

# The Long Tail

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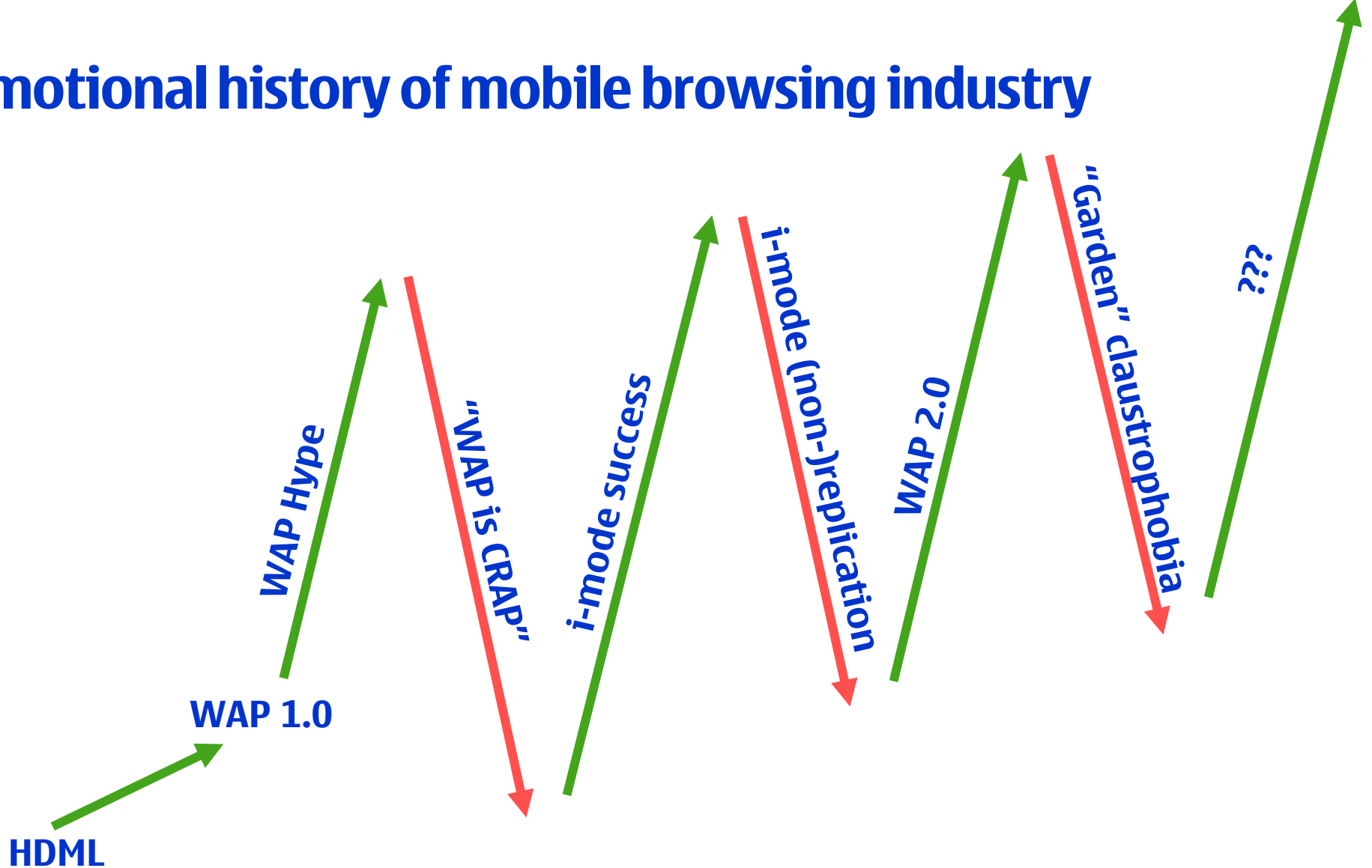
S60 Browsing



*“The theory of the Long Tail is that our culture and economy is increasingly shifting away from a focus on a relatively small number of ‘hits’ (mainstream products and markets) at the head of the demand curve and toward a huge number of niches in the tail.”*

Chris Anderson, editor-in-chief, Wired Magazine  
October 2004

# Emotional history of mobile browsing industry



# Mobile browsing vision

**By 2015  
most people will have access  
to most of human knowledge  
wherever they are  
all the time**

# Key browsing use cases

## Infotainment:

Fill the 5 minute gaps

Any browsing, Mobile or Web:  
*"whatever you desire..."*

No need to get your PC --  
mobile instead of PC.

