



Mobile TV and Personalized Advertising

Gunnar Garfors, Director of Development, The Norwegian Broadcasting Co. (NRK)

Interactive Mobile TV

(World First)

Svisj on TV



NRK 2

Ordet fritt!

Hvilken distance er det snakk om i dag. ?
 Kvinner eller menn... ?
 Har en liten skjerm her skjønner du ,o)

gamla38
 jeg er kjempe kjempe kjempeglad i deg sinenguttan min.
 Håper du kommer til oss i morra. Lang klem fra mamma.

- 5873 21% The Mars Volta, The Wild...
- 5868 15% Britney, Do Somethin'
- 5808 13% Geron Stefani, Rich Girl
- 5805 13% Ugress, Makina Finn
- 5888 10% The Margerita, Surf Alone

Iona mari hilser til alle kjent. Smask til mathias.



5827 Kine
In The Air Tonight

Dediser en sang til en du 14-14



A no no on small screens

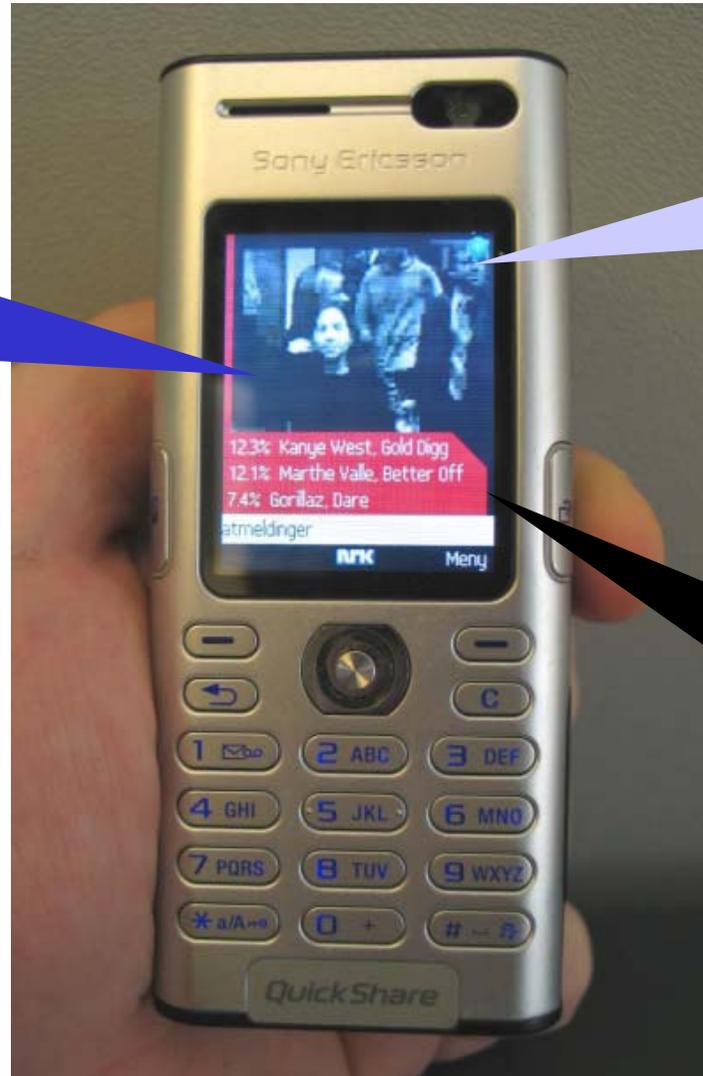


Unless vi tailor it

Session time doubled from 2.5 to 5 min

On average 4.5 interactions per user per day

40% of people that downloaded client use it daily



Personalized Mobile TV Advertising

(World First)

New trial currently running



A no no on small screens

User: **A**
 Region: Oslo area
 Interest: **Cars**

User: **B**
 Region Northern Norway
 Interest: **Travel**

Info on the users
 Various ad formats
 Avoid imposing feel



Advertising Banner

Same content experience

Different advertisements



Moving Ticker Text

Many possibilities for interactivity

- Voting
- Competitions
- Participation
- Market research
- Downloads, i.e. coupons, branded ringtones, games, screensavers



