

Finnish Mobile TV Pilot

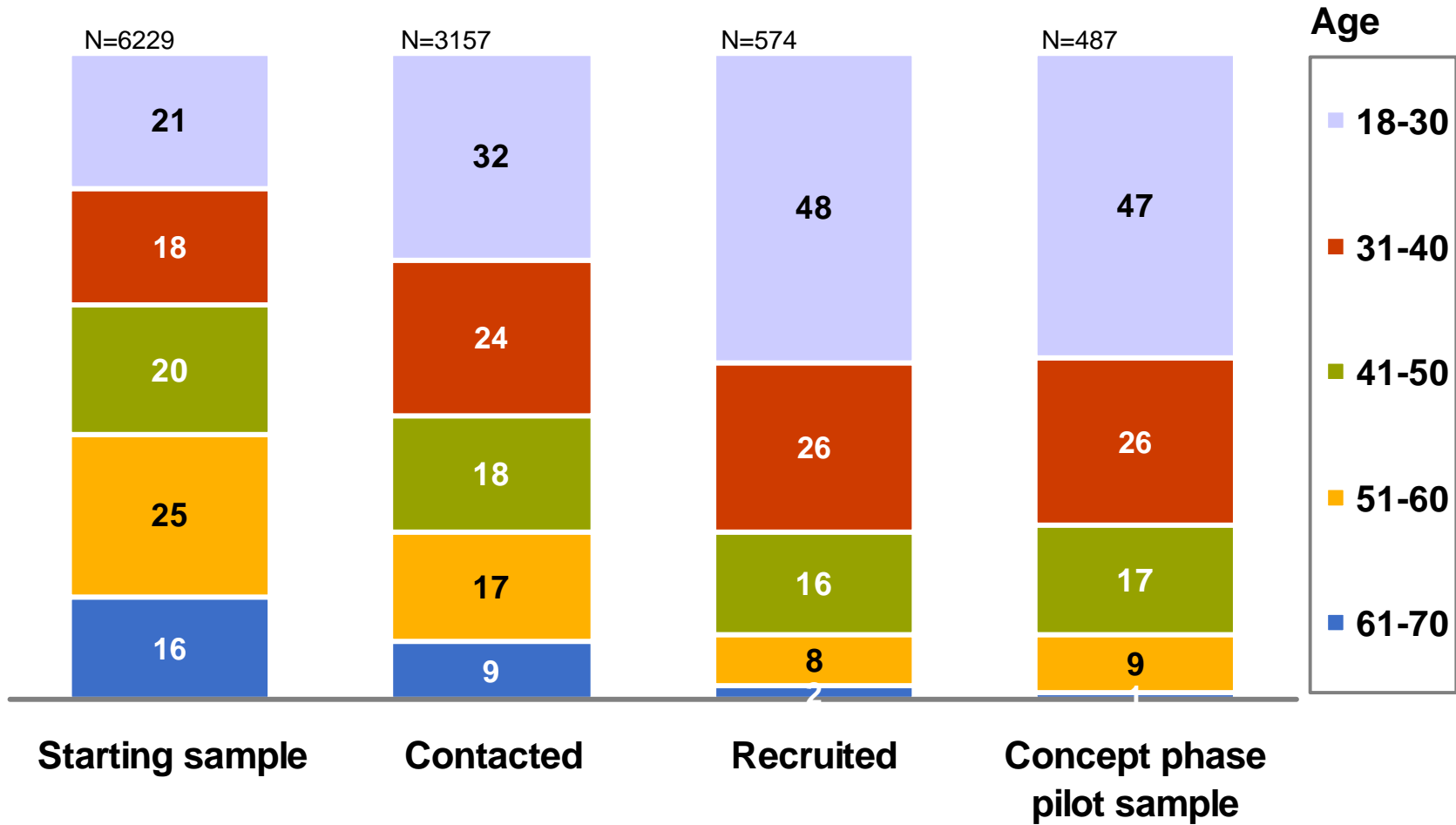
Results

August 30th,2005

Juri Mäki

© Research International Finland 2005

Who were pilot participants?

