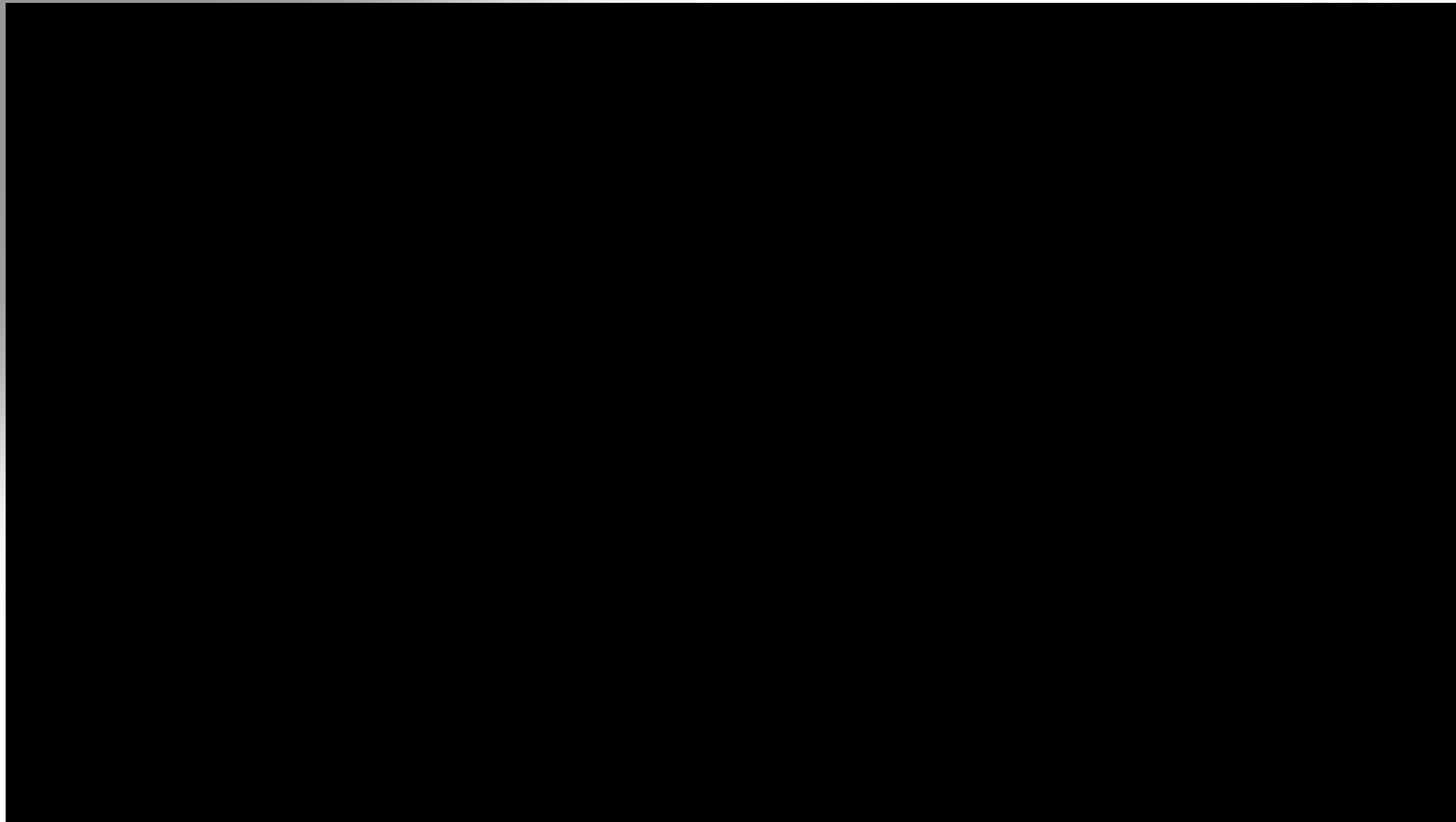
Some statistics as of Sept 2007

- Clicking on ads increased average TV sessions from 2.7 min to 7.5 min
- Average click through rate of 13%, top brands 40%
- Good feedback from mini-surveys inside the client
 - "Do you like NRK Mobile TV"
 - about 70% are positive
 - "Do you like Mobile TV commercials"
 - over 50% are very positive



