



Mobile Interactive TV and advertising

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Barcelona 03 of July of 2006*

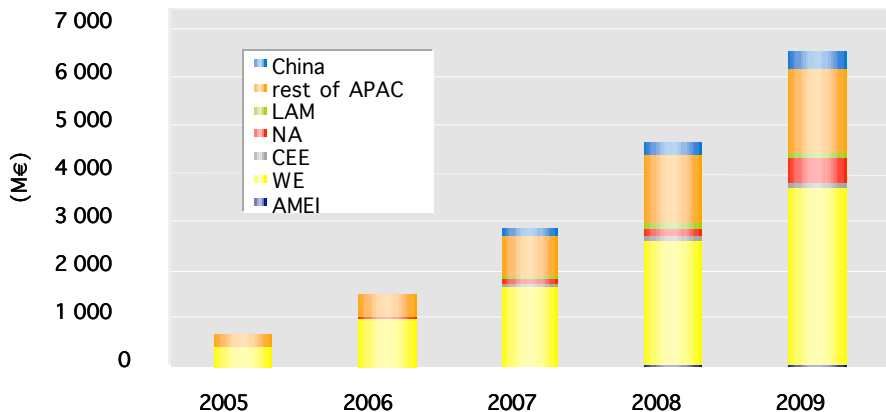




VOD and Mobile TV, a great opportunity for carriers



Mobile Video Content Revenues To operators and operators



Mobile video revenues will jump over US\$8,1 billion in 2009



56% of broadband subscribers
3,5 Million TV viewing per month in Nov 05
Average **40'** per month



Launch May 05, **300 000 subs** in Dec 2005
Monthly subscription: €8,5 basic, + €3 option, + €1..5 for VOD



700k viewing / month in Oct 05
25 minutes per month
10 video per sub per month

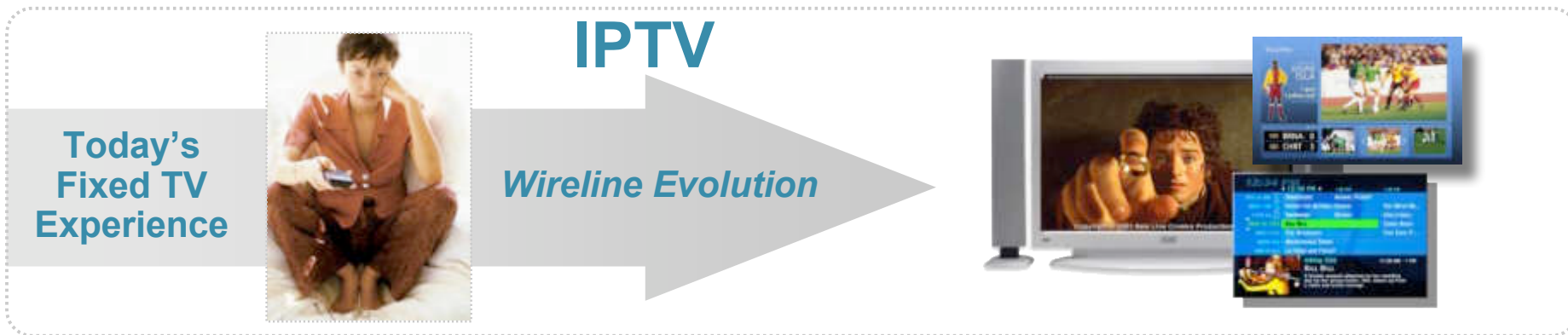


Started Nov 2003
300k subs in July 05
Monthly fee **\$9.99**
10% of Sprint ARPU





Mobile interactive TV - The Next Big Thing



Established leadership in Mobile TV over 3G



Mobile interactive TV - The Next Big Thing



EDGE/3G/.../DVB-H

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Interactivity & personalization

- ▼ Personalisation functions: alerts, Electronic Program Guide...

Better User-experience

- ▼ Best of breed streaming techno.
- ▼ Improved user interface
- ▼ Fast channel switching

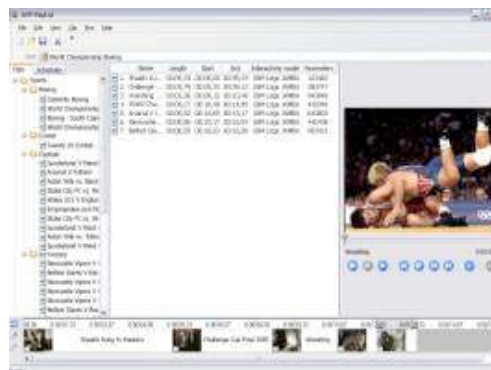
Smooth Transition to Broadcast

- ▼ Service platform is DVB-H ready from day one
- ▼ Differentiate your TV services using DVBH & unicast networks

Mobile *interactive* TV

“Prime Time” becomes “My Time”