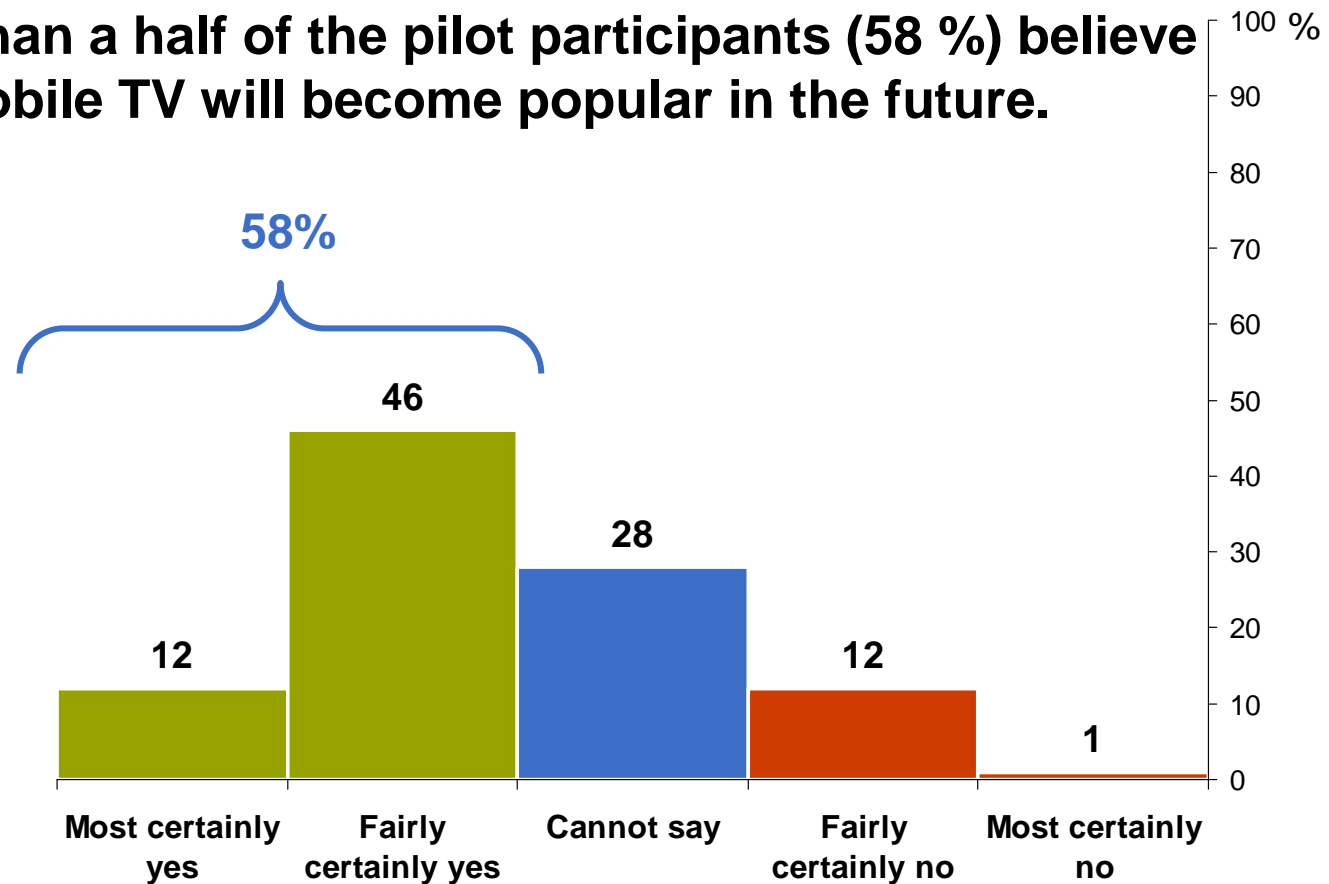


Women: 55%	Women: 47%	Women: 37%	Women: 35%
Men: 45%	Men: 53%	Men: 63%	Men: 65%

Does the service have future potential?

