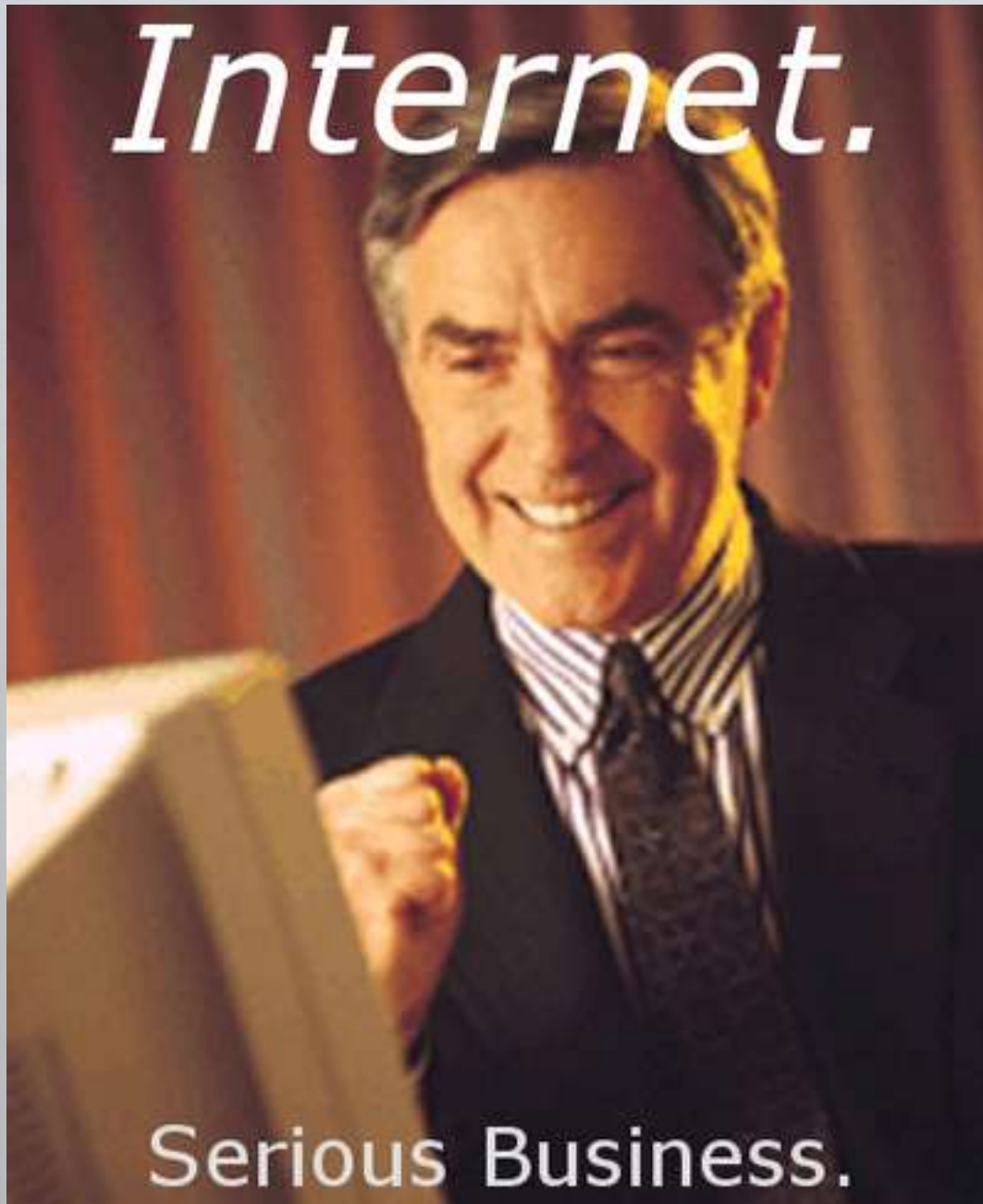


Business models

Jan Olin,
Managing Director Mobitv Europe

Internet.



Serious Business.

