

Podcasts for mobile phones

An operator generates new revenues
with multimedia content



One European operator wanted to launch its first podcast service for mobile phones. This service would enable customers to receive the best in radio, TV, and Internet broadcasts directly on their 3G phones. The new service is accessed from the operator's site through a special player that is downloaded on the mobile phones.

"We want our new mobile podcast service to present a range of top-level content that is updated daily and real-time information such as the latest football scores. It will also give our users access to a range of content that is exclusive to our service," says the operator.

"Nokia Siemens Networks demonstrated its capabilities and flexibility to quickly customize their services to our requirements and work with us in a consultative mode."

Mobile Operator in Europe

A fast time-to-market

The operator needed to launch the mobile podcast service quickly in order to stay ahead of competitors. The new service would also require careful integration between the operator's existing platforms for mobile content and service delivery.

Everything works together

Recognizing the operator's need to launch the mobile podcast service quickly and with high quality, the Nokia Siemens Networks Solutioneers developed a customized solution for system integration. This project included upgrading and integrating the operator's existing service delivery platform to create a total solution that manages service delivery all the way from the content source to the customer phones.

The Nokia Siemens Networks technical experts also provided systems integration services to verify correct operation between the service delivery platform and the operator's mobile content platform.

New revenues and a new competitive advantage

The mobile operator is now enjoying new revenues from customer use of the mobile podcast service. In Nokia Siemens Networks, the operator found a trusted partner that could deliver the innovative podcast service easily, and in a rapid timeframe.

The knowledge of Nokia Siemens Networks Solutioneers proved valuable for delivering a superior technical implementation of the podcast service. This expertise also helped to smooth the new integration that was necessary between the operator's platforms.

Why Nokia Siemens Networks?

By choosing the Nokia Siemens Networks solution, the operator gained a service launch partner. "Inside a very competitive market scenario, Nokia Siemens Networks demonstrated its capabilities and flexibility to quickly customize their services to our requirements and work with us in a consultative mode," says the operator.

Rapid innovation

Podcast services are well-known and highly appreciated on the wired Internet, but were not previously offered as a mobile service. The operator saw an opportunity to be first in the market with a mobile service that was expected to be highly successful. Timely and easy deployment of the podcast service is helping the operator stay ahead of its competition by offering content that is very appealing to customers.

Business challenge

- Launch a new mobile service quickly to stay ahead of competition
- Integrate with existing platforms for mobile content and service delivery

Our solution

- Integration and customization of the operator's existing platform to provide a complete service delivery framework solution for the new podcast service

Business benefits

- New revenues from customer use of the mobile podcast service
- Rapid and easy deployment of a new mobile service
- Operator innovation and differentiation in a highly competitive market
- Superior technical implementation
- Integration with the operator's existing platforms