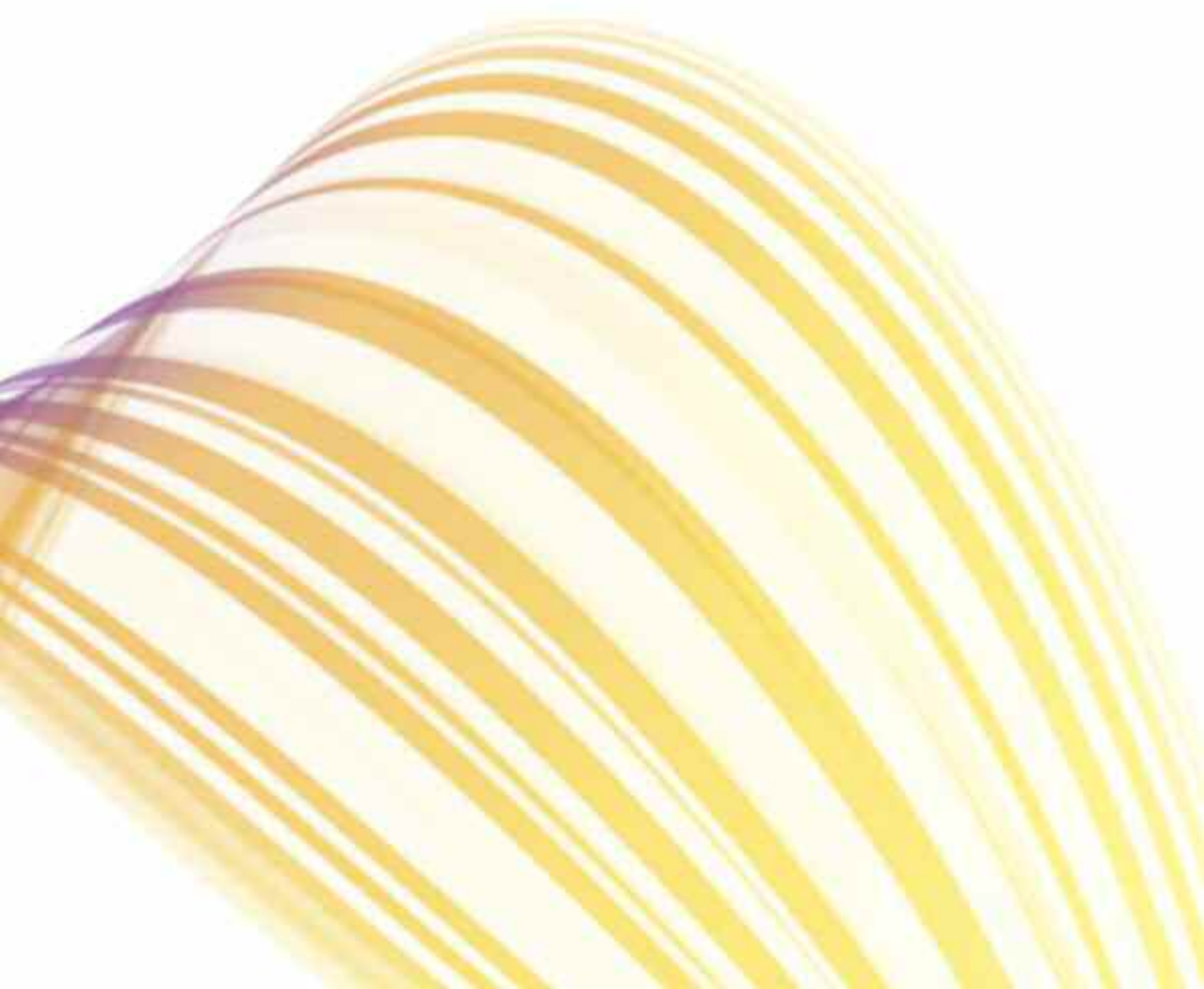


# Make your mark with Nokia Siemens Networks IPTV solution



Differentiation  
through innovation



# Differentiate yourself in an industry that's changing

In today's intensely competitive, dynamic and fast-growing markets, service providers need to find new ways to differentiate.

IPTV provides a superb opportunity to launch an exciting and popular new service that will boost subscriber loyalty and win new revenue streams. And with Nokia Siemens Networks IPTV you have access to a solution built on our wide experience that will help you reach your goals.

We are all involved in an industry in transition. As the Internet and telecommunications networks become more closely entwined, industry boundaries are blurring. New players are entering the communications arena. Competition will be fiercer, creating severe cost stresses.

In the face of increasing choice for consumers, gluing subscribers to your offering is critical. Offering IPTV will attract customers who value the simplicity of one provider for all their communications and media services.