NRK Mobile TV Advertising Trial

User experience

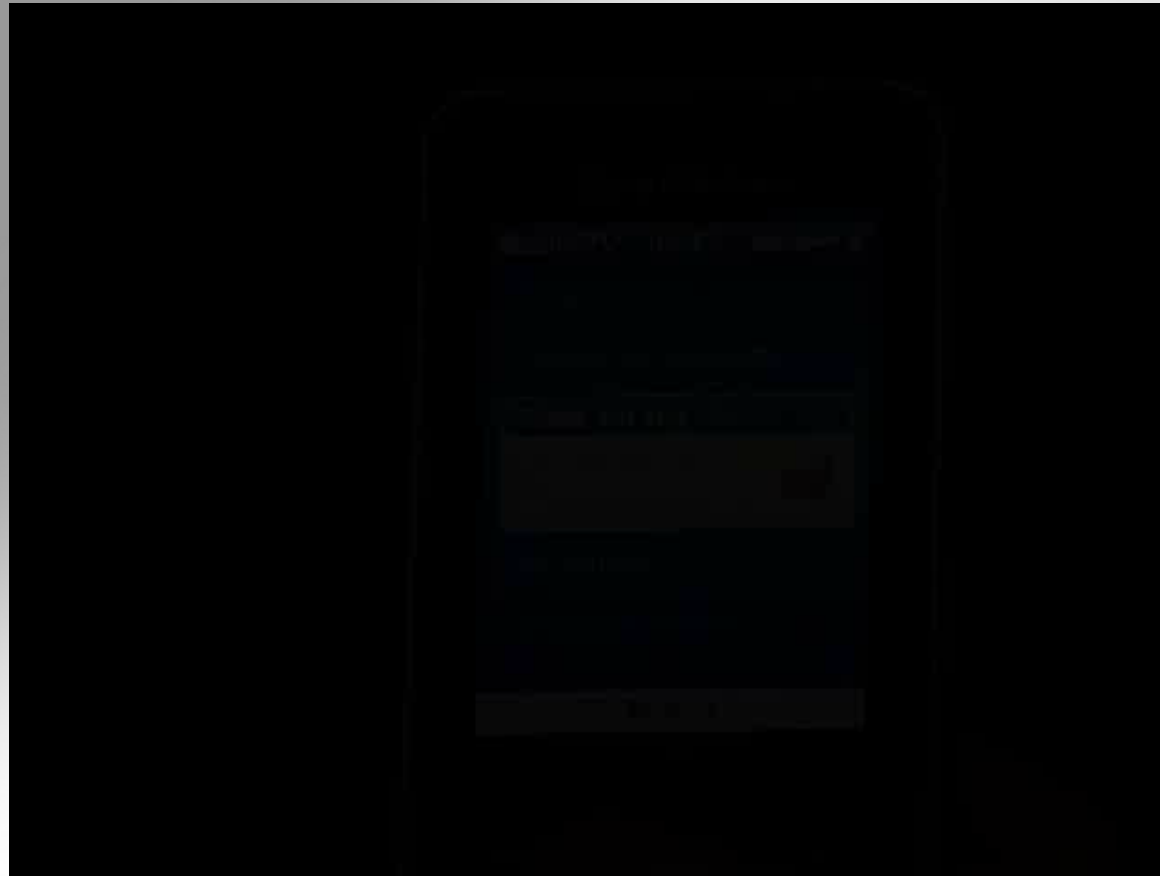


Personalised TV

- Personalised mobile advertising works!
- User experience and personalisation is key
- Mobile reporters today with great quality

