



# NEXT STEPS TOWARDS 2020

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# MEET WITH JESSICA...

## THE EARLY ADOPTERS AND DIGITAL NATIVES

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### Pioneer Youth



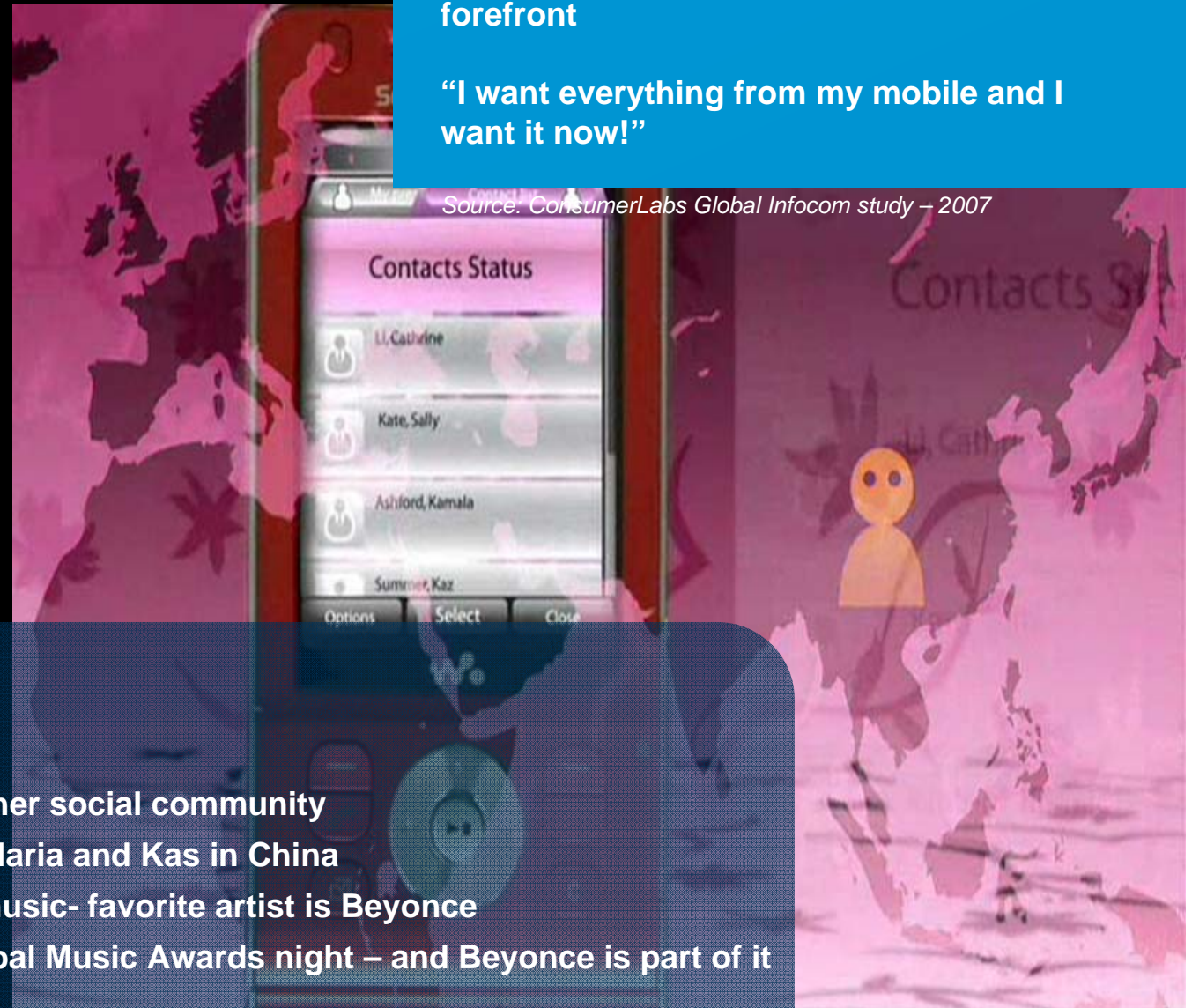
*I love leading the way*



Confident young people who are keen to experiment with new services, are heavy users of technology and like to be in the forefront

“I want everything from my mobile and I want it now!”

