



# Mobile Social Media

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# rule of the bazaar: who knows? we don't



- It is futile to try to be smarter than the market. Many have tried, and they are no longer with us.
- Follow the market, lead with new initiatives, grow with the ecosystem. But do not assume you are smarter than the market.

content is king, services King Kong.  
customer is Godzilla...



- Content is necessary and valuable, but services are content with more value add. The customer may pay for information, but he will pay more for services.
- What the customer pays for is the basis of the whole ecosystem. The customer relationship is the centerpiece of the business model.

# Social Media



- Blogs (text, images, video)
- Podcasts (audio, video)
- Reality TV
  
- sms
- IM
- PushToVideo, PushToWhatever ;-)

**Users are generating the content, and lots of it.**

# SoMe examples



- BEDD
- YouTube

EyeSpot

Mobile Kemopetrol

# BEDD™

Bringing People Together



Welcome

International

Events

Commercial Partners

Contests & Promotions

News & Media

Pictures

Supported phones

BEDDroom

Please enter your email to be informed about events, activities and other BEDDnews...

Submit

## Welcome to the BEDD Community



### BEDD & Mobile Phones ... Creating a New Mobile Wireless Community!

- Make new friends
- Meet someone special
- Send free text messages
- Share video, image and sound files
- Be alerted when your buddies are close by
- Place ads for things to buy and sell
- Searches automatically and can meet others immediately
- Free and easy to share with your friends so

### Most BEDDshares Contest 2006!



BEDDshare to 50 people and have a chance to win a new Nokia N series phone!

BEDDshare to 100 people and have a chance to win a trip to beautiful Bali!

### Contest Leader Board

1. David (30)
2. Steve (29)
3. Anonymous (19)
4. J (15)
5. Nokia (14)

Please enter your mobile number to find out how many BEDDshares you have.

Submit

BEDDtime!





**1 Shoot**



**2 Mix**



**3 Share**



Shoot, Mix, and Share your Video.

Use the eyespot Mixer to edit and combine your videos, music and photos online! **Share your video and mixes with the world for Free.**

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## See Me TV – 3 UK



3 in the UK claims great success with its user-generated video service, See Me TV, which could become the ultimate reality TV. For a small fee, 3 invites users to upload video clips – “anything: dumb, freaky, impressive or just plain rude” – recorded on their own camera phones. Clips are vetted and then posted on 3’s See Me TV web site for viewing by other 3 users. Each download earns the user 1p. 3 claims tens of thousands of uploads and over a million downloads from the site in the first four weeks of the service.

**Some users have earned over £400 (US \$700) for the downloads of their clips.**

# Mobile produced content distribution

## Case Mobile Kemopetrol



### Example phone: Nokia N90

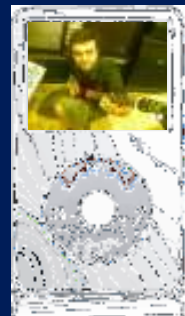
2MP still camera, 1600 x 1200 pixels resolution

VHS-quality video

- Format MPEG-4, .mp4
- Resolution CIF, 352x288
- Frame rate 5-15, depending on the lighting
- Audio AAC-LC



Web & RSS



iTunes®



3G  
Video call



Mobile TV  
(DVB-H)

# Mobile Kemopetrol



Video blogging by the band

video podcast into iTunes with one click

The new album Teleport number 1 in iTunes for 3 weeks straight...



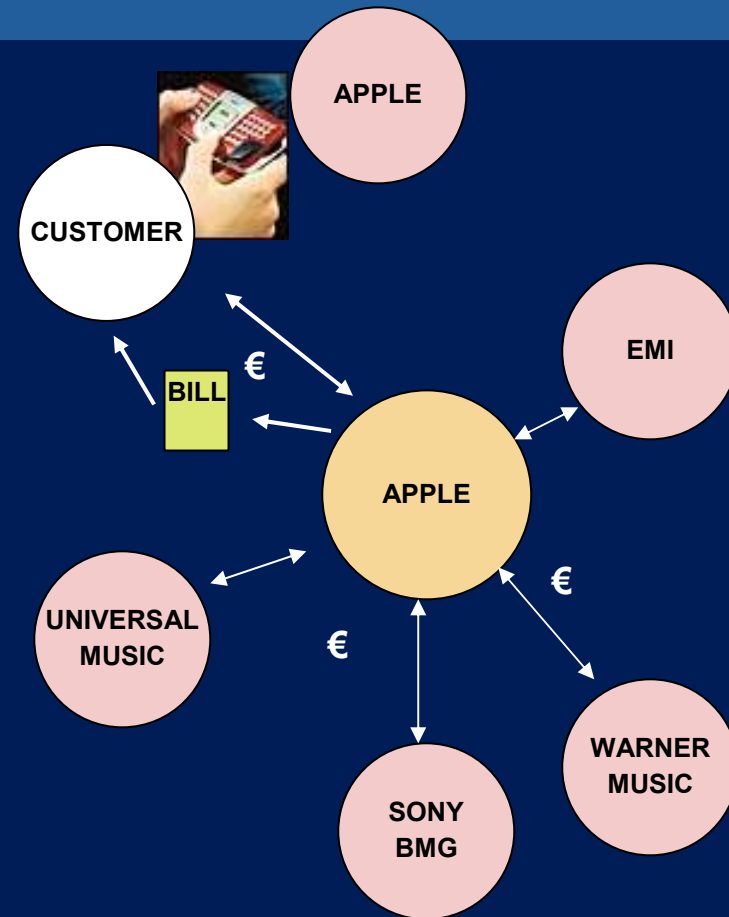
# Apple iTunes ecosystem



- Apple has customer relationship and brand
- Billing handled by VISA, AMEX etc
- Apple runs iTunes to sell iPods

- Songs for 99 cents...

... but at the same time ring tones is a multibillion dollar business



# Conclusions



- Understand your ecosystem – room to innovate
- Innovation is not just about technology
- No need to do everything yourself – **partnering** is key
- Enable the innovation **and business** of others thru an open innovation environment
- More services for your customers, more revenue for you
- **The most successful mobile services are all about user generated content**

# MobileMonday



## Up and Running

- Helsinki
- London
- Paris
- Rome/Milan
- Silicon Valley
- New York City
- Los Angeles
- San Diego
- Austin
- Tokyo
- Singapore
- Melbourne

## Up and Coming

- St. Petersburg / Moscow
- Stockholm / Gothenburg
- Madrid
- Vancouver / Toronto
- Kuala Lumpur
- Hong Kong
- Beijing
- Mumbai
- Seoul

A global community of visionaries, developers and mobile users fostering cooperation and cross-border business development through virtual and live networking events to share ideas, best practices and trends from global markets.

MobileMonday Global Summit, Helsinki  
May 8th and 9th, 2006



See you there!