

It's time to dust off that crystal ball and take a look into the future. We caught up with some key figures at Mobile World Congress to see what they have in store for us in 2008...

## Mobile content

"The mobile entertainment market is currently worth about 20 billion Euros, and it's quickly evolving. It's evolving into a global market and growing as the mobile population grows. It's becoming normal for people to listen to music and interact with social networks on their mobiles. There are two waves of mobile entertainment currently happening; there's the development of mobile content 1.0 into the emerging markets which includes what we in the developed markets consider to be old. This includes monophonic ringtones, simple graphics, single-player games into countries such as the US, Mexico and India, where people are beginning to realise the web potential of their handsets. For developed markets, most notably the UK, Italy and Latin America, we are seeing the development of web 2.0 services, and the integration with mobile and PC based Internet. 3G and mobile broadband have allowed us to develop digital mobile stores created specifically for mobile, partnering up with O2 and Orange, plus social networking services such as Fashion Fix (see p17) which allow you to use web services on mobile and on PC. It's about designing services and content for specific groups of people."

**Lucia Predolin, International Marketing and Communication Director, Buongiorno.**

## Handsets

"We are not going to produce a rubbish touch phone. There are a lot of 'me toos' out there. It takes a lot to make a touch screen device work properly and we're not going to put a product in the market until we are ready. You can expect things from us this year but not until it's right. At the moment, the experience on devices like the LG Viewty is not that great and users don't want to sacrifice ease of texting and typing."

**Simon Ainslie, UK Managing Director, Nokia.**

"This year LG will tighten our focus on creating products based on insight from our customers. Our customers said that advanced features and multimedia capabilities are important, but ease of use is even more important. Our new phones with touch technology not only meet, but exceed our customers' needs.

The adaptability of touchscreens makes them a crucial element in creating more intuitive user interfaces. We see touchscreens as a

growing trend in the mobile industry.

**Scott Ahn, President and CEO, LG Mobile**

"There are still going to be people who want normal handsets with normal keypads, even though touch is growing, because touch screen handsets look stylish. I can understand why Samsung hasn't chosen a touch screen device as a big flagship device because not everybody wants to use a touch screen. We want to keep a balance between function and design without making it too complicated to use.

Camera functionalities on devices are

them to reach in December 2008 by the end of January. If you look at how Nokia has developed its music store that is now competing with iTunes, you can see how much mobile content is evolving. One of the most important factors in this is overcoming barriers such as payment and platforms. Few people would put their credit card details into a mobile site, so we are developing new ways of payments. Our OnCash service means people can pay cash to play games on their phones. We are currently working with Ladbrokes on this and hope to see it later in the year. The other barrier is platforms.

# The idea of SatNav on your phone will emerge in 2008 and 2009

becoming more important and you'll see Samsung push those boundaries beyond the five-megapixel mark."

**Anne-Sophie Frenove, Head of Marketing for Carphone Warehouse and Distribution, Samsung Mobile**

## Gaming

"Like all mobile content, the gaming industry is rapidly growing. In fact, one of our biggest clients reached the target we expected

There are two ways this will develop. The first is commercialising Java platforms, and the second is integrating it into web-based platforms such as Ajax and Android. With the introduction of better equipped and more user-friendly handsets, this will hopefully happen in 2009 after three years of research."

**Matti Zinder, Head of Spin3**

## Navigation

"The way we can see the PND market growing is the integration with networking by connecting devices with operators, whether this is through your existing mobile device or by adding a SIM card for data transfer. The idea of adding software to existing handsets is a much slower growing market, but this will see an explosion in the next year. People who use their mobile phone for navigation are different to those that use a PND. They have different requirements. They might want to walk through the park or use public transport. This new case of navigation will see the introduction of more location-based services, such as a game where you can chase cats and animals around the area you're in. As we begin to see more devices with integrated GPS (many have been launched at Mobile World Congress), that are cheaper to buy and to use with new data packages, we will see more people using them. Networks and manufacturers are giving us the building blocks, and we will certainly see the idea of SatNav on your phone emerge during 2008 and 2009."

**Franck Gaget, European Marketing Director, Navteq**