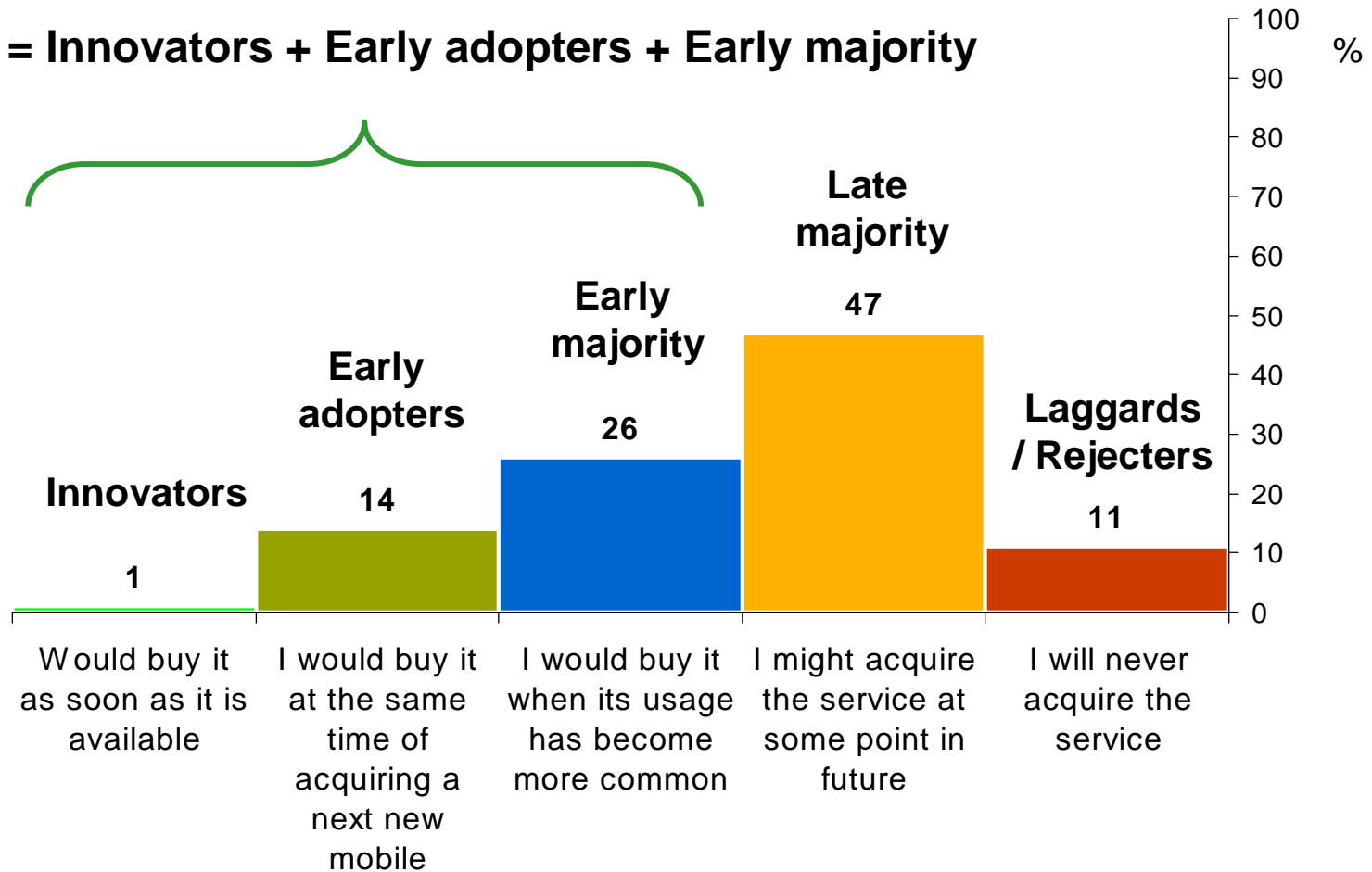
Yes - assuming that the pricing and content are in line with consumers' expectations and needs.

