

More Media. More Mobile. More You.

Convergence Case Study: Mobile Digital Multimedia

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NOTE:

All dates, release numbers, and features of the MediaFLO System are tentative and given for informational purposes only.

Please check with Qualcomm on a regular basis to get an update on features and release dates.

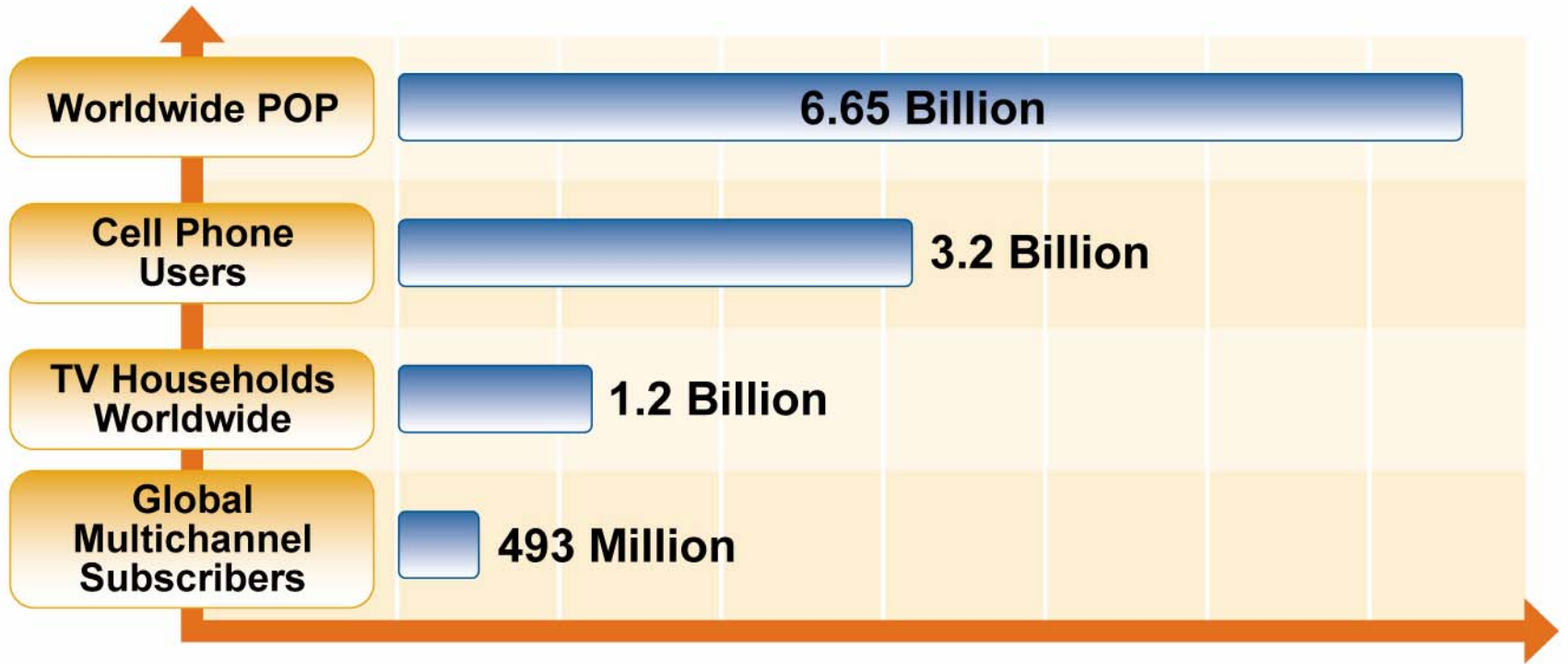


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Today's Wireless Landscape



Nearly one half of the world has a cell phone.

