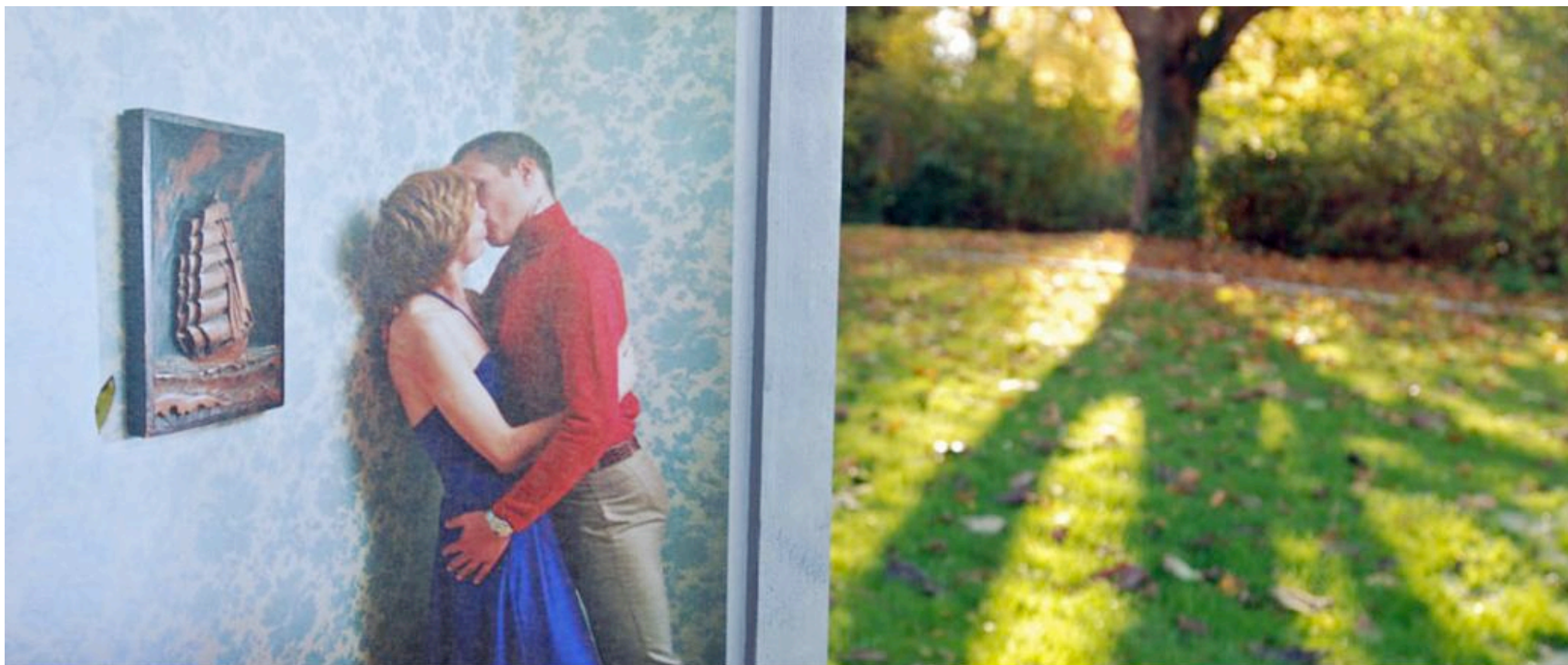




Mobile TV, Personal Experiences

Jan Chipchase, Cui Yanqing Nokia Research Center

Younghee Jung Nokia Design

NOKIA

Commercial DMB Mobile TV, Seoul, South Korea
8 in-depth participants, contextual and home
interviews, day mapping, street research
Collaboration with Yonsei University

Implementations of Mobile TV vary... consider what is different about your context whether technology ... commuting habits ... cultural norms ... content available on the handset