More than a half of the pilot participants (58 %) believe that mobile TV will become popular in the future.



41% of pilot participants are potential buyers for future Mobile TV services

41% = Innovators + Early adopters + Early majority



Typical Early Adopter



- Male
- Aged +30-40

Age, sex

- Smartphone
- Mobile phones with a camera

Mobile phone

- Has tried WAP and mobile services

Mobile phone usage

- Follows news actively
- Listens to music also outdoors

Media usage/
behavior

Requirements for Mobile TV adoption according to pilot participants



Satisfaction with the content

Content that is also suitable for irregular and short period viewing

Usability of the Mobile TV service

Easy and intuitive service usability provides a foundation for service adoption

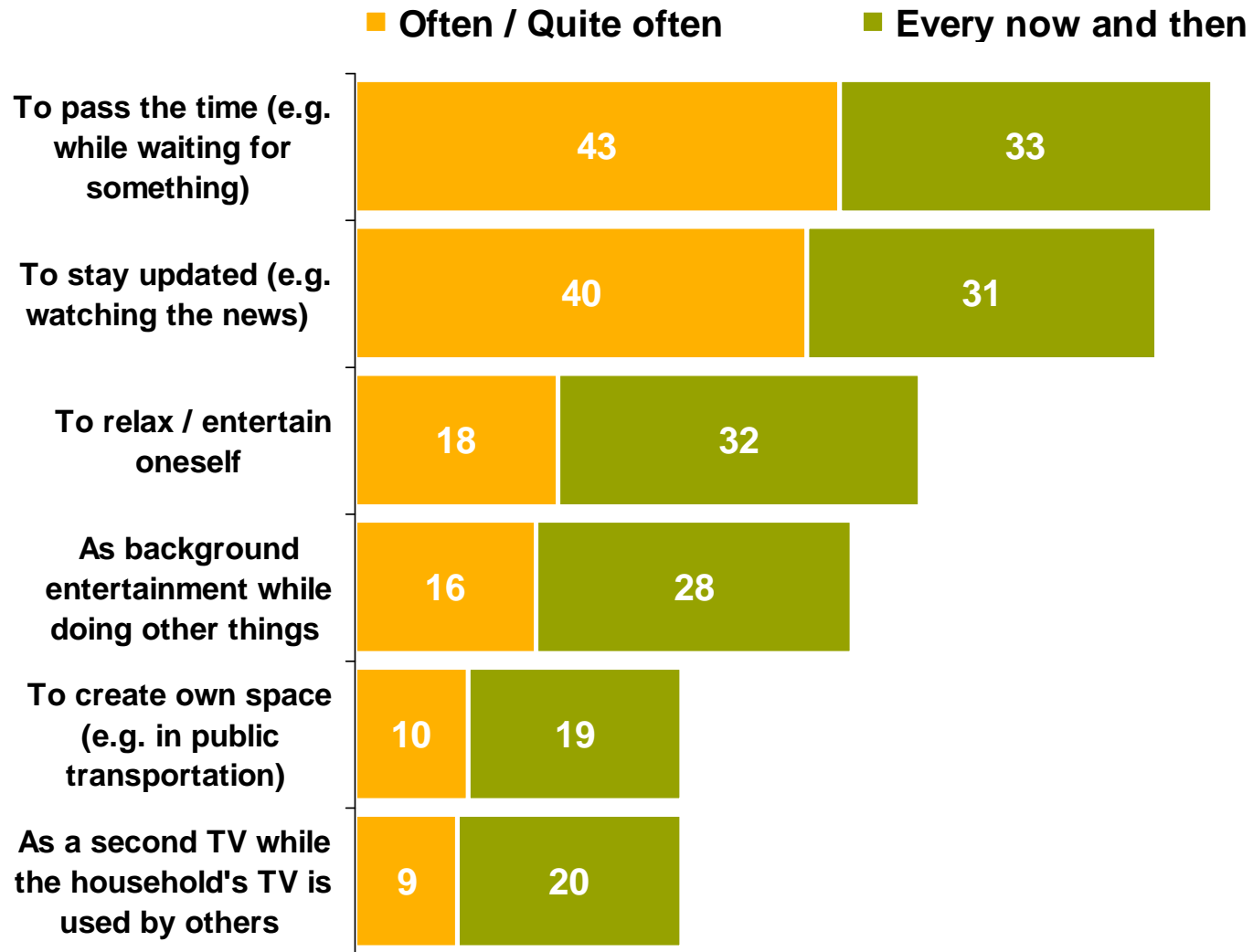
Technical performance & reliability

Good technical functionality and reliability is needed for a positive user experience

Handset usability & acceptance

Good mobile phone qualities must not be compromised at the expense of the TV application

Mobile TV is used to pass the time and to stay updated



TOP 3 usage situations among active users



When traveling using public transportation

When at home

When at work

Entertainment, news and sports for spontaneous usage situations

	News & Morning TV	Sports	Series & Entertainment	Music	Films
+	Available from several channels during the day. No fast moving pictures → easy to follow	Live broadcasts can be watched anywhere	Close up shots, still pictures and familiar characters → easy to follow irregularly	Easy to listen to and follow. Fast changing content always available	Viewing can be started with Mobile TV and continue with the main TV when arriving home
