What's next for mobile data?

Mobile VAS conference
19.11.2009 St. Petersburg
Antti Viitanen

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Digia Plc as a mobile solutions provider

- 1.400 persons. Offices in China, Finland, Russia, Sweden
- Over 100 large scale smartphone projects executed
- Over 1.000 mobile projects executed
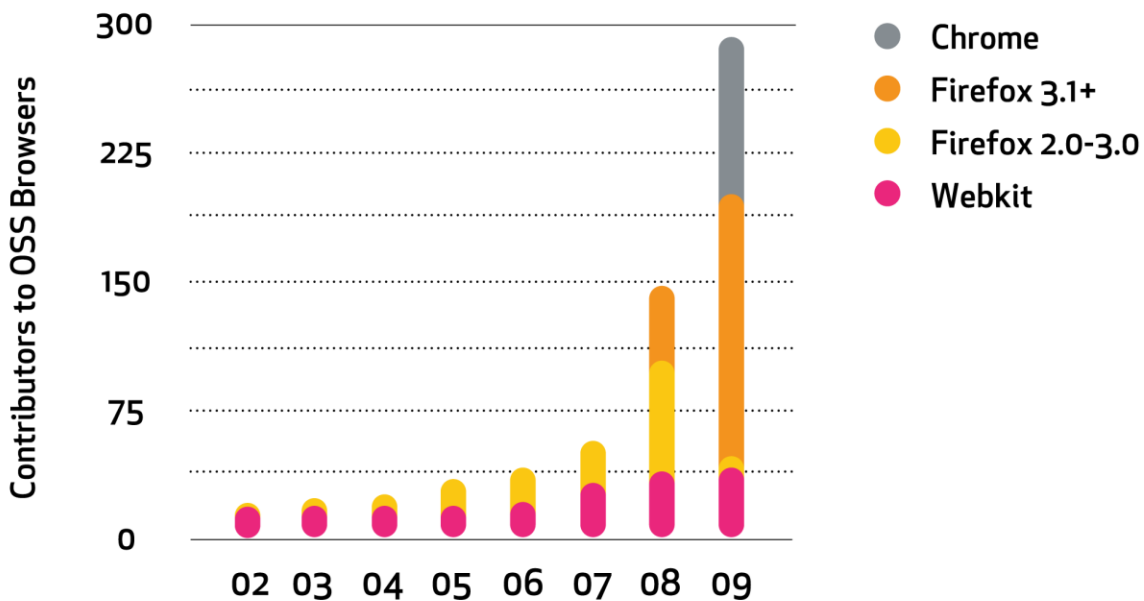- Some of our customers: Nokia, NTT Docomo, Skype, Telefonica, T-Mobile

