

The Long Tail

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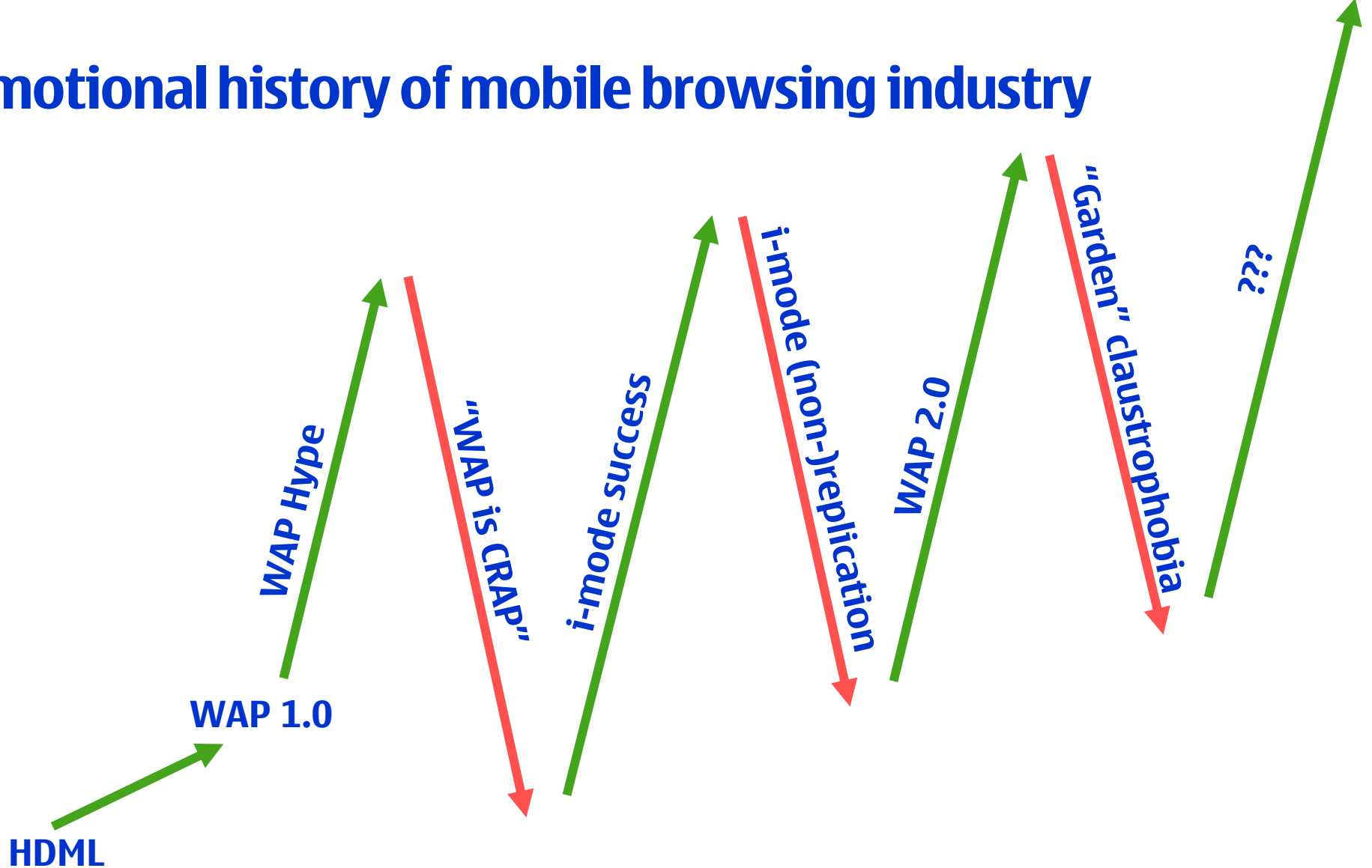
S60 Browsing