Various ad examples

Before, during and after

Split-screen image banner



Split-screen scrolling ticker text



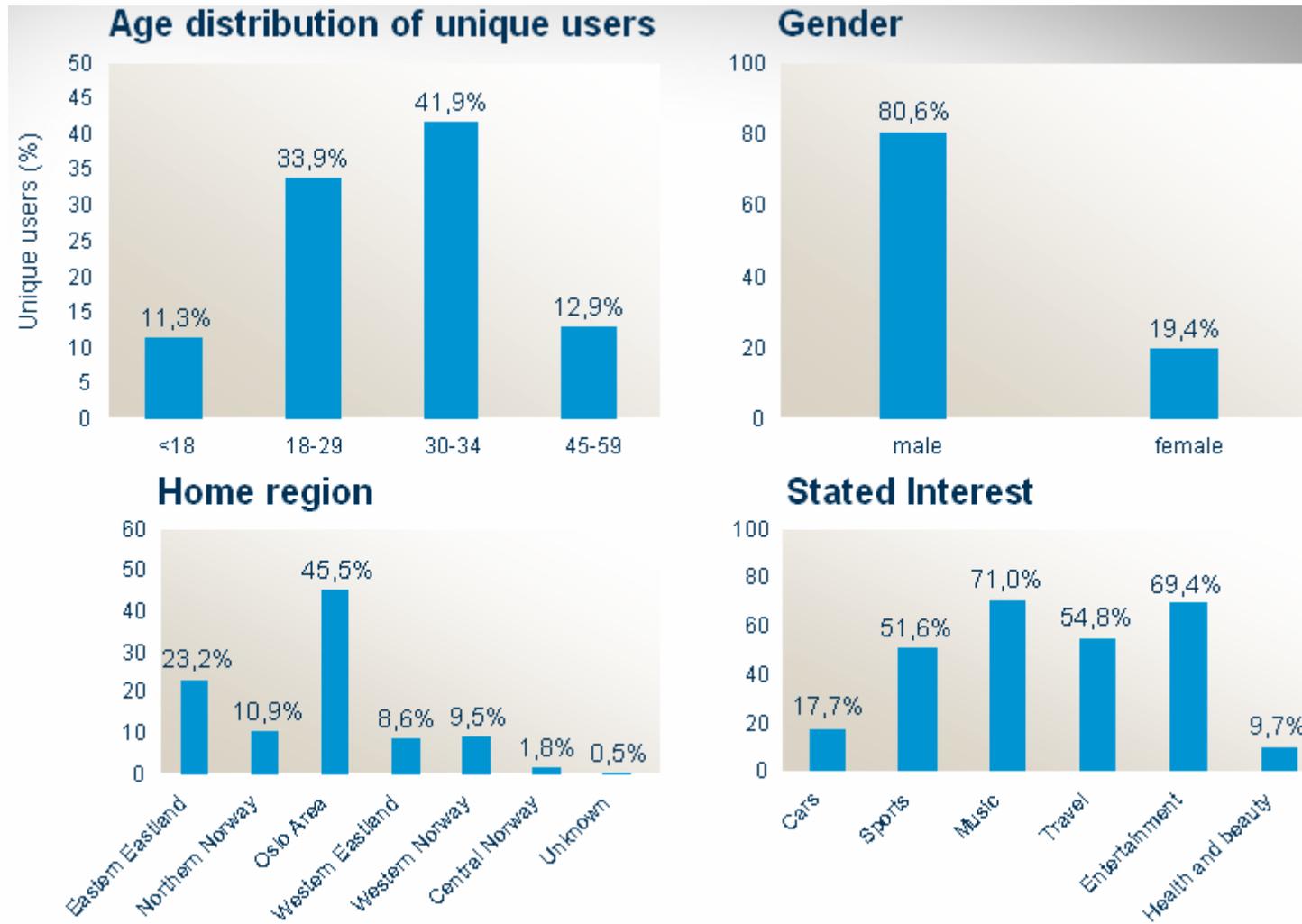
WAP site (full-screen)