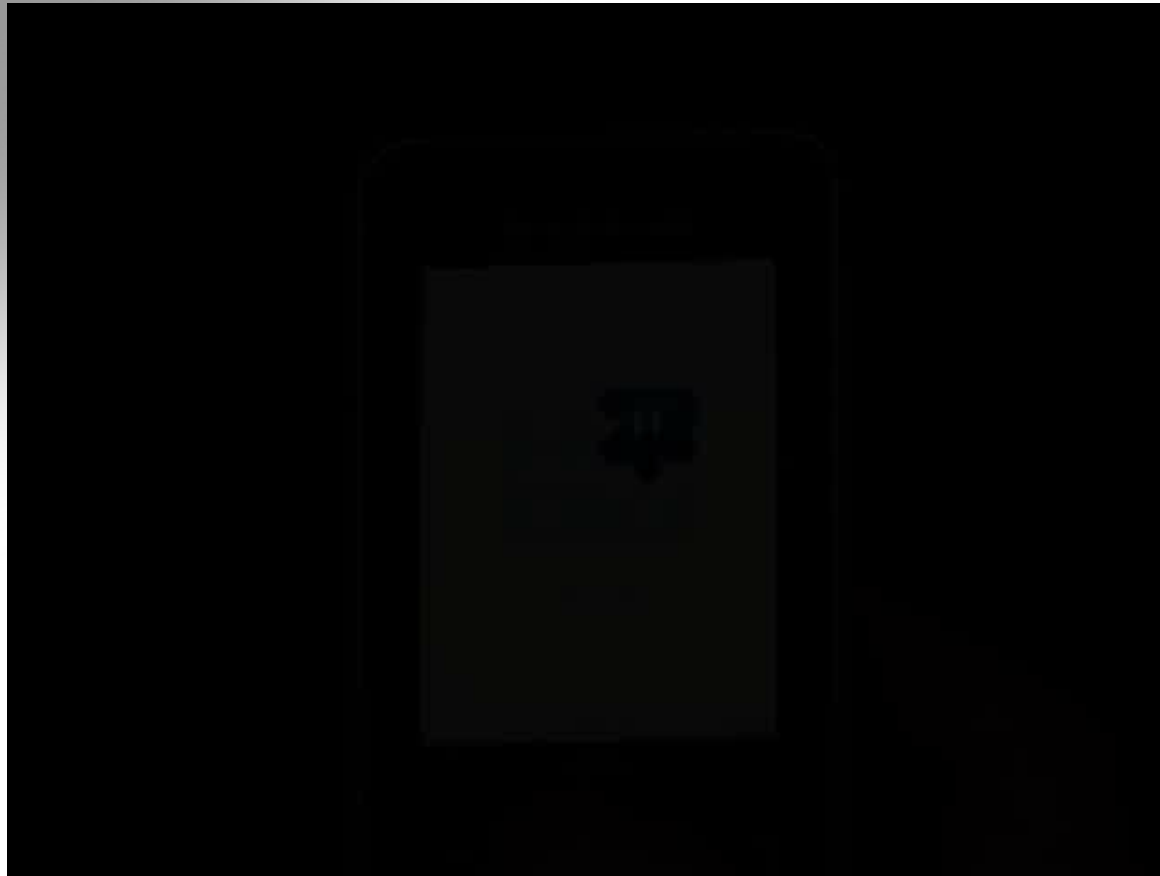
Mobile TV clients

User experience including podcasting, live, vod, personalisation, personalised advertising, program guides, and much much more...