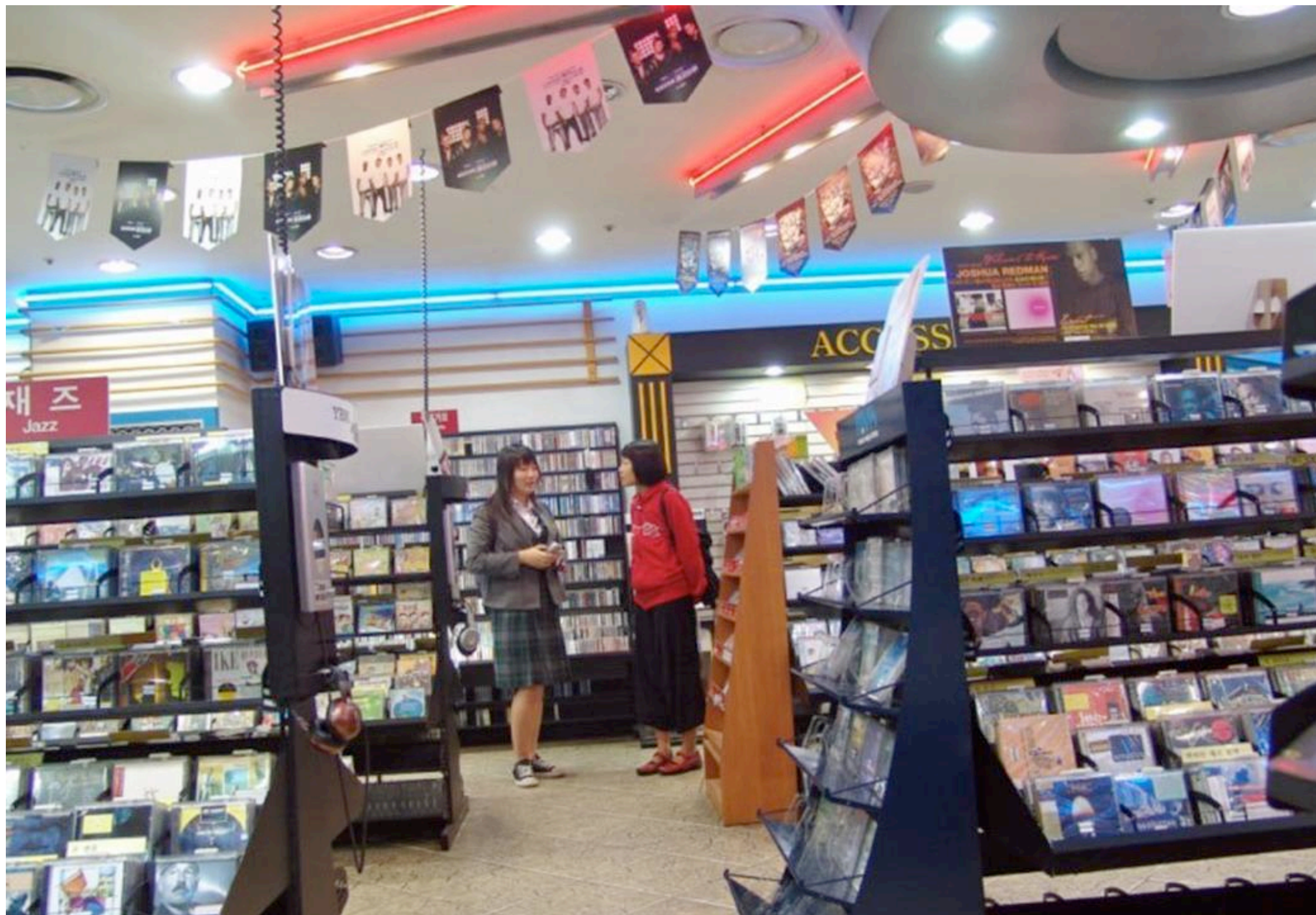




movie example

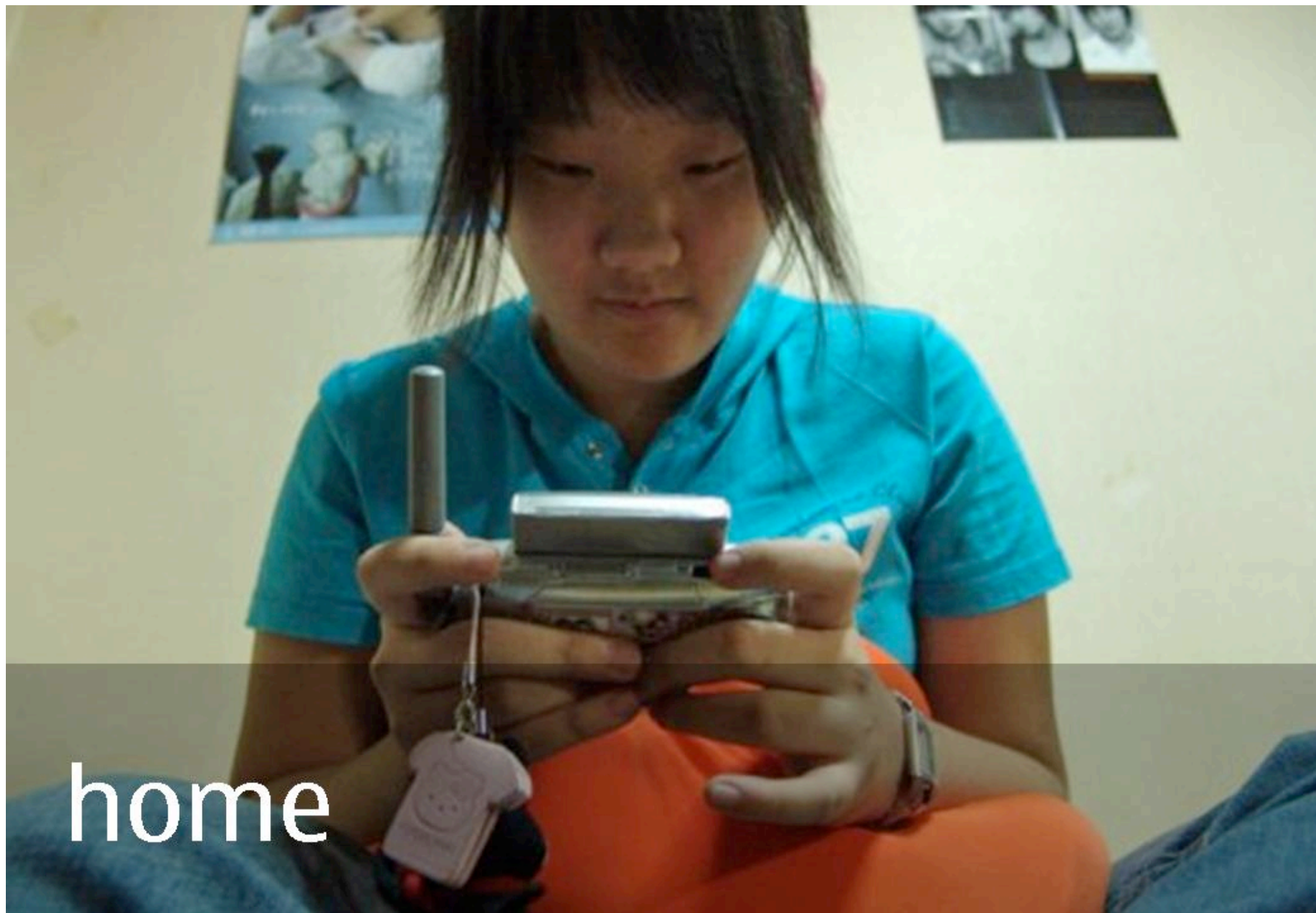




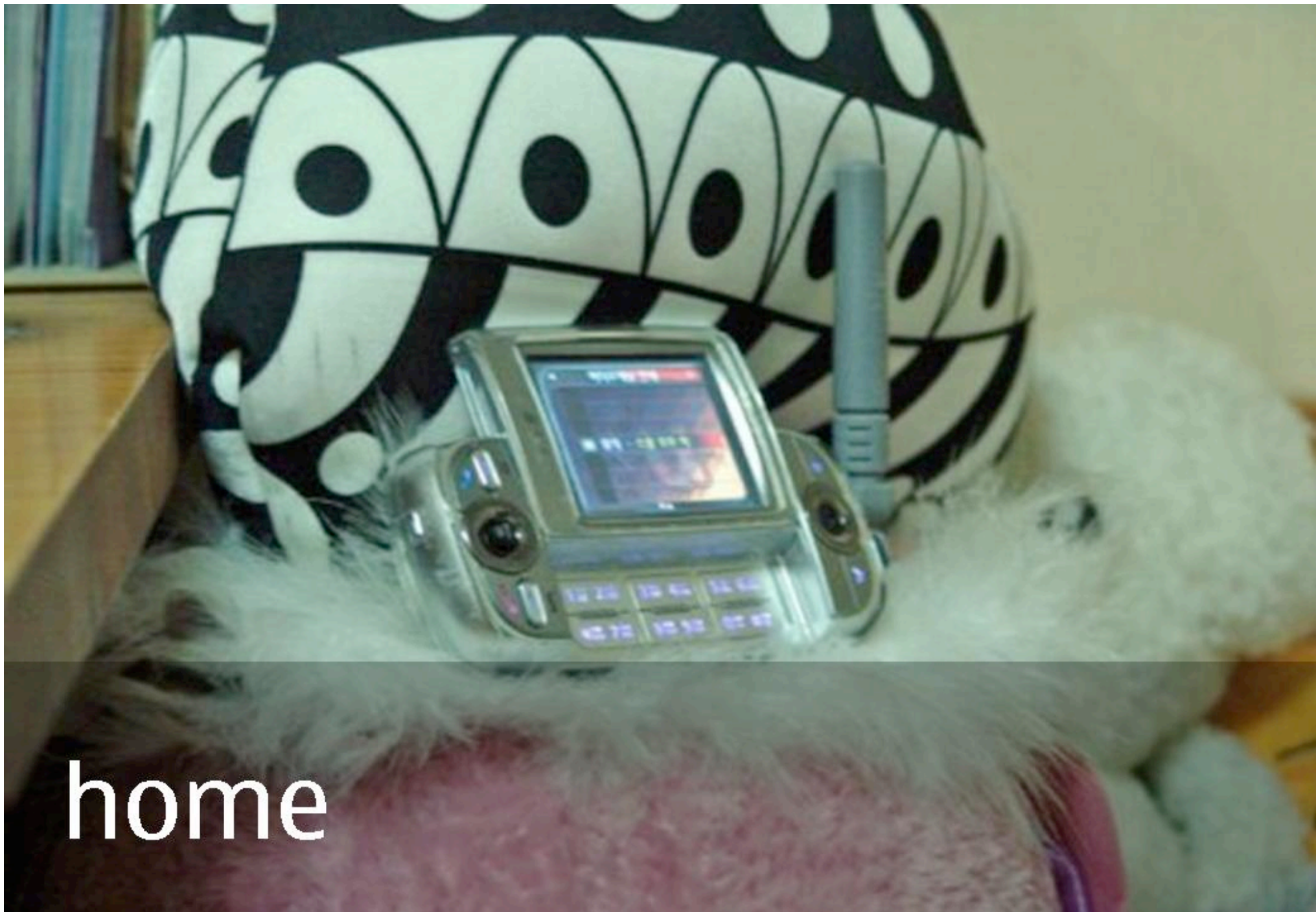