Full-screen SVG User Dialog



Trial users



Results

- **Ads: TV sessions from 2.73 min to 6.51 mins**
- **Radio: Average listening times of 7-10 mins**
- **Click through rate: 13%**
- **Ringtones and Music topped the click rates**
- **Longer session times for females**
- **Peak time between 10am and 4pm**
- **25% of users watch 10 times/month or more**
- **Feedback from surveys inside the client:**
 - "Do you like NRK Mobile TV?" – 70% are positive
 - "Do you like Mobile TV ads?" – over 50% are very positive



Displaying ads

Choosing adverts

- The client regularly checks for scheduled interactivity (invisible to the user)
- We have info on client ID and behaviour (mapping to age, gender, interests, etc.)

Displaying adverts

- Ads are shown according to settings
- For interactive ads, the softkeys change to allow interaction

Mobile scratch cards



Powered by:

www.milesaheadtech.com

DMB, IP-DAB, DVB-H, etc.







RUBENMANN'S
VIDEOBLOGG

The media loves Rubenmann



LIVET HAR ALLTID EN ANNEN SIDE **Lyst på noe godt til middag?**

TV 2 & KANAL 24 NETTAVISEN SIDE2 TJENESTER MOBIL WEB-TV

SAAB goes Italian Tips oss i vår helseblogg Søk i Side2: TV 2 Shop TV2Target Vee

SIDE2 / KARRIERE OG FRITID

KJENDIS&KONGELIG SEX, SAMLIV&KJÆRLIGHET HELSE, TRENING&VELVÆRE MOTE&SKJØNNHET MUSIKK FILM FERIE KARRIERE&FRITID UTELIV, MAT&DRUKKE TV

NRK-stunt på Facebook

facebook Profile edit Friends Networks Inbox

Search

Rubenmann Rubenmann
 is my name, girls is my game!

annonsor
Julius Jakhell
 Vi satser på profen
Se vår kampanje

AvisaBodø.
 Bodø, torsdag 10. mai 2007

Forside Bodøkalenderen Sport Innovasjonsbyen Bodø Rubrikker
 Nyheter Meninger Trafikk og vær Quiz Utliftede bodøværinger Kultur og uteliv

Sikret seg Rubenmanns kopp

Kjørt med folk på taket - mistet lappen
 En 19 år gammel bodømann som har e

an.no Nyheter Sport Glimt Kultur TV Debatt Kamera
 Kultur Underholdning Filmanmeldelser Musikk-anmeldelser Spill-anmeldelser

Tirsdag 06.05.07 - Takk oss! Telefon: 75505080 - E-post: les@an.no - SMS: 48888 M 2005

ARTIKL
 Debatt om sykkelrøret
 Debatt om Bodø/Glimt
 Sjøtens fineste bil
 «Alt for Rognan»

nett.no Kjøp og salg
 Elendom Stilling Motor
 Båt Smått og stort Kart
 Bestill annonse

Foto: Måny Møller, Dagavisen

- Gull verdt for Bodø

NRK NYHETER SPORT MAGASIN TV RADIO NRK NETT-TV NRK NETTRADIO SØK

NRK > Underholdning 06.05.2007

Underholdning :- DIN MORGEN PÅ NETT

Ring Rubenmann, da vel!
 - Æ e så fornøyd! Det var et skikkelig dilemma; skulle æ ståik mæ bacon førre heile helga, eller skulle æ jobbe med å få videobloggen min ut tell enda fleire? spør Rubenmann ironisk.