Common business models

- Free to user
 - Sometimes ad supported
- Premium fee based
 - Pay per use
 - Subscriptions
- Freemium - the combination
 - Basic service free
 - Premium fee based offers

Freemium based exaples

- Flickr
- Pandora
- Skype
- Spotify

TV Case studies

- Cable TV
 - Has successfully combined premium fees and advertising for decades
- Hulu – Online TV
 - Free to user, making significant yearly losses due to technology & content licensing costs
- Youtube –User generated video community
 - Free to users, making significant yearly losses due to technology costs

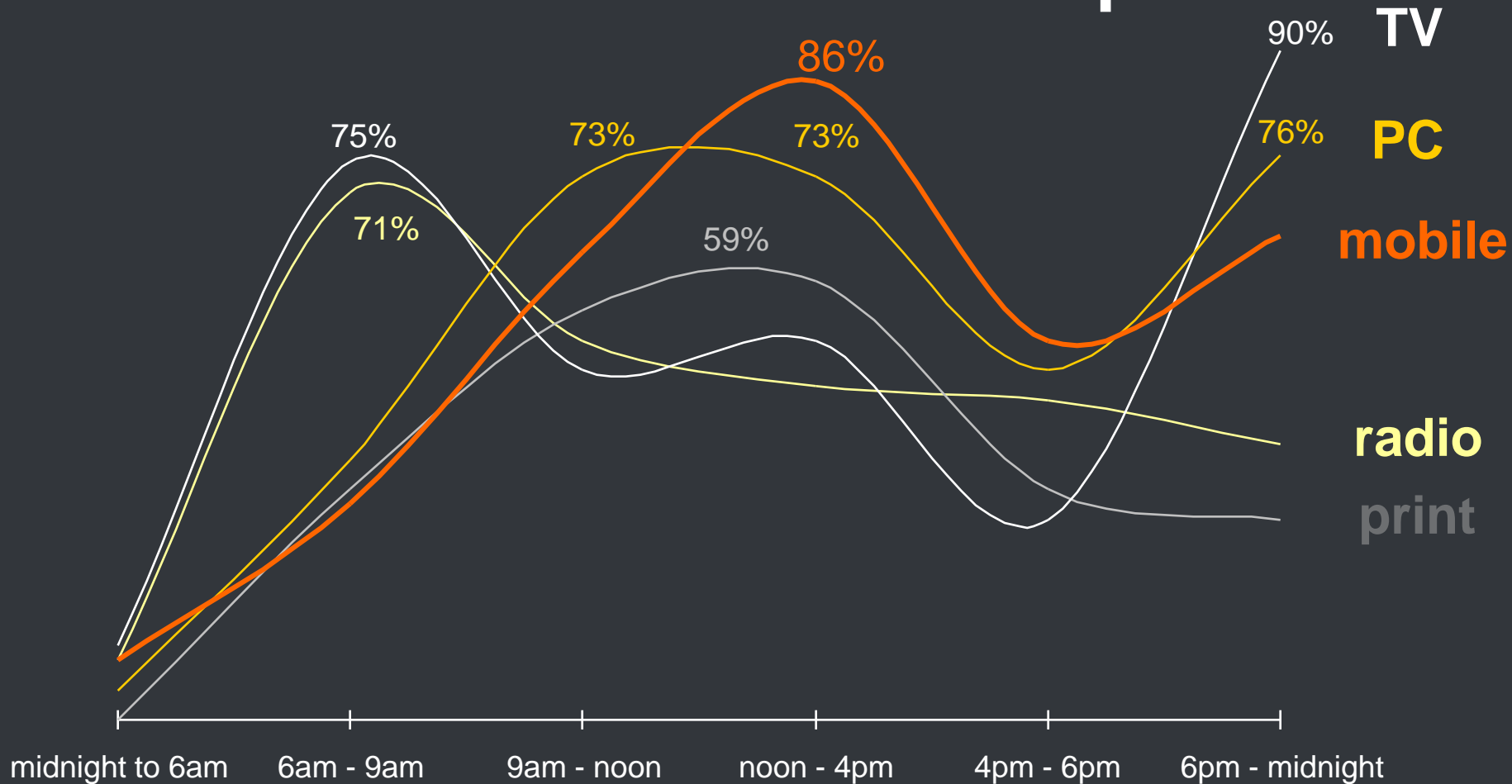


Mobile –
A chance to make
it right

Mobile

- Personal
- Micro transactions
- Complement to PC

mobile is the most accessed media channel from 12am to 6pm



Source: Exposure, Orange Home UK plc, November 2007; media diary based on ALL usage of mobile media and entertainment across the seven days

MobiTV Overview

Key Data Points

Subs Managed: 8M+

Handsets supported: 350+

Unique SKU's shipped: 2,500+

Clips processed/day: 10,000 +

Number of linear (video / audio) channels: 220+

Content Provider accounts: 300+

On pace to stream well over 2B minutes in 2009

Top 3 of 5 selling applications on ATT & Sprint

Top selling application on the iPhone



Differentiate with content

- Basic bundle include in data bundle
- Premium content sold in TV application