where



home



home



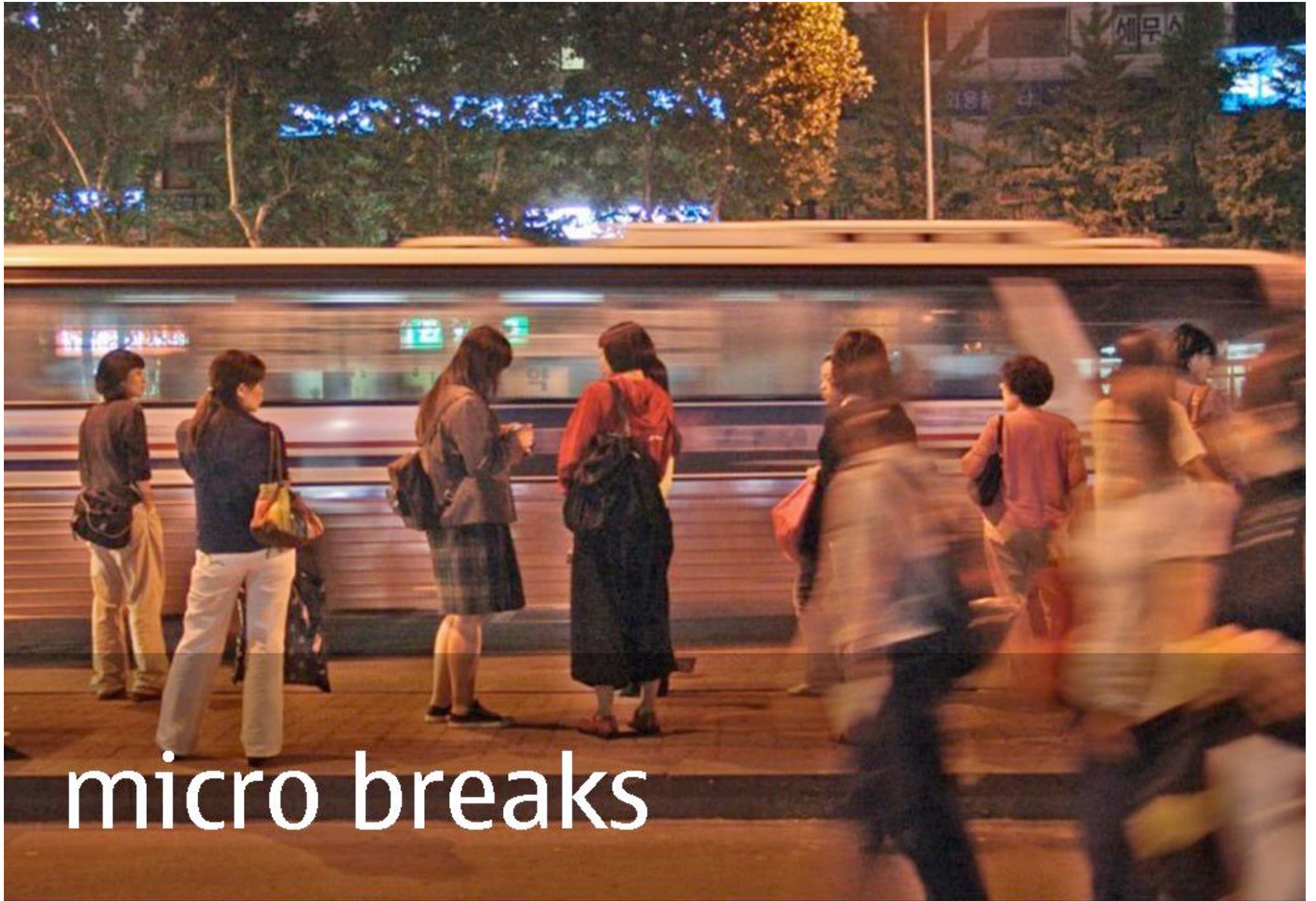
commuting

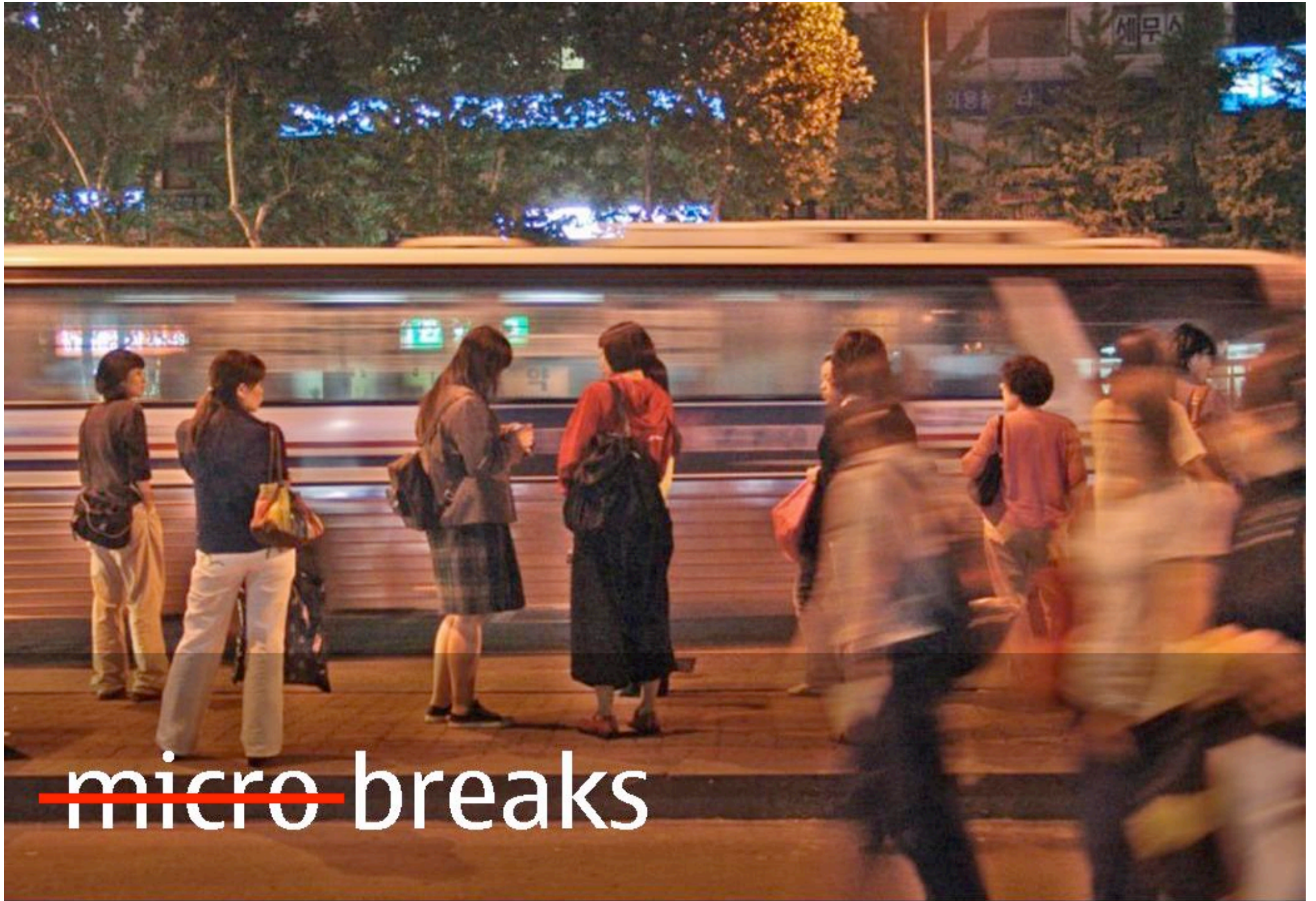