## Location based service discovery:

Yellow pages, maps, etc.  
using location data to  
provide information

## Content discovery and download :

Consumers browse to operator or  
3rd party portal, find & preview  
content that interests them,  
download it

## Subscriptions :

RSS feeds provide quick  
reading of regular sources  
Easy offline viewing

## Personal publishing :

Mobile users can start  
a blog of their own  
Read other blogs

## Image galleries:

Capture a picture, upload it  
to your Web photo album

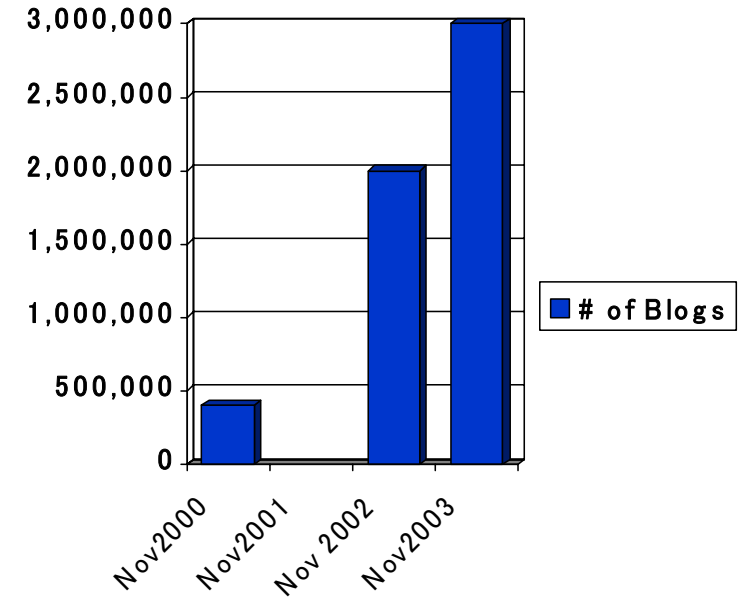
Share your moments with  
family and friends

Post a picture, tag it, let  
others comment on it

# Mobile blogging – one of the biggest mobile Web sites



- Maho no i-land (Magic Island) site in Japan run by T.O.S shows the enormous success of mblogging
- Launched in 1999
- The page-view count is rising by 30 000 per week