RUBENMANN'S BLOGG
 Diabetis 2 vs 1
 Intelligente kvinner - dumme menn
 Ordblind: Ja. Dum: Nei!
 Du skal høre mye
 Hvem er Rubenmann?
 10 gode grunner til ikke å

Av Hege @ygaren
 Publisert 27.04.2007 20:38

RUBENMANN'S VIDEOBLOGG
 NO PÅ INTERNETT!
www.rubenmann.no

Tøpst & Sist
Norge i dag

Number of viewers

Mobile TV	23.000
Podcast	15.000
NRK Web TV	110.000
Video call TV	1.200
TV (77% of all Norwegians)	2.949.000
Snutter.no	6.200
youtube	64.000







Sold it for 81 dollars



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EKTE original grønn kopp signert Rubenmann

rubenmanns kopp -som avbildet i VG !

Item number: 18011049

Bidder or seller of this item? [Sign in](#) for your status

[Watch this item](#) in My



1 of 2

[View larger picture](#)

Current bid: **US \$73.00**

End time: **22 hours 15 mins** (May-04-07 07:22:31 PDT)

Shipping costs: **US \$1.00**
Standard Flat Rate Shipping Service
Service to [United States](#)

Ships to: United States

Item location: 8071 Bodø, Norway

History: [21 bids](#)

High bidder: [goggenmann](#) (0)

You can also:

Get alerts via [Text message](#) [IM](#) or [Cell phone](#)

Meet the seller

Seller: [rubenmann71](#) (0)

Member: since Apr-23-07 in Norway

- [Read feedback comments](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- [View seller's other items](#)