“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

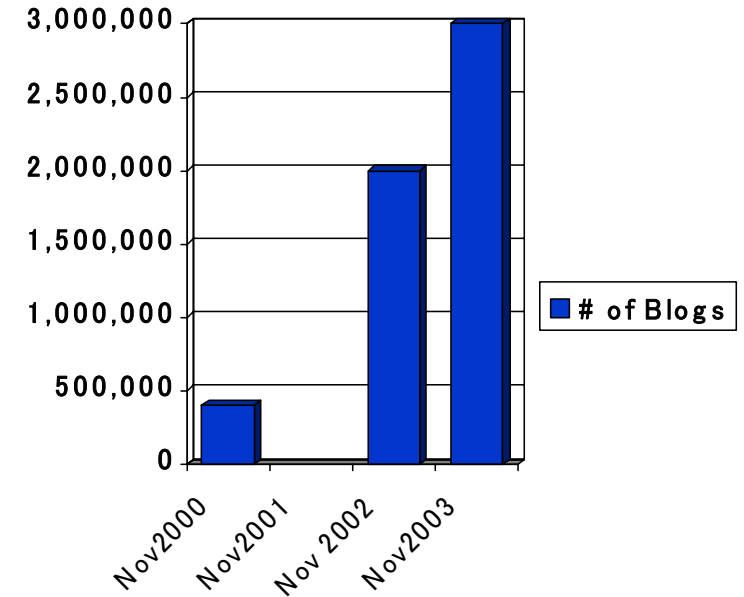
Share your moments with
family and friends