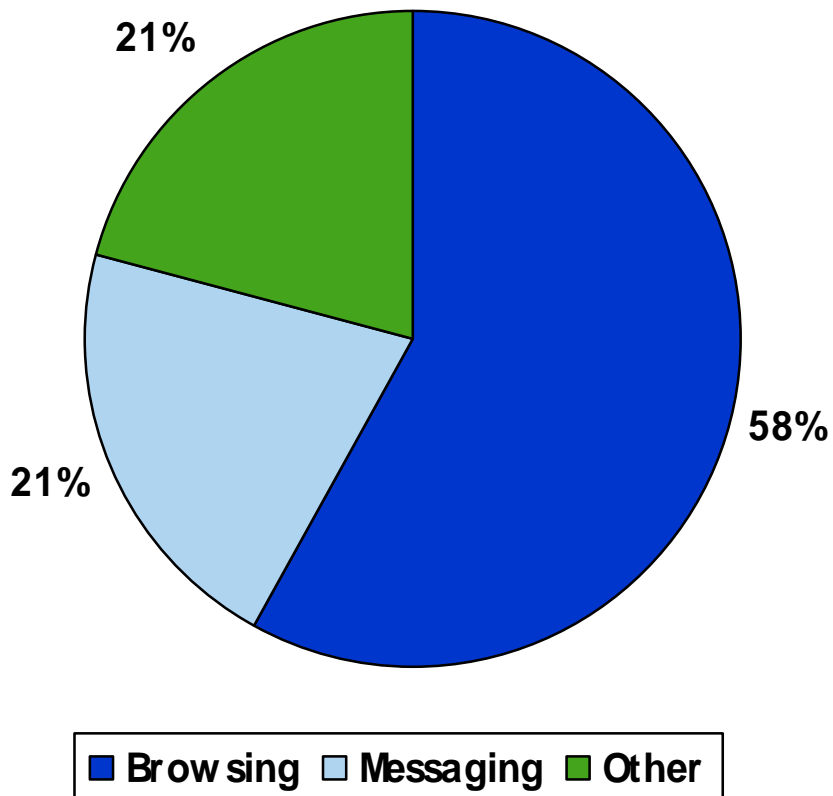


Source: Mobile Media December 2003

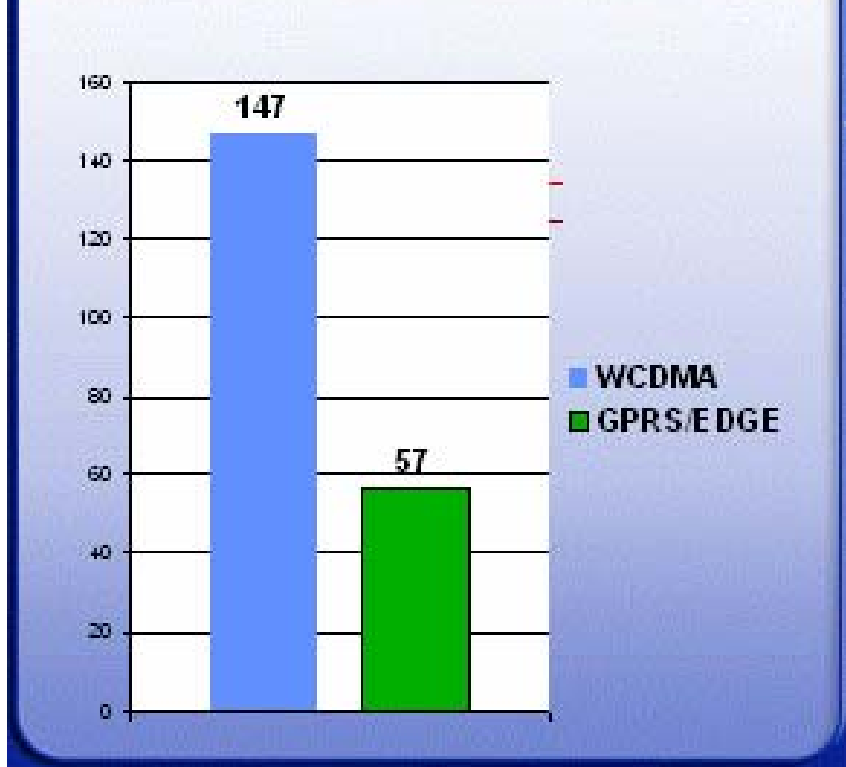


# Browsing generates more than half of the data traffic, WCDMA browsing size nearly three times as big as EDGE/GPRS

Share of traffic by application category



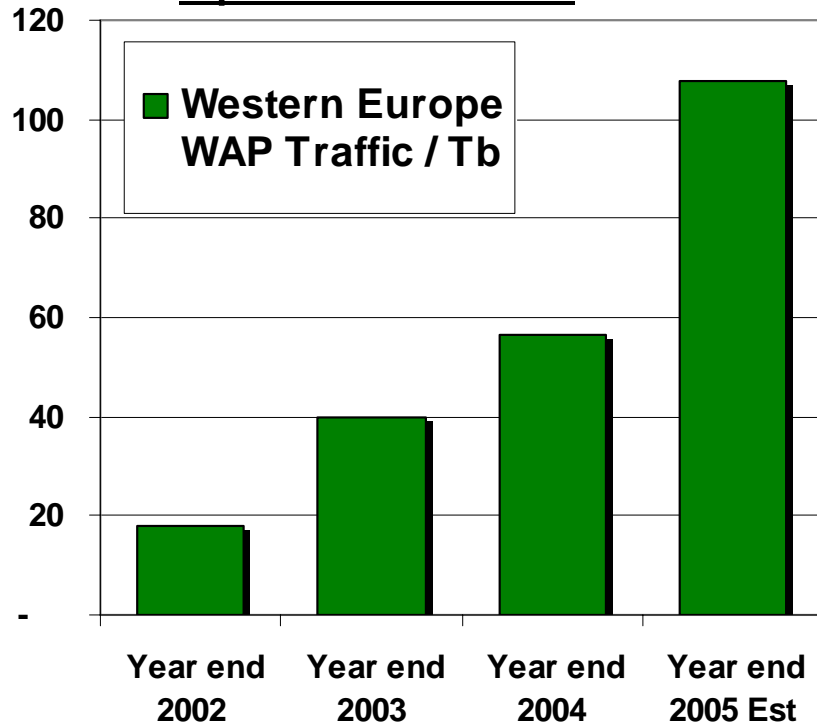
Average browsing session size (kB)\*



Sources: Nokia 2005 Smartphone360 Study, interim report June 2005

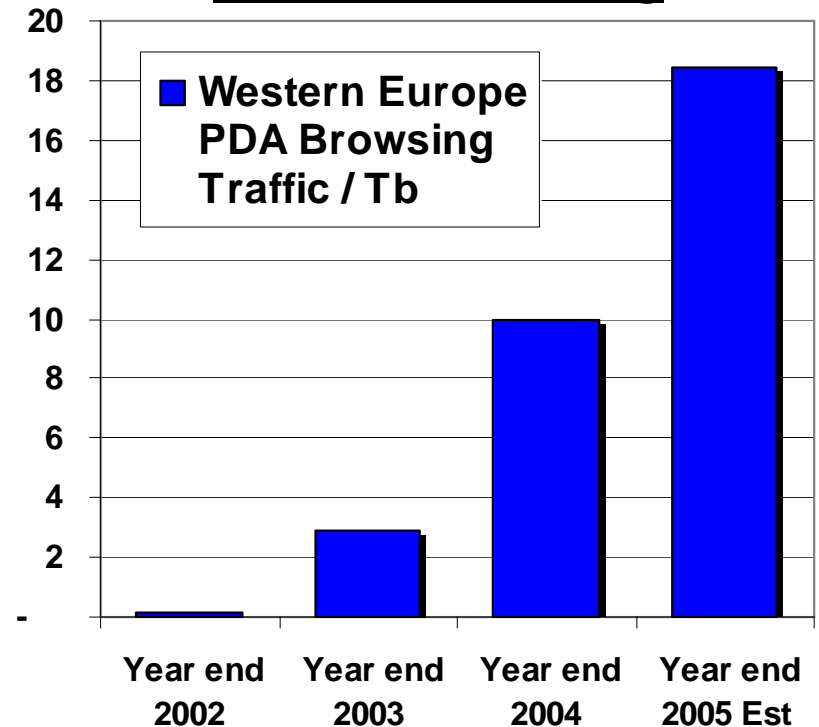
# Browsing data traffic continues to grow strongly over WAP, with explosive growth over full Web

## Operator Portals



WAP has gone from strength to strength in the UK during 2005 - a total of 1.76 billion page impressions were viewed in the UK during April 2005, an increase of 24% compared with the same period in 2004