Buy safely

1. Check the seller's reputation

No feedback reviews at this time

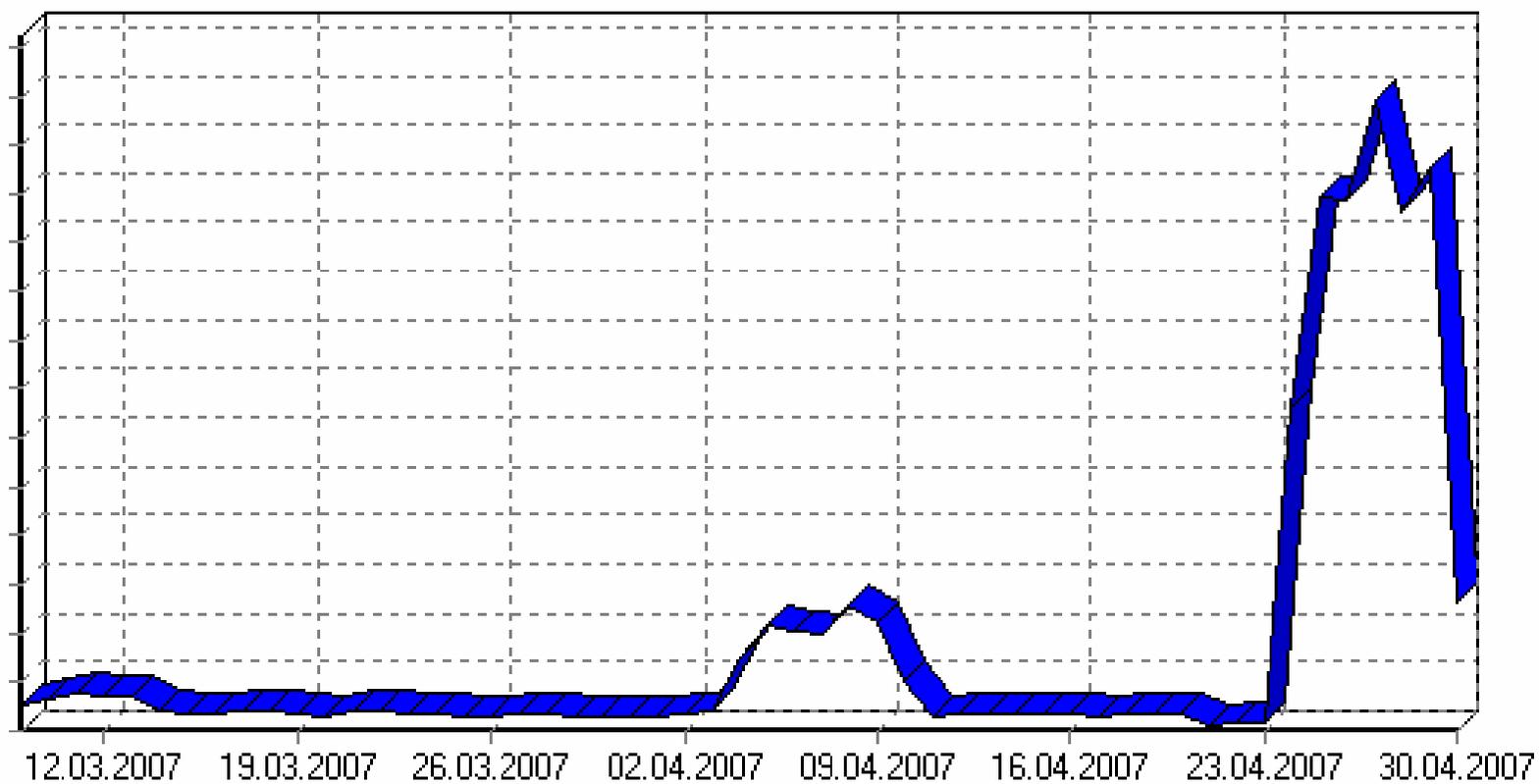
2. Check how you're protected

Up to \$200 in buyer protection. [See](#)
eligibility

In Second Life



Mobile traffic increased tenfold



Heinrich Stammler



Jeezus, han
var digg!!

Kem faen e
dette?
Gjest eller?



nrk.no/halvseint

Party with beer!



Added: **May 07, 2007**

From: [nrk](#)

[SUBSCRIBE](#)
to nrk

DIRECTOR

Provided By:

[nrk](#)

The ultimate party hit with Heinrich Stammler!
Maximum boost to the beer community out there!
([less](#))

Category [Music](#)

Tags: [party](#) [with](#) [beer](#) [heinrich](#) ([more](#))

URL <http://www.youtube.com/watch?v=Zm8-UiCN>

Embed `<object width="425" height="350"><param r`

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06:29

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Views: 52636



[Bill Bailey and Cockney Music](#)

06:01

From: [muckersTGN](#)
Views: 161158



[Girls of Hawaii Video... well, mostly their butts, really!](#)

05:32

From: [hookedonkronic](#)
Views: 38321



[Re: Party with beer!](#)

01:03

From: [nrk](#)
Views: 502



[Party With Beer!](#)

02:19

From: [sewe89](#)

Rate this video:



403 ratings



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[Post Video](#)

Views: **33,992** | Comments: **343** | Favorited: **167** times

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[Theaciddragon](#) (6 hours ago)

HEY it wasn't us it was those crazy russians JERK! i didnt flag shit

([Reply](#)) ([Spam](#))

Comments: 343

[Jeneparlepasfrancals](#) (3 days ago)

How is it that no one flagged this as inappropriate?

[\(Reply\)](#) [\(Spam\)](#)



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Re: Party with beer!



Thanks for rating! ★★★★★
20 ratings

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[Share Video](#)
[Flag as Inappropriate](#)

Views: 502 | Comments: 9 | Favorited: 11 times

Honors: 1 | Links: 5

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[ezpens](#) (1 day ago)

Heinrich rules for real and so!

(Reply) (Spam)

[GifletJoll](#) (1 day ago)

Valid point.

(Reply) (Spam)

Added: May 22, 2007 [SUBSCRIBE](#)
 From: [nrk](#) to nrk
 Provided By: [nrk](#)
 Recorded directly at Heinrich Stammle... [\(more\)](#)
 Category [Music](#)
 Tags: [party](#) [with](#) [beer](#) [heinrich](#) [\(more\)](#)
 URL <http://www.youtube.com/watch?v=5v7Z6th9C>
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[Party with beer!](#)
02:19
From: [nrk](#)
Views: 33992
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[Party With Beer!](#)
02:19
From: [sewe89](#)
Views: 106
- 

[039. HJ and Olympic Games](#)
04:02
From: [shosh34](#)
Views: 7326
- 

[Sexy crazy party in Beer Sheva!!!](#)
02:00
From: [babura](#)
Views: 13176
- 

[The Good Rats: Let's Have Another Beer - World Party Anthem](#)
04:19
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Views: 4767

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~~User
generated
content~~

Home fabricated nutrition?