- ▼ Increased consumption through personalised Alerts on preferred programs
- ▼ Value creation around TV programs (voting, premium info, community...)
- ▼ Derived Revenues from Cross-selling and Merchandising (logos, ringtones, RBTs ...)
- ▼ Enable your content partners to create their own “live” programs
- ▼ Flexibility through Alcatel capability to host the service

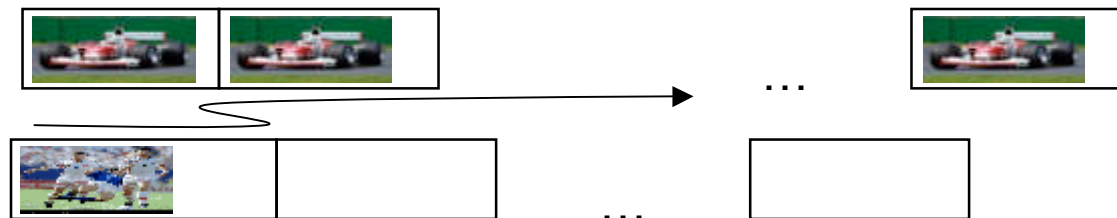




Mobile interactive TV - The Next Big Thing

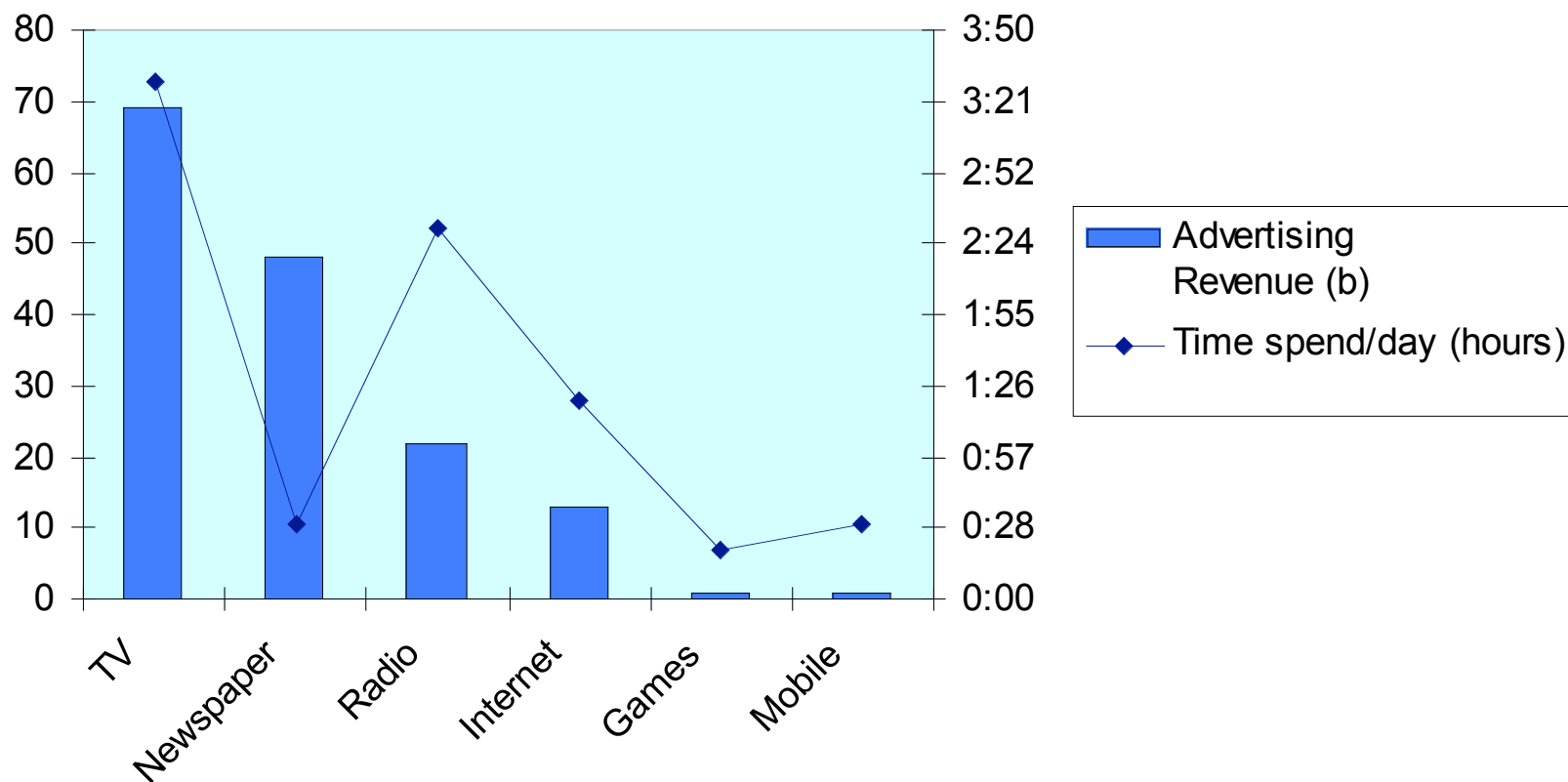


	User perception	Content provider tasks
Live channels	-watch TV -zap to other channels -view EPG	-encode an existing TV channel
Loop channels	-Watch TV -zap to other channels -view EPG	-encode video clips -assemble the clips in a playlist -inserts playlist on a channel timeline
Playlist channels	-watch TV -zap to other channels -zap to other clips -view EPG -directly jump to a specific clip	-encode video clips -assemble the clips in a playlist -defines the accessibility of the playlist





Mobile Interactive TV and advertising.



Source: Television Advertising Bureau, Cabletelevision Advertising Bureau, National Newspaper Association, Internet Advertising Bureau, Electronic Software Association and Yankee Group 2006.



Mobile Interactive TV and advertising.



Audience per title

Number of Titles



Films

Sport

Soaps

Regional and local communities

Reality TV

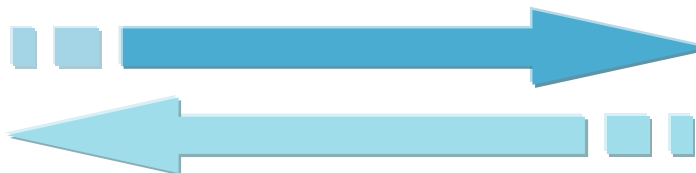
Clubs

Local TV

Community content

Pictures & videos (friends & family)

The viewing windows opens up



Communities broaden the audience pools



Mobile Interactive TV and advertising.



Traditional TV:

- Passive viewing.
- You are sitting in the sofa.