Sources: U.S. Census, January 2008. Strategy Analytics, January 2008. SNL Kagan, December 2007

The Opportunity of Convergence

- Using cell phones as the optimal outlet to monetize entertainment, advertising, commerce, and information
- Wireless Setting Stage for Convergence



The Opportunity of the Digital Transition

- Network digitalization means efficiency for more services while using less spectrum
 - Increased competition
 - Higher and more diverse consumer value proposition
- Traditional ICT and Media Industries are searching for new business models and sources of revenues while evolving to respond to more complex and dynamic consumer behaviors
- Regulators also need to adapt to this transition and to convergence to provide the appropriate “tracks” for these new networks and service to be deployed and to succeed

Content Value Proposition to Customers

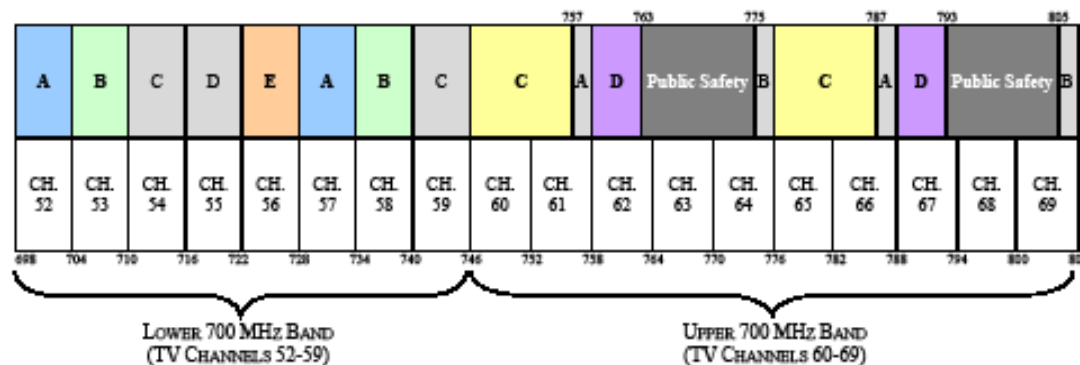
- An innovative, diverse and high-quality multimedia platform
 - QVGA live streaming video, up to 30 frames per second – capacity, etc.
 - Non-linear or network scheduled multimedia media – diversity, innovations, etc.
 - IP Data Services – phone as lifestyle management device
 - Interactive services – connectivity, voting, chat, etc.
- Easy to use, intuitive and efficient platform
 - Fast channel switching time, extended watch time with low power consumption
- Subscription-based services enabling for both free and pay services



U.S. – 700 MHz Unlocked by February 2009

- **1987** – FCC began studying the use of the UHF after the DTV transition
- **1997** – 1st Congress Law passed identifying contiguous 108 MHz spectrum for new advanced wireless digital services – No firm analog switch-off date
- **2002-03** – FCC started auctioning channels 54/59 and 55
- **2006** – 2nd Congress Law passed setting analog switch-off date for Feb. 17, 2009 and requiring auction of remaining 700 MHz by January 2008
- **2006** – FCC clarified mobile broadcast concurrent operation with TV stations
- **March 2007** – Launch of mobile broadcast MediaFLO service offered through Verizon Wireless and later through AT&T
- **January 24, 2008** – FCC auctioned of remaining spectrum

Revised 700 MHz Band Plan for Commercial Services



Launching Mobile Media – United States

- MediaFLO USA delivers quality mobile entertainment and information over its nationwide mobile broadcast network
- Primary business model is to partner with content programmers and wholesale to mobile operators
- 2007 launch with Verizon Wireless and 2008 launch with AT&T solidifies MediaFLO presence
- Launch “markets” include 75 cities in 30 states



Some Suggestions...

- Mobile Digital Multimedia over wireless and broadcast networks is a NEW opportunity benefiting from suitable spectrum, flexible regulation and certainty to assess the market opportunity
- Mobile Digital Multimedia will benefit from free services to trigger consumer adoption and pay premium-quality services to generate revenues for the entire industry ecosystem
- Mobile devices represent a new valuable media outlet for broadcasters and content providers

Thank you!