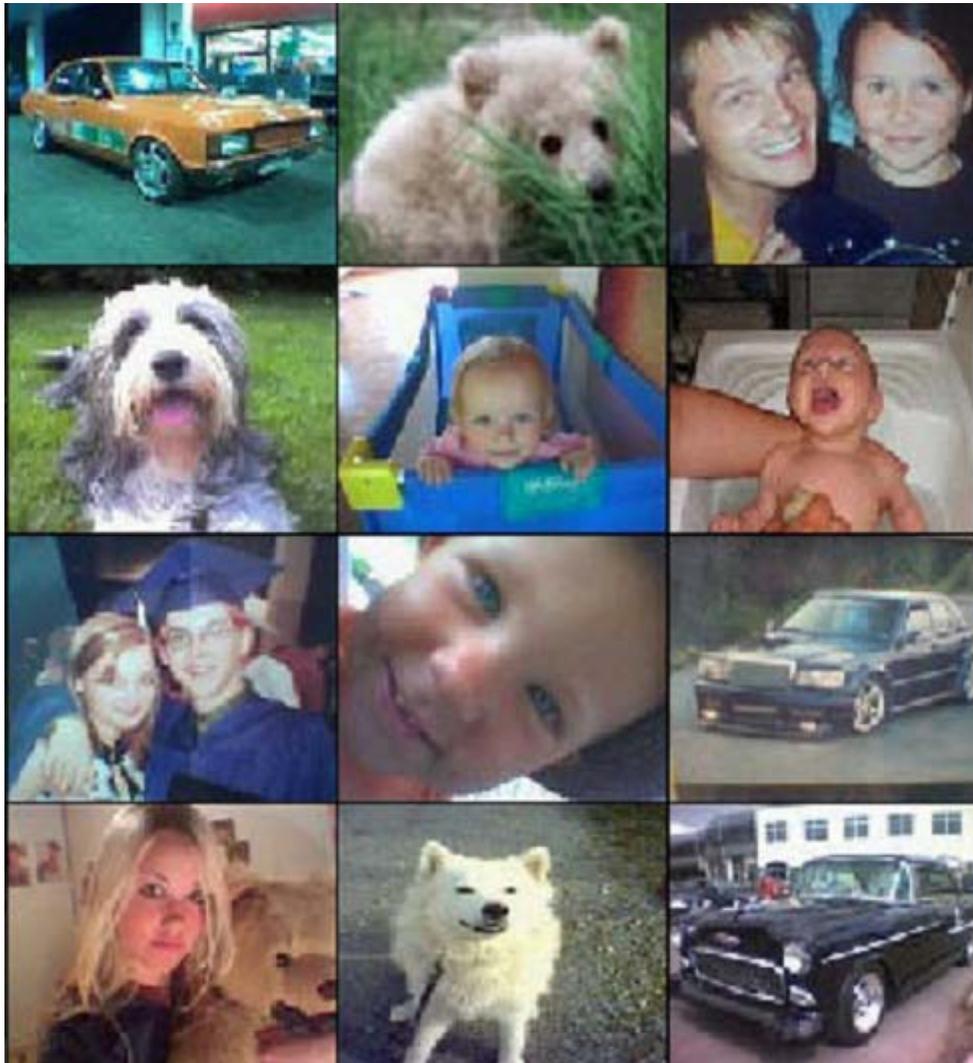
Child occupying device?



**What do you want,
exactly?**

Ask for it.

The snowmobile effect





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Division of Development and New Media

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