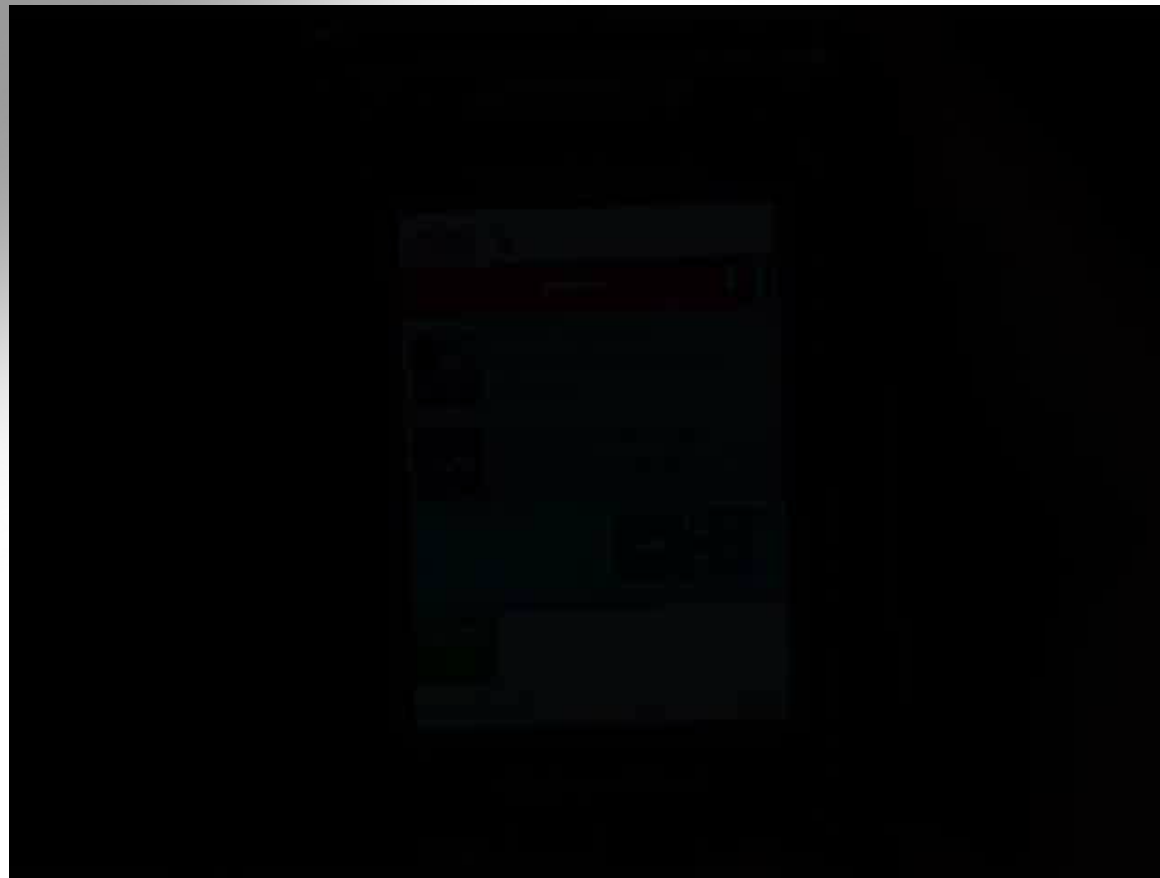
On Device Portals

User experience



CNN

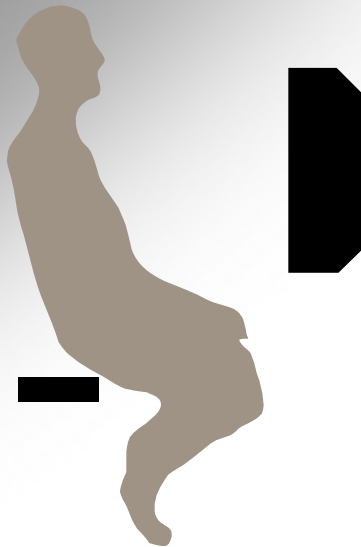
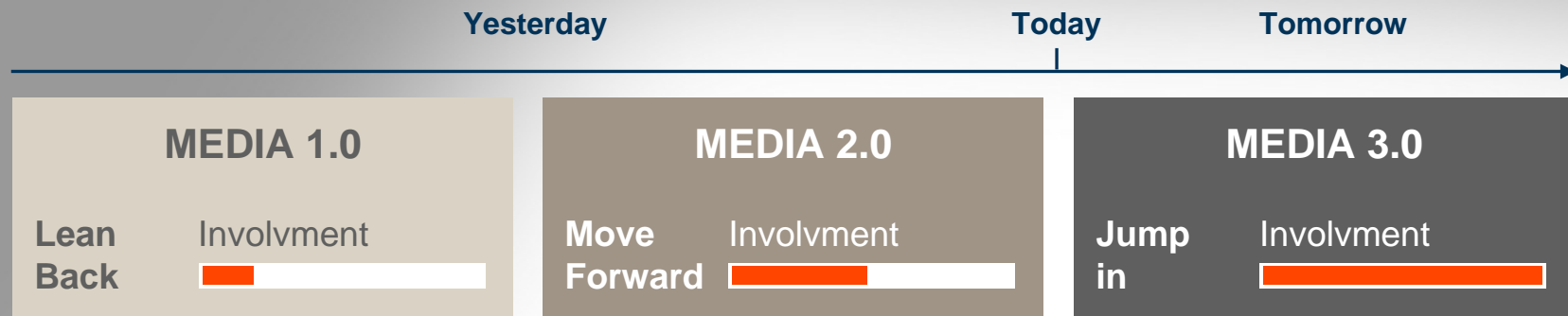
User experience



Personalised TV

- Personalised mobile advertising works!
- User experience and personalisation is key
- Mobile reporters today with great quality