Three themes

1. Decade of the mobile internet
2. Increasing device fragmentation
3. The battle of mobile desktop

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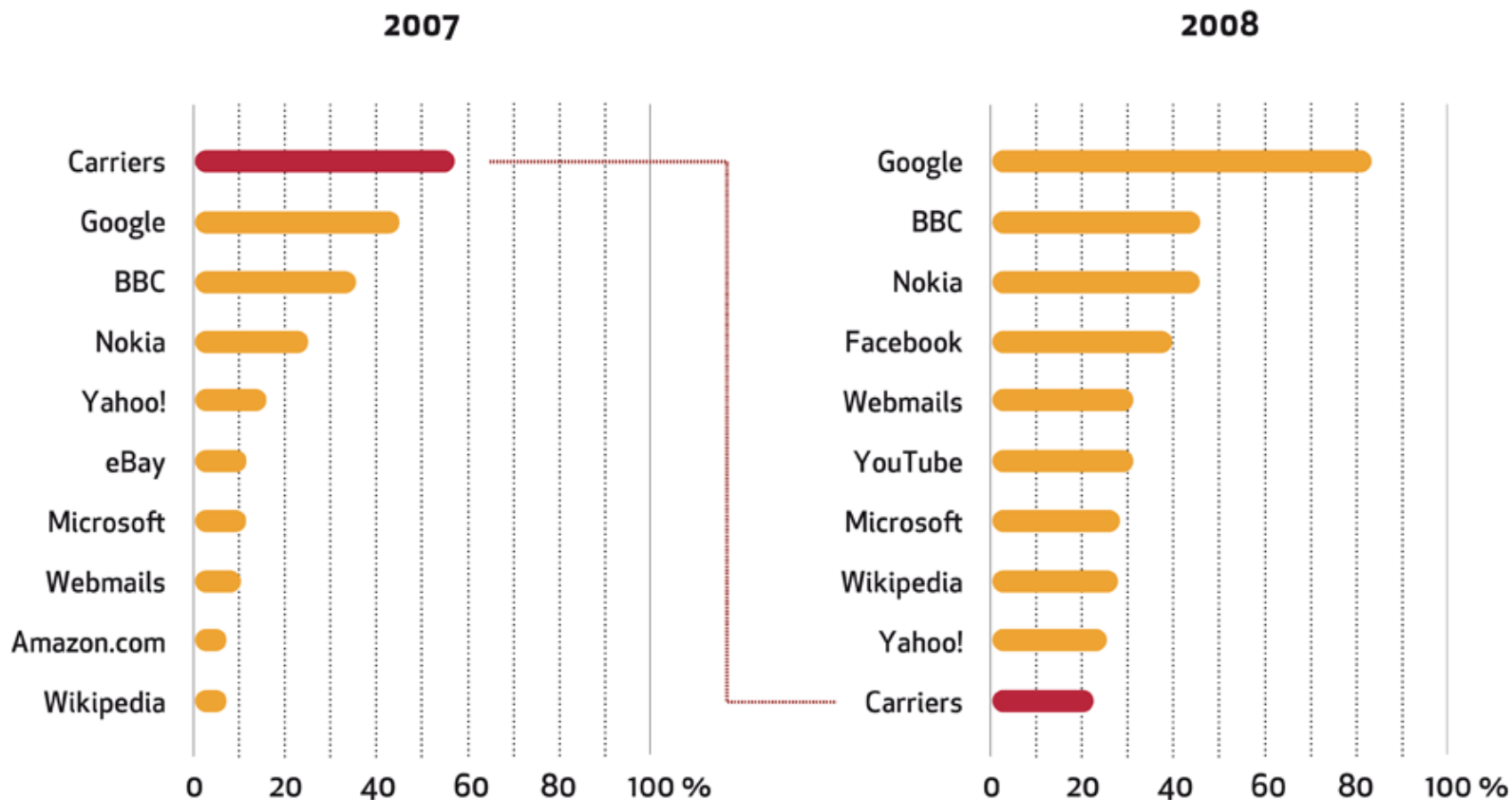
1. Decade of the mobile internet

Growth of open source web developer community

- Chrome
- Firefox 3.1+
- Firefox 2.0-3.0
- Webkit

Contributors to OSS Browsers

300
225
150
75
0

02 03 04 05 06 07 08 09

Source: Google Inc, 2009

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The collapse of walled gardens (UK)

2007

Carriers	
Google	
BBC	
Nokia	
Yahoo!	
eBay	
Microsoft	
Webmails	
Amazon.com	
Wikipedia	

0 20 40 60 80 100 %

2008

Google	
BBC	
Nokia	
Facebook	
Webmails	
YouTube	
Microsoft	
Wikipedia	
Yahoo!	
Carriers	

0 20 40 60 80 100 %
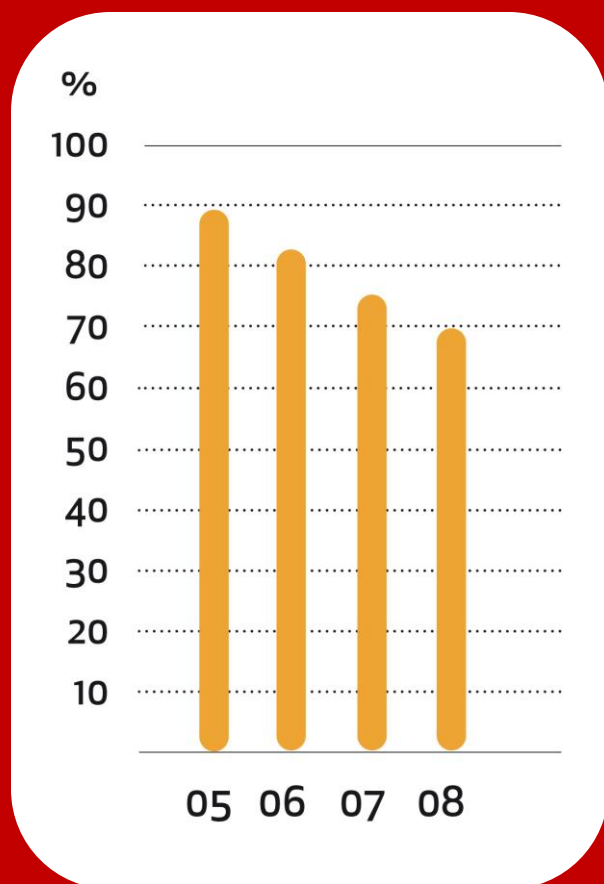
Source: NSN, Nokia UK smartphone study

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Apple iPhone's market share is 10% but it generates 60% of web page downloads.