Source: ConsumerLabs Global Infocom study – 2007



## Meet Jessica

- 17 years old
- 500 friends in her social community
- Best friends: Maria and Kas in China
- Interested in music- favorite artist is Beyonce
- Tonight is Global Music Awards night – and Beyonce is part of it

Rich Communication Suite  
Social Media Portal



**Focus on her social community**

- First thing in the morning is to check who else is online
- She updates her own status to “I am feeling fantastic”
- She checks the new Beyonce remix on the portal uploaded by Kas
- Sees that Maria is already on her way to the bus...

# RICH COMMUNICATION SUITE



## Rich Address Book

Presence + Service Capability  
 "Favorite friends" view  
 Full network backup available



## IM & File Share

Conversation view for chat  
 Chat history storage on phone  
 Integrated File transfers



## ContentShare

Share still Image  
 Share Live Video  
 Setup during live voice call

Mobile IMS Based Solution

Integral part of original phone interface

Based on the GSMA Rich Communication Suite

# MASHUP - SOCIAL MEDIA PORTAL

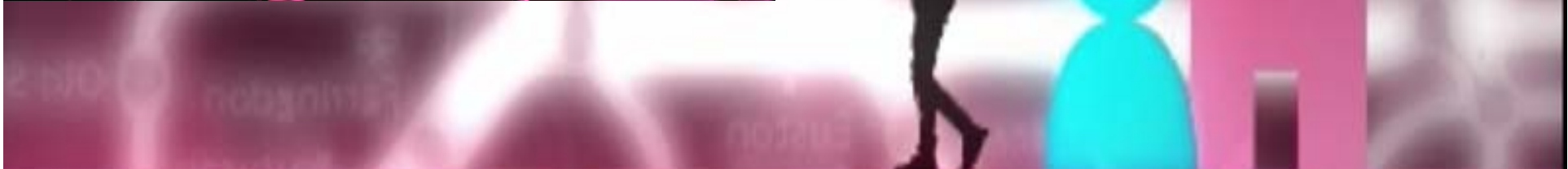
- › Storage of User Generated Content (video, image, audio)
- › Upload of User Generated Content to external social networks
- › Pushing of User Generated Content



- Status and commenting with SMS notification
- Development of a Social Graph (a is friends with b, b is friends with c, etc)



Rich Communication Suite  
Application Store  
Converged advertising  
Mobile TV



## Making plans for tonight

- Chatting with Kas in China and make plans to vote for Beyonce for tonight's Music Awards
- Special offers to all three of them as part of the Beyonce FANCLUB - download special edition video clips
- Music Awards Mobile TV channel – see what is going on – „free of charge” because of advertising

# APPLICATION STORE AND STOREFRONT

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- › An embedded mobile browser, JAVA application or WAP portal, that allows consumers to have fast, fun, easy and immediate access to selected internet and operator services and content
- › Makes it really easy to find services and applications
- › Making the services RELEVANT
- › Making the portals PERSONAL



# MOBILE TV & VIDEO



## “Linear TV”

Traditional scheduled TV  
Selection by brand/channel  
Fast Channel Switching



## “On-demand TV”

Streaming/download  
Selection by content/search  
Rewind, fast forward



## “Podcast TV”

Off-line consumption  
Subscription based  
Automatic updates

Electronic Service/Program Guide (ESG/EPG)

Personalized & Interactive

Advertising

# PERSONAL MOBILE ADVERTISING

DYNAMIC AD INSERTION – LIVE AND ON DEMAND

Opt-in, interactivity and personalization drives click-through rates and acceptance

## Targeting and Personalization



## Interactivity

- › Interactive banners
- › Link to mobile internet site
- › Link to on-demand video
- › Send SMS
- › Click to call

## Examples of mobile ad space

- › Interactive banners and Tickers
- › Pre-roll and post-roll
- › SMS and MMS alerts
- › Sponsored podcasts
- › Electronic Program Guide (EPG)
- › TV Startup and channel switching