Media



Me-On-TV live report from race participant in Vasaloppet



Simply using his own mobile phone

High Quality Live Video over HSPA 3G mobile networks



- Live video over HSPA networks
- VGA resolution
- Full framerate
- Encoded at 248-320 kbps

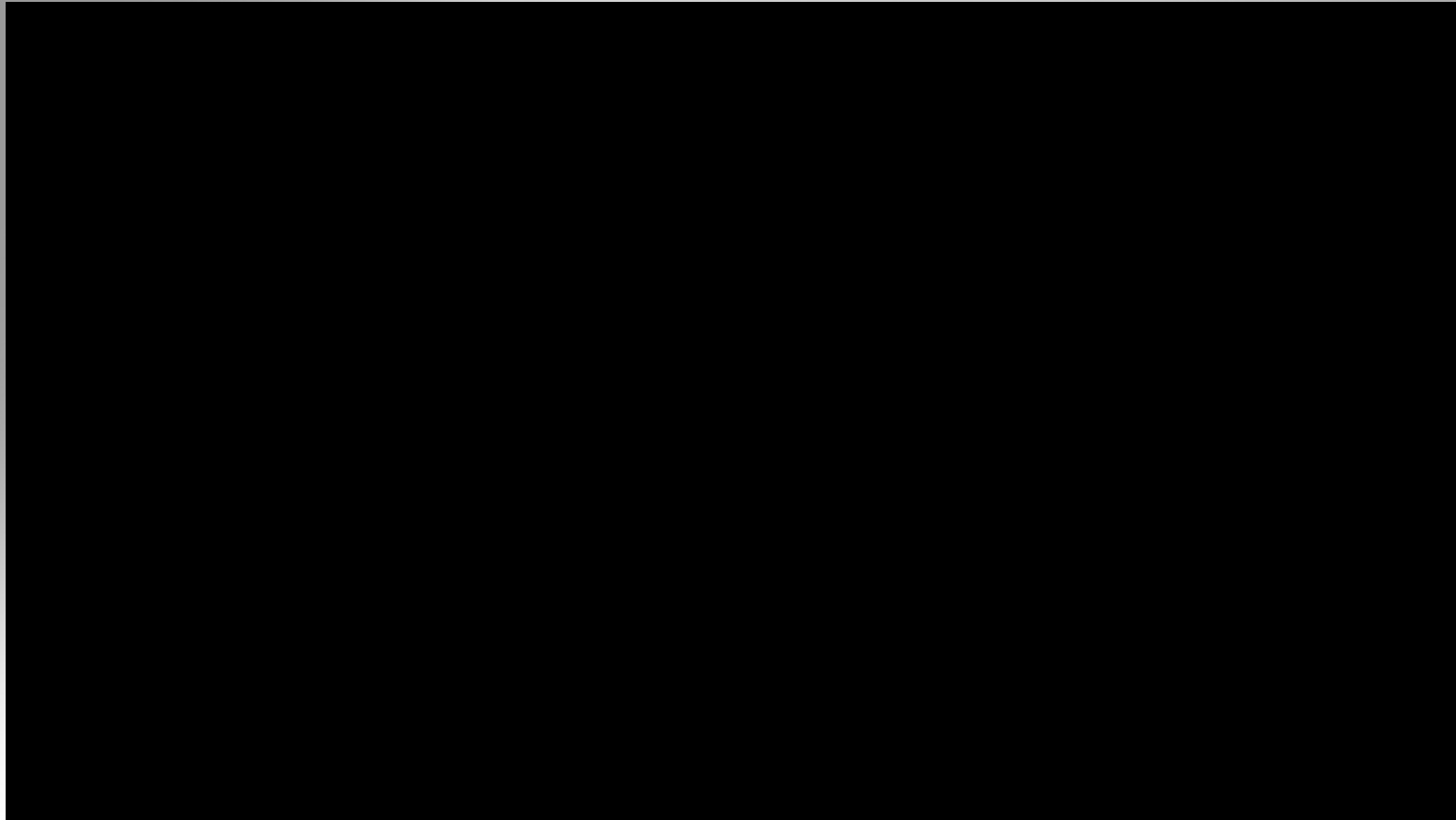
Convergence – *experience the thrill*



SMS RACE to +46 737 494949 or enter <http://m.volvooceanrace.org>

Enable rich user experience

Across mobile, TV, Internet





TAKING YOU FORWARD