"The single-access war has started and the key differentiator will be TV. By 2010 we believe that 70% of households in The Netherlands will have just one connection for all their communications services. So we must have a good offer in TV to retain our connection with the customer."

**Hugo Suidman, Marketing  
Manager for Interactive TV, KPN**

Operational efficiency is a further critical issue for operators. Driving down daily costs creates a positive impact on profitability. It's essential that any new service or bundle is introduced with minimum investment and the lowest possible operational costs.

Our IPTV solution not only meets today's changing market pressures but also satisfies users' increasing expectations for new services tailored to their lifestyles. Whether TV, music, games or visionary new applications, services must be convenient and easy to use and add value.

The Nokia Siemens Networks IPTV solution meets this remit precisely.



# Match user lifestyles with more than just TV

According to various market research reports, at the end of 2006 there were approximately 4.5 million IPTV subscribers.

This forecast is to rise to just over 55 million by the end of 2011. However, with almost 500 million broadband households in the world, there remains huge growth potential.

IPTV is a promising new solution that addresses the challenges facing operators.

Watching or taking part, at home or on the move, it's the TV experience that matches people's lifestyles.

on the move

@home

**What:**

- TV Channels
- Movies on demand
- Special shows
- Sports
- Exclusive events



**IPTV – bringing complete viewing freedom, users have more choice of what to watch.**

**When:**

- Live/now
- Pause live TV
- Record/later



**Users can watch when it is most convenient for them.**

TV freedom will win over subscribers

Television is the world's favorite entertainment and information medium. With IPTV, viewers gain more freedom to watch whatever they want, whenever they want and wherever they are. The technology brings an exciting make-over to a familiar and highly popular service. In addition to the conventional viewing posture of sitting back and watching passively, consumers will lean forward to engage with programs and channels through interactivity, as well as using the medium as a social networking tool. Advertising will be rejuvenated and viewers will welcome the convenience of making purchases at the touch of a button. It's immediate and captures the essence of today's instant consumerism.

IPTV is a highly visible service that will generate interest among subscribers to your other services and stimulate real growth. It promises a rich vein of new revenues, and a service that not only differentiates your offer, but also creates customer loyalty.



IPTV offers unlimited innovation Nokia Siemens Networks IPTV brings exciting innovation to TV with services that give full control over viewing and lets users create a tailored experience:

#### Personalization

Allows subscribers to view digital TV broadcast channels in real time over your broadband network. There is full flexibility to configure a collection of channels, enabling you to offer any number and combination of basic and premium channel packages.

#### High Definition TV

H.264 high-definition for TV and on-demand content that is fully configurable to suit the user's in-home audio visual landscape, including viewing high-definition and standard-definition TV.

#### IPTV drives up your ARPU

With IPTV, you can enter your customers' living rooms, adopting a key role in partnership with content providers, advertisers and service providers.

In addition to lucrative monthly subscriptions, Nokia Siemens Networks IPTV brings you three new additional sources of revenue – from content, from advertising and from interactivity.

#### Video on Demand

Provide a flexible choice of content with VoD, an appealing service with easy navigation that gives viewers the freedom to watch the entertainment of their choice, whenever they want.

#### Advanced Electronic Program Guide

The EPG includes menus and VoD listings to bring real ease-of-use and simple navigation that is intuitive and convenient. It has never been easier to search and access the wealth of channels and content that is available.

#### Personal Video Recorder

With PVR, no external equipment is needed to record broadcast programs for later playback. The subscriber can watch one program while recording another.

"IPTV is capturing the imagination of consumers who've already had the opportunity to subscribe or preview this exciting new service"

**Susan M. Miller, President and CEO ATIS**

#### Revenue by Content

- There is a growing demand for specialized and paid content
- IPTV enables the operator to follow the changing consumer demands



**Become a content broker and get a share of revenue**

#### Revenue by Advertising

- Advertising market is shifting to new media
- IPTV enables integrated adverts based on user profiles