USA 2009

2. Increasing device fragmentation

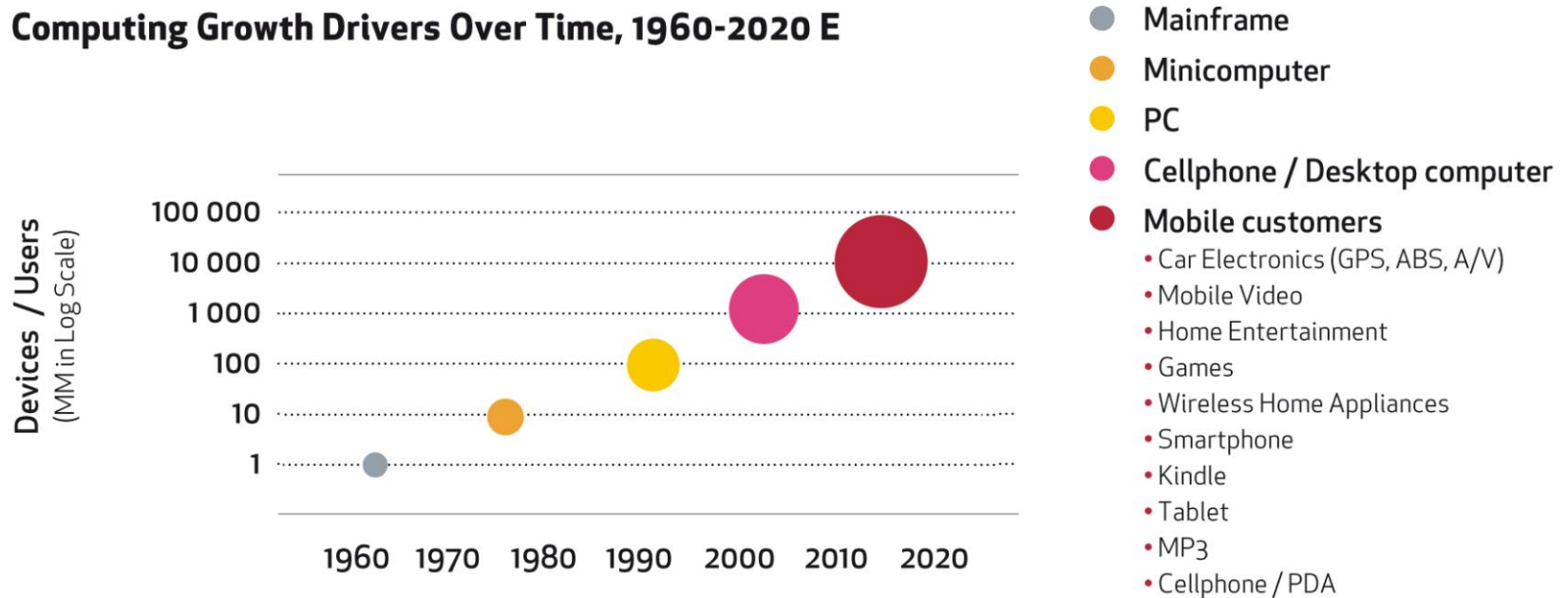# Combined market share of the top-50 mobile handsets (Finland)

I think there's a world market for about 5 computers.