~~commuting~~



commuting





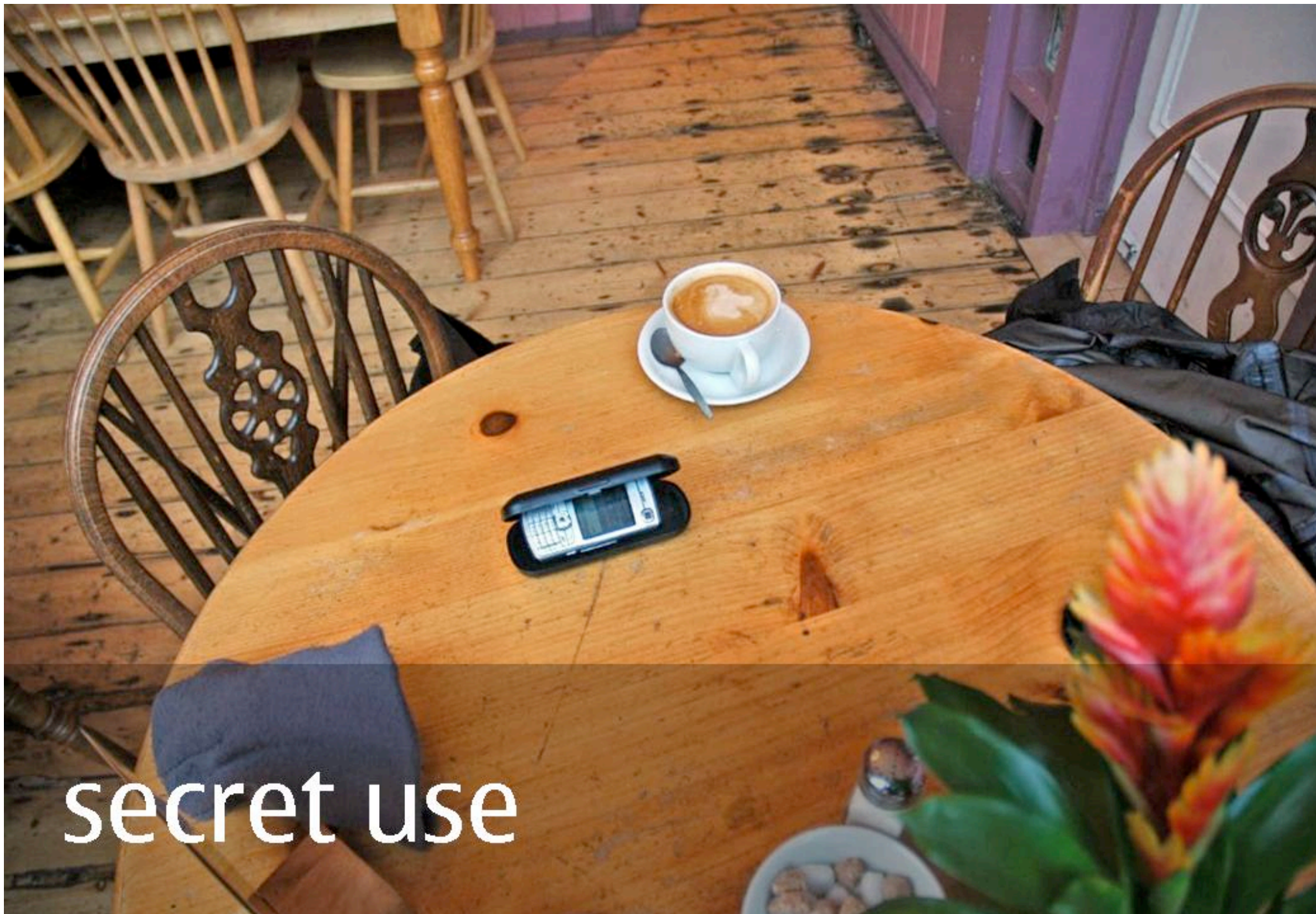
~~micro~~ breaks



macro
~~micro~~ breaks