## Full Web Browsing



Western Europe Mobile PDA browsing traffic has been growing at CAGR of over 430% since 2002

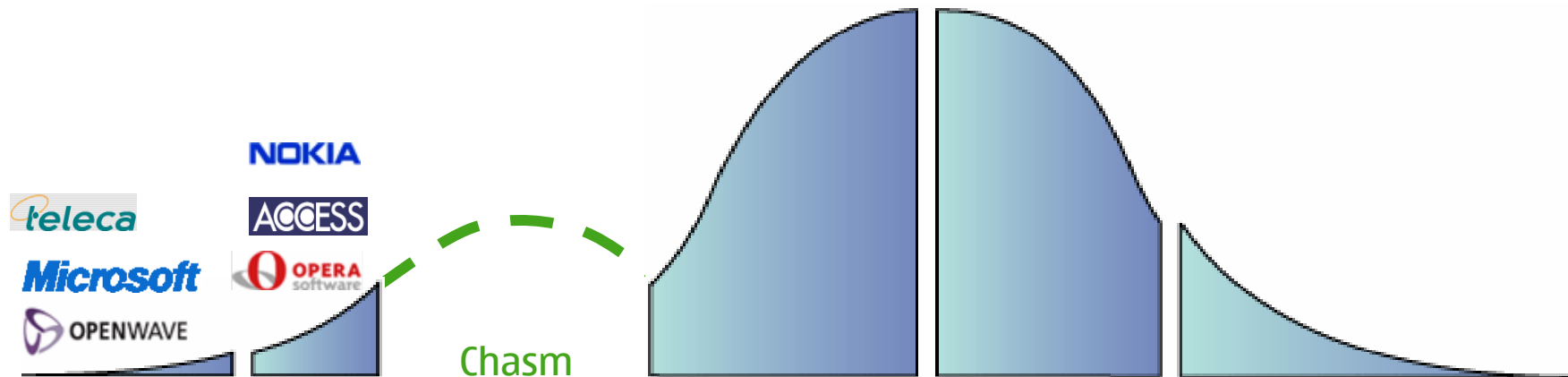
Sources: Credit Suisse First Boston Equity Research January 2005 "3G Fat pipe but what will fill it?", Mobile Data Association Press 16<sup>th</sup> June 2005

# Mobile browsers aren't meeting expectations

Mobile browsers are stuck “before the chasm”

Only 9% of subscribers who own browser-enabled phones are active browser users\*

Full Web browsers, usable on sites on the Internet, will bridge the chasm



\* Nokia Marketing Forecast, 2004 estimates  
“Active browser user:” > 1 session/month  
(global, excluding Japan & Korea)

# Demo

## New open source Web Browser for S60