**Profit from customer-specific advertising**

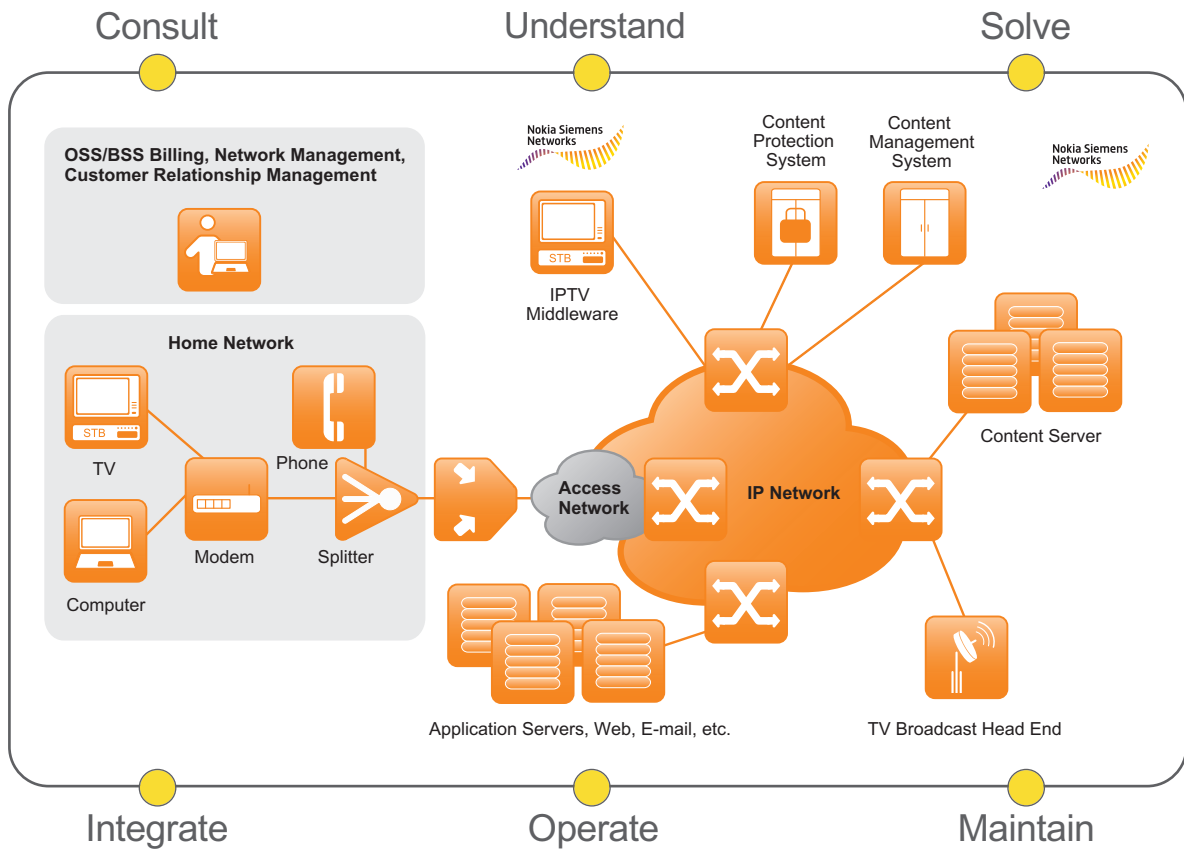
#### Revenue by Interaction

- Transactions are part of the Personal TV experience
- IPTV enables transactions by just pushing a button



**Profit from your customer's "interactions"**

**With IPTV, operators are able to tap several sources of revenue**



Enter the market now, evolve rapidly for the future

The Nokia Siemens Networks IPTV solution is an end-to-end, pre-integrated system that enables you to achieve a highly cost-effective launch of advanced TV services with a rapid time to market. This is a complete solution encompassing field-proven, industry-leading middleware, best-of-breed components for encryption/content protection, content server, TV head-end and set-top box.

Nokia Siemens Networks has more commercial IPTV deployments worldwide than any other supplier. Our wide range of services is all part of the solution. These include end-to-end responsibility for integration, installation and system start-up within the existing network, including build-transfer-operate services, simplifying entry into this lucrative market.

#### Team up with Nokia Siemens Networks

Nokia Siemens Networks IPTV solution provides an attractive, rapid and straightforward entry to the evolving market of operator-managed home services. The solution offers a feature-rich and easy to use enhanced TV experience for consumers, with the lowest TCO for the operator, backed by our services and experience in numerous commercial deployments worldwide.

The solution is a proven, scalable and futureproof IPTV system that can effectively increase your revenue and your customers' loyalty.

#### The Five key benefits of launching IPTV

##### Manage churn:

Offer compelling service bundles matched to end-user demands to build customer loyalty and increase the lifetime value of subscribers.

##### Boost ARPU:

Generate regular new subscription income from existing and new customers by competing with established cable TV and other providers.

##### Create revenue sources:

Offer additional services to win extra income from content, advertising and interactivity.

##### Secure future profitability:

Hit the market with a system that brings rapid return on investment and that is highly efficient to operate, scalable and offers visionary applications over the long term.

##### Enhance your brand value:

Launch now with our IPTV service to stake your market position, then evolve to a quadruple play portfolio that combines the best of the mobile and IPTV worlds.

#### Move from triple-play to quad-play

Having launched the IPTV service and evolved it to include more advanced services, you will be well placed to move from being a triple-play to a quad-play provider. Combining the best of mobile and IPTV worlds, you can offer even more attractive service bundles with converged TV spanning all digital devices, from the PC to mobile devices to the TV set.

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