secret use

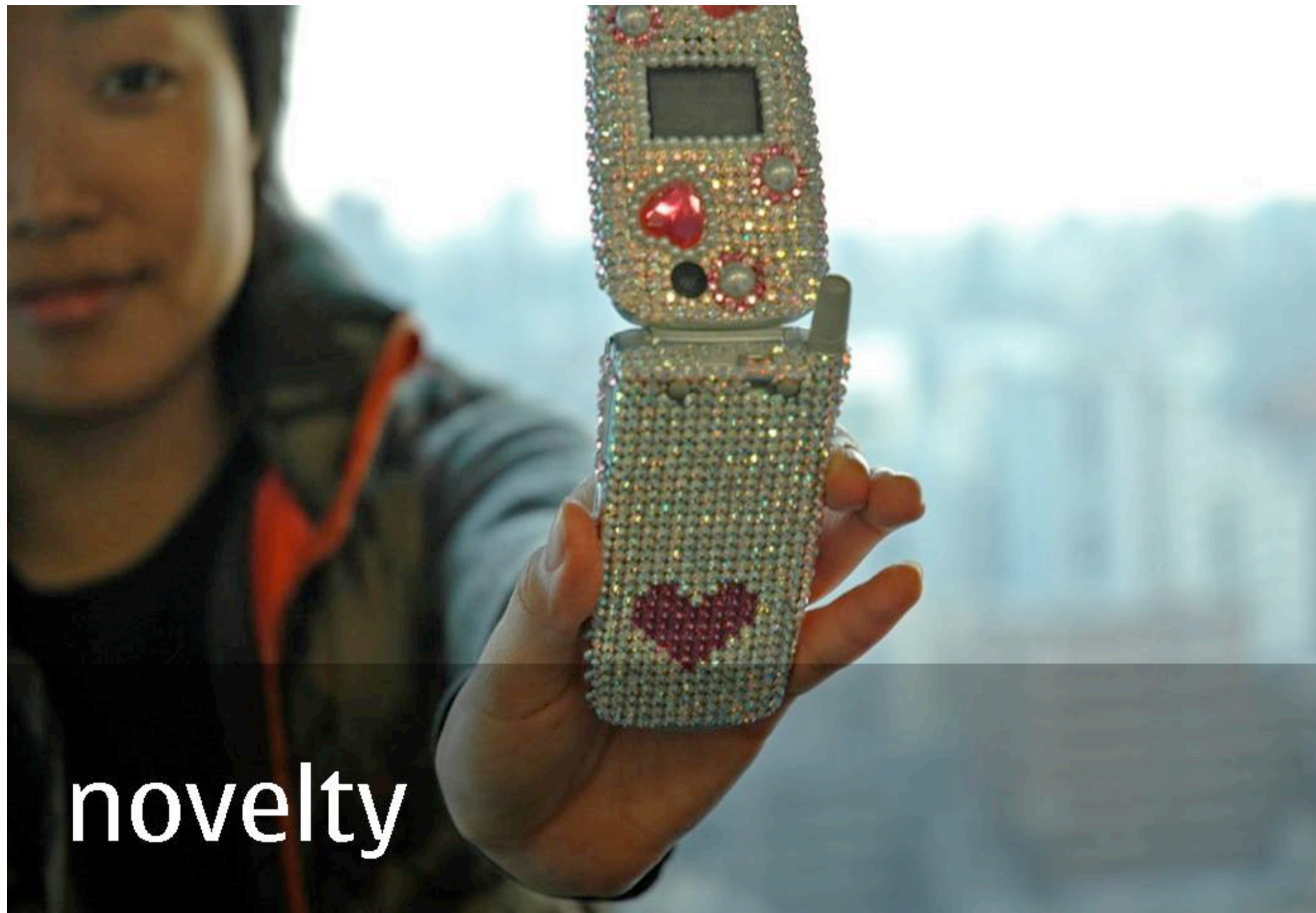


secret use

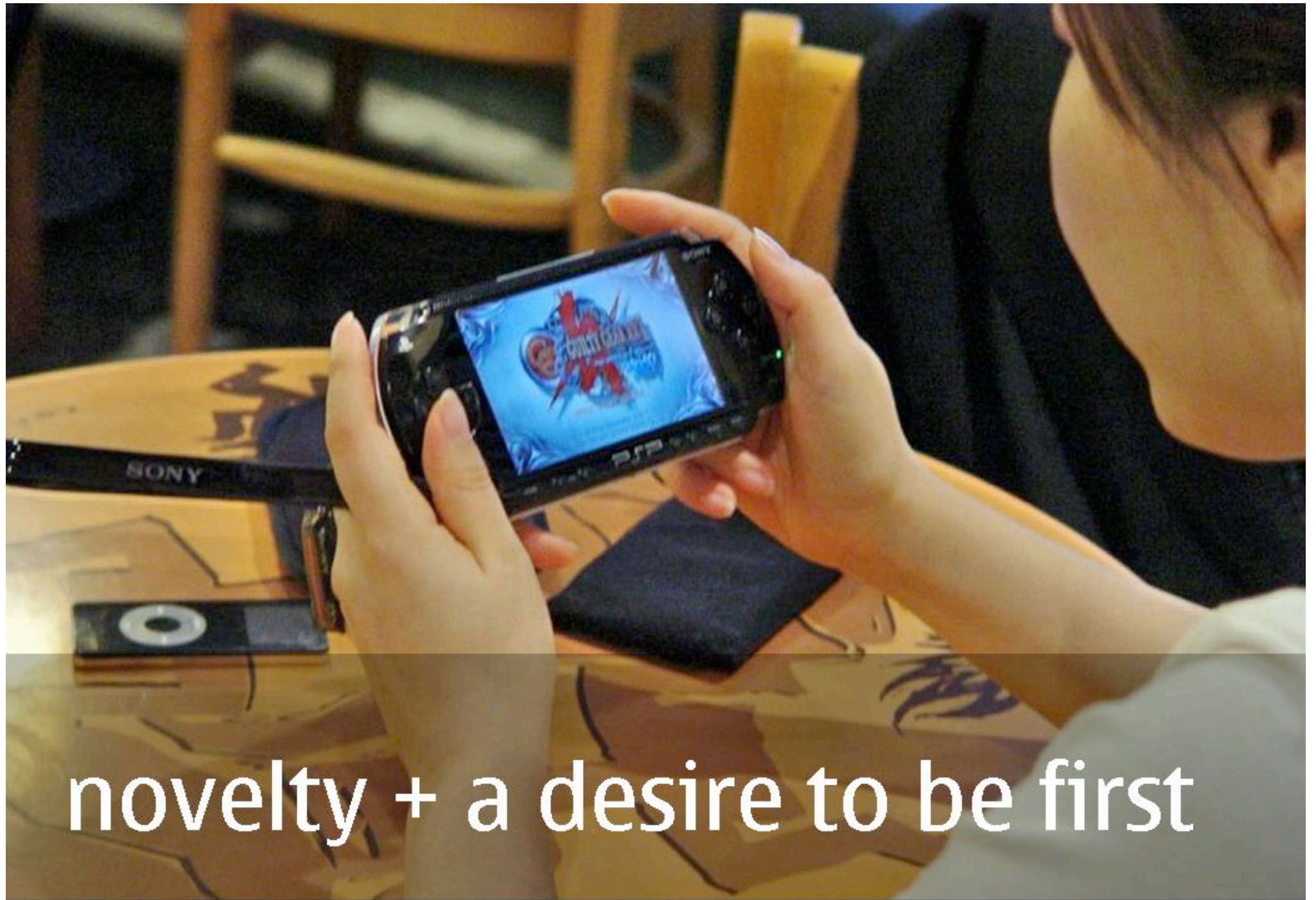
motivation



to kill boredom



novelty



novelty + a desire to be first

to kill boredom

novelty + a desire to be first

to kill boredom

sustainable business model?

novelty + a desire to be first

sustainable business model?

however

sustainable business model?