Occasions	'On' throughout the whole day. Valuable channel when something newsworthy takes place.	When the main TV is not available. Entertainment when spending time with friends e.g. in the pub	For short viewing periods e.g. when on the way from work on public transportation	When on a move, at work, when waiting for somebody	When the main TV is not available. Could be ideal for long journeys, at the summer cottage etc.

Fixed monthly fee the most acceptable pricing model

- Pilot participants were charged a monthly fee of 4,90€ for Mobile TV.
- Fixed monthly fee was generally seen as the best pricing model for the Mobile TV service.
- 4,90€ is well within the acceptable price range – a half of the pilot participants did not find a monthly fee of 10€ too expensive.
- Pilot participants were also able to buy one day's access to content (50 cents/day) containing e.g. several Formula1 and GP2 sessions from trainings, qualifications and Grand Prix.
 - Pay per view pricing model was well received among the Pilot participants.

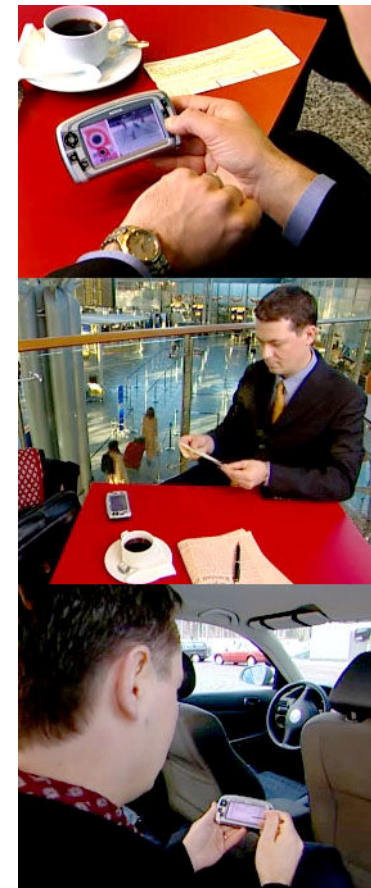




Summary

Key Findings

- Mobile TV is clearly an interesting new service: more than a half of the pilot participants believe it to have future potential.
- 41% of pilot participants are potential buyers for future Mobile TV services.
- Mobile TV has a role as a mobile entertainment, sports and news that can be watched spontaneously, anytime and anywhere.
- Top 3 usage situations: when traveling public transportation, at home and at work.
- Fixed monthly fee is the best accepted pricing model – pay per view content complements the offering.





RESEARCH
INTERNATIONAL

RESEARCH INTERNATIONAL