Thomas J. Watson,
Chairman of the Board, IBM, 1948

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Explosion of mobile devices

Computing Growth Drivers Over Time, 1960-2020 E

Devices / Users (MM in Log Scale)

Legend:
- Mainframe
- Minicomputer
- PC
- Cellphone / Desktop computer
- Mobile customers
  - Car Electronics (GPS, ABS, A/V)
  - Mobile Video
  - Home Entertainment
  - Games
  - Wireless Home Appliances
  - Smartphone
  - Kindle
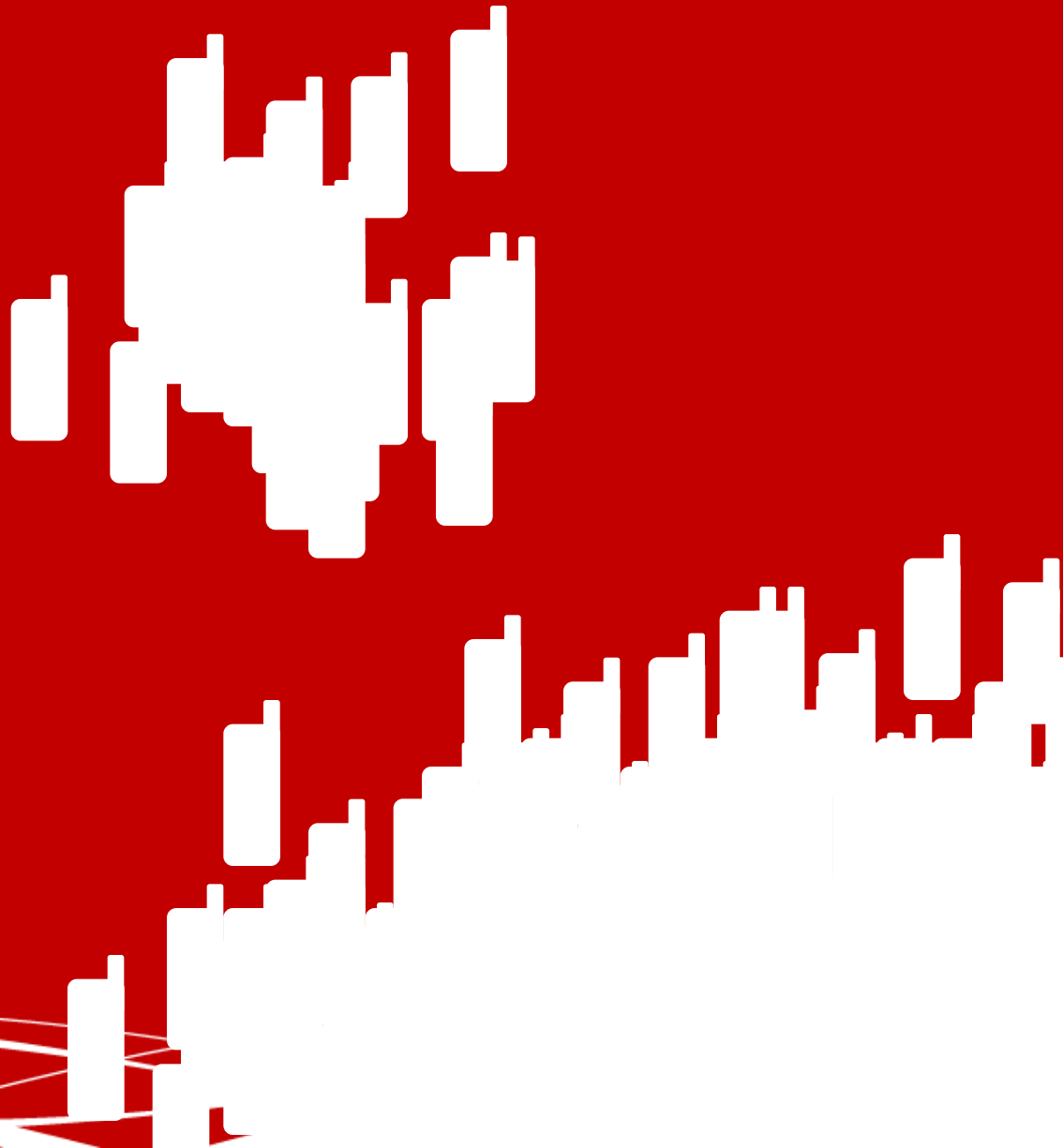 - Tablet
  - MP3
  - Cellphone / PDA

Source: ITU, Mark Lipacis, Morgan Stanley Research

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Mobile data drivers

One smartphone =
30 feature phones

One 3G-laptop card =
450 feature phones

3. The battle of mobile desktop

When the computer in our pocket knows our location, it changes where we shop, where we eat, who we talk to, what we read and where we go

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Thank You!

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Summary of key takeaways

- Handset strategy

- Service portfolio

- Partnering plan

- Data pricing models

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