**IPTV – rewind and pause**  
**IPTV – picture in picture**  
**RCS in IPTV**



### **Time for the Music Awards**

- **Watching the show with anticipation**
- **Rewinding and pausing the live performances to get closer looks at the artist clothes and mimics**
- **Chats with her friends and reminds them to vote...**



RCS  
Mobile TV  
Application Store

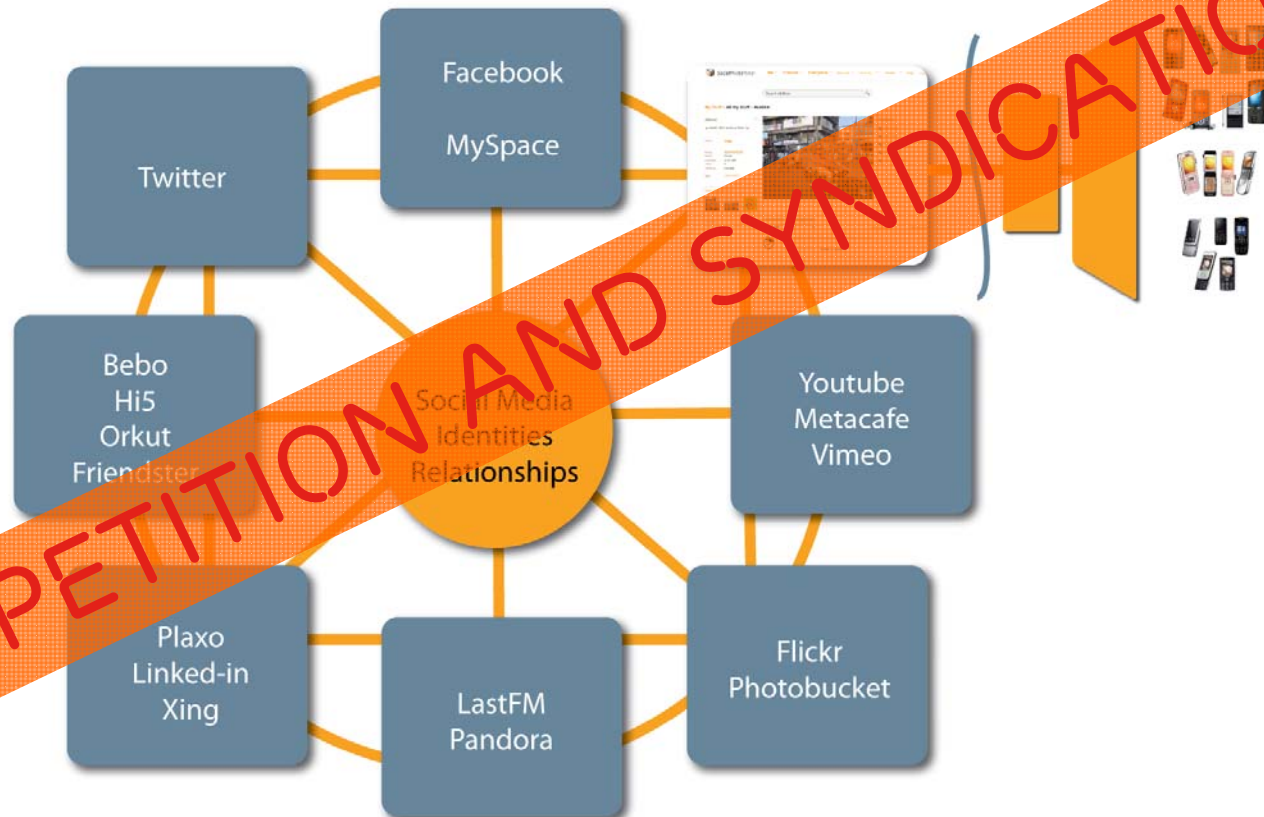
### **in China Kas is waking up**

- Kas is waking up seeing on the presence status that Jessica is watching MTV
- Immediately steps out of bed to tune in on her TV
- Switches over the session to hurry to school
- Logs in to the Music Awards portal to download the clip (the session) with Beyonce
- Chat with Jessica and Maria

# CONNECTING TO THE SOCIAL WEB

It's a web ecosystem

- Become a part of the social web and contribute to the social graph





**ERICSSON**