however

free is a compelling
proposition

barriers to use

screen size



screen size



screen size



bulky



coverage

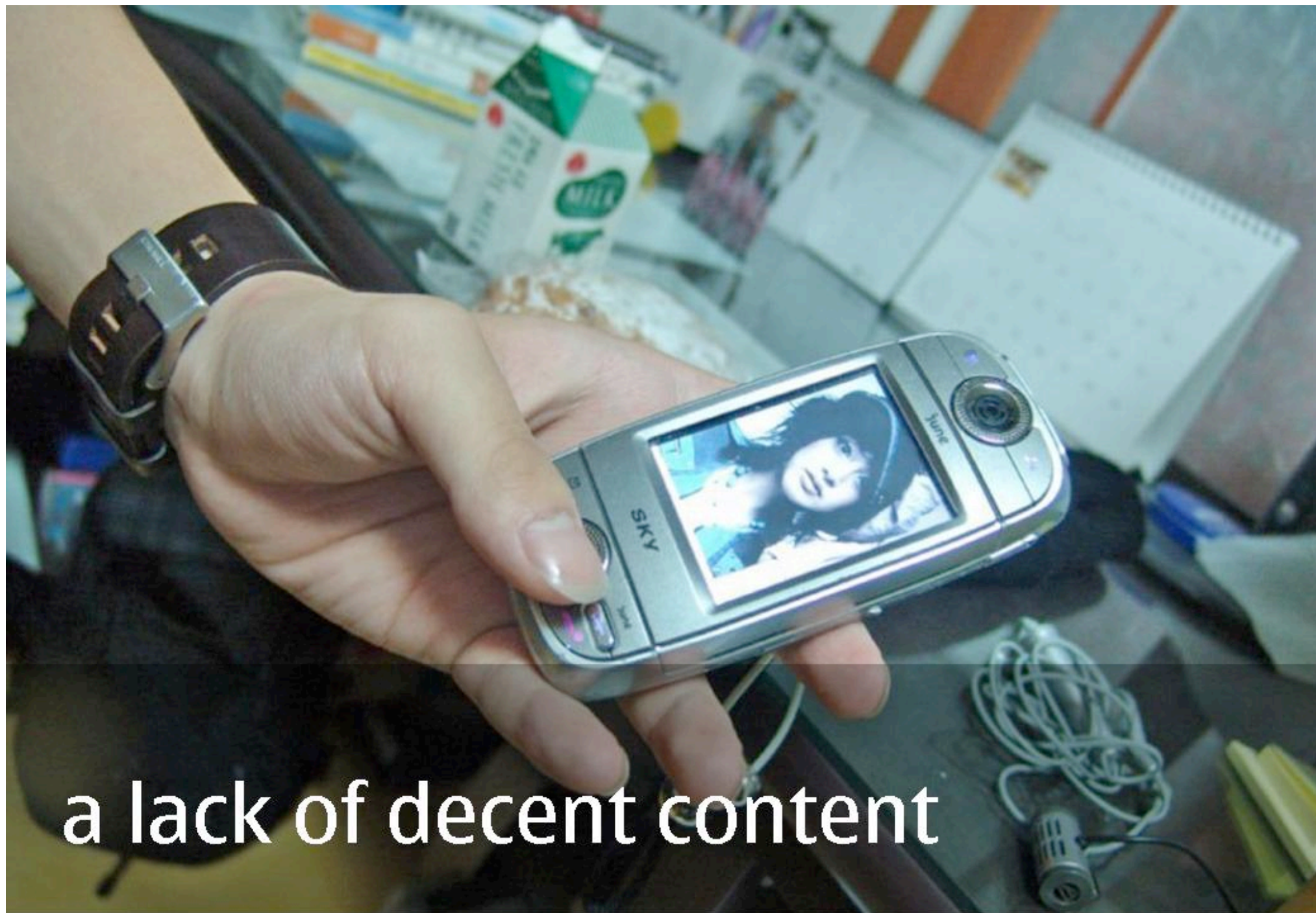


non-trivial setup



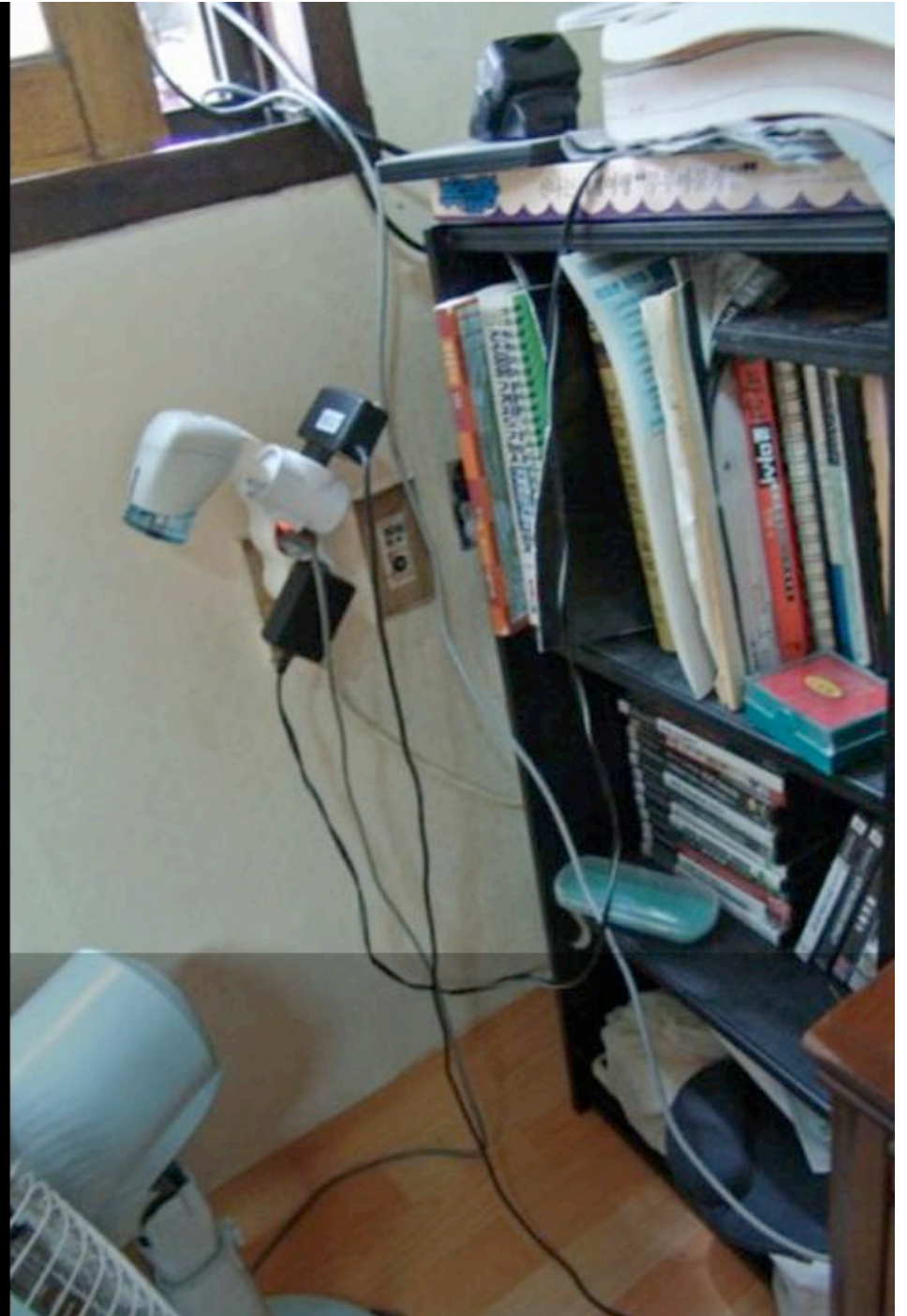
non-trivial setup





a lack of decent content