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

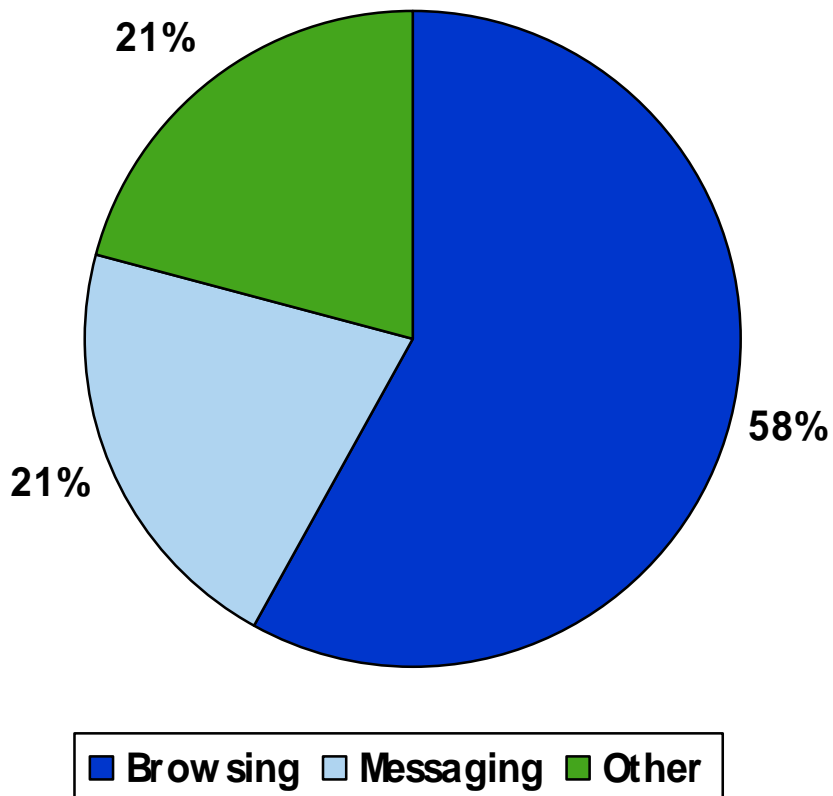


Source: Mobile Media December 2003

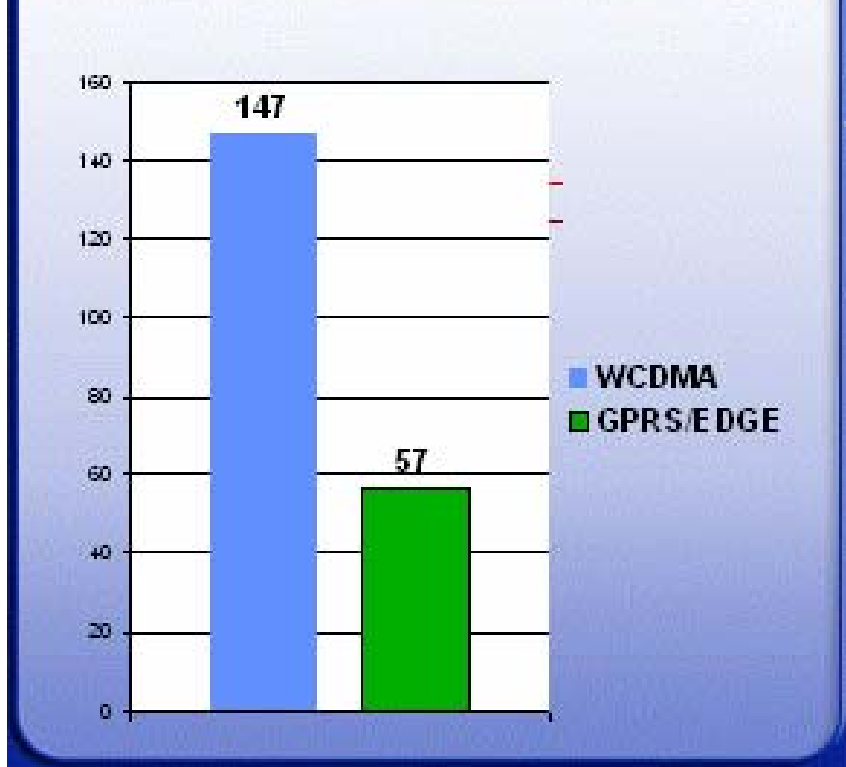


Browsing generates more than half of the data traffic, WCDMA browsing size nearly three times as big as EDGE/GPRS