- Low level of interaction.
- Traditional advertising strategy.



New media:

- Active viewing.
- You are usually on the move.
- High level of interaction.
- User generated content.
- New strategies for advertising.



Mobile Interactive TV and advertising.



Improved user experience with one button push.

- ▼ To start TV.
- ▼ To zap.
- ▼ To have an interactive menu.



How do you manage your TV at home?



Mobile Interactive TV and advertising.



Personalization and location.

- ▼ I watch my own channels.
- ▼ I receive my adds and promotions at the right place
- ▼ I interact with my preferred content.
- ▼ I create my own content in my community.



What do you do with internet at home?

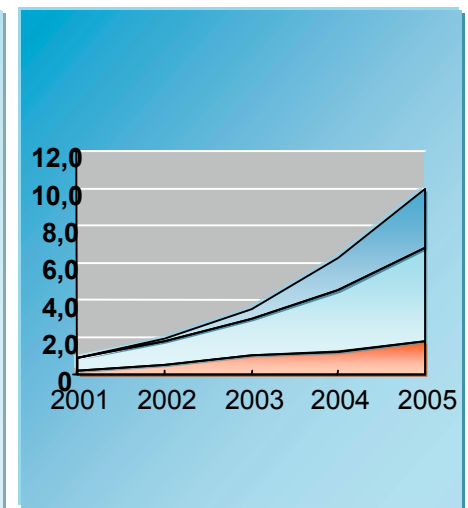
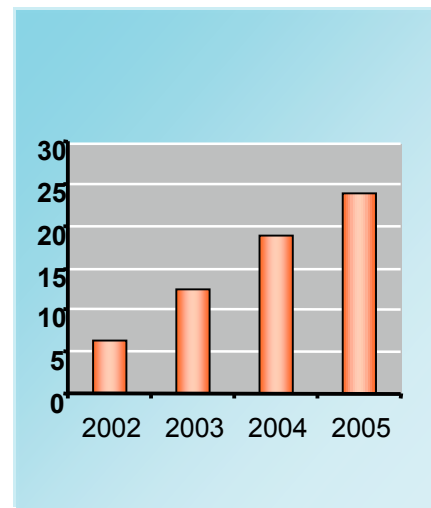


Mobile Interactive TV and advertising.



Advertising management.

- ▼ Mediametry.
- ▼ Privacy management.
- ▼ Advertising profile management.
- ▼ Automatic adaptation of advertising.



How do you manage your business performance?





Mobile Interactive TV and advertising.



Together with new user attitude in front of content.

- I want to watch my content waiting for the bus.
- I have no more than 10 minutes to watch my news, so I need to zap them.
- I want to see now the breaking news.
- I want to receive promotions during my trip to the mall, while I am watching TV in my mobile.

For that we need the full collaboration of the value chain.

- Ecosystems where Mobile Network Operators, Content Providers, Media Agencies and Vendors can meet.
- An environment when we can really try to assess a new user attitude.

Thank you.

B R O A D E N Y O U R L I F E

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