Share of traffic by application category



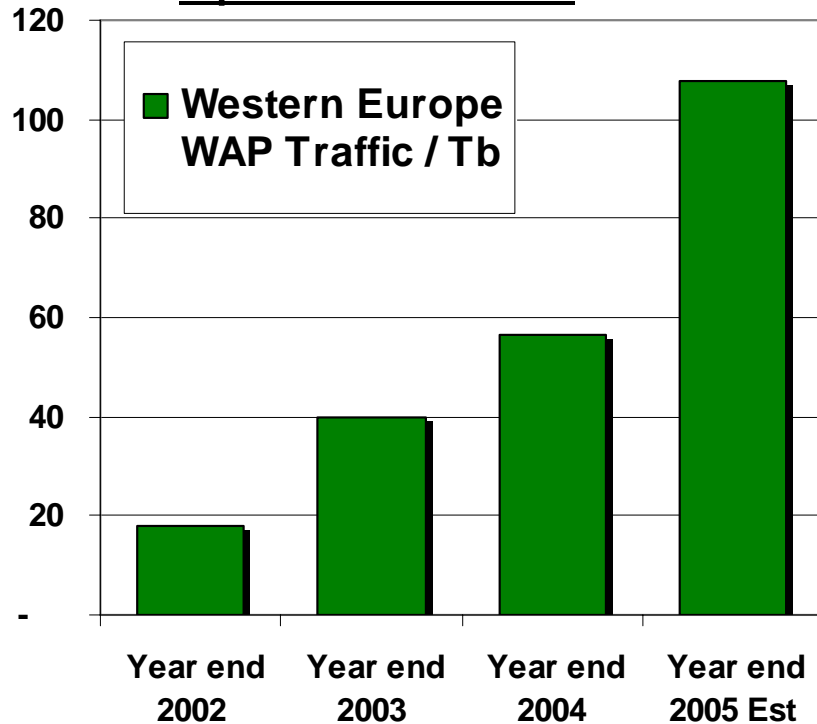
Average browsing session size (kB)*



Sources: Nokia 2005 Smartphone360 Study, interim report June 2005

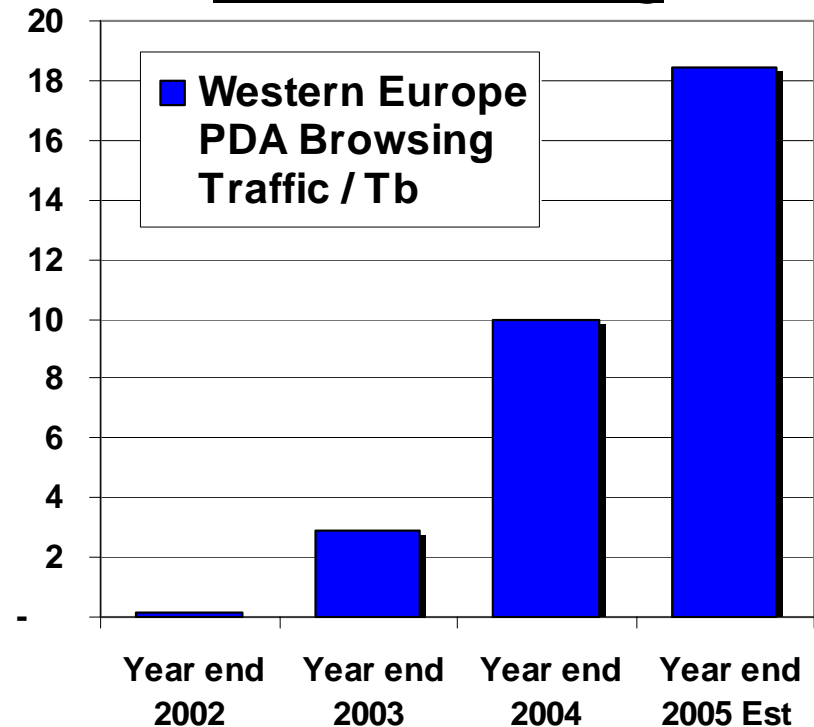
Browsing data traffic continues to grow strongly over WAP, with explosive growth over full Web

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

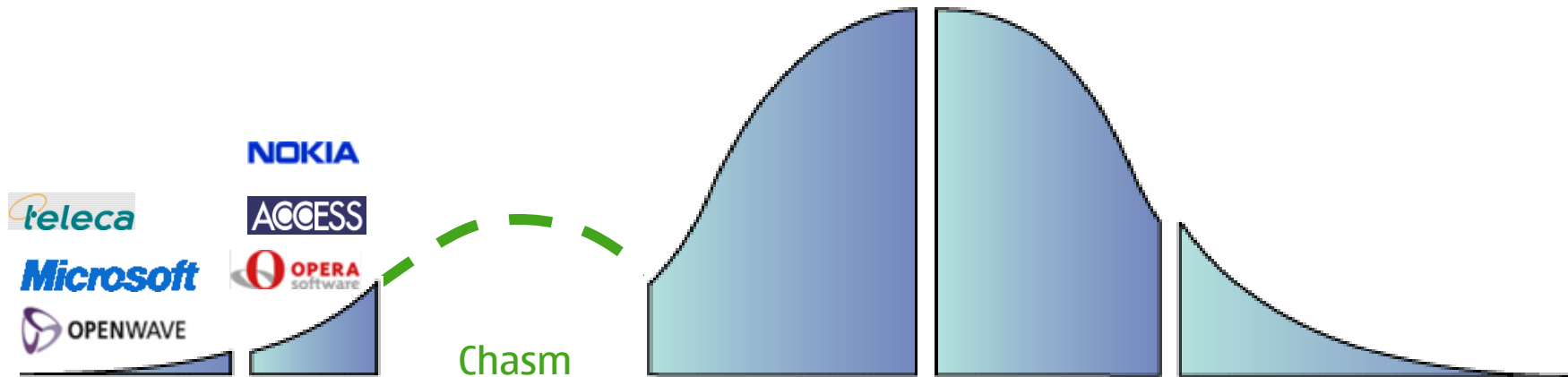
Sources: Credit Suisse First Boston Equity Research January 2005 "3G Fat pipe but what will fill it?", Mobile Data Association Press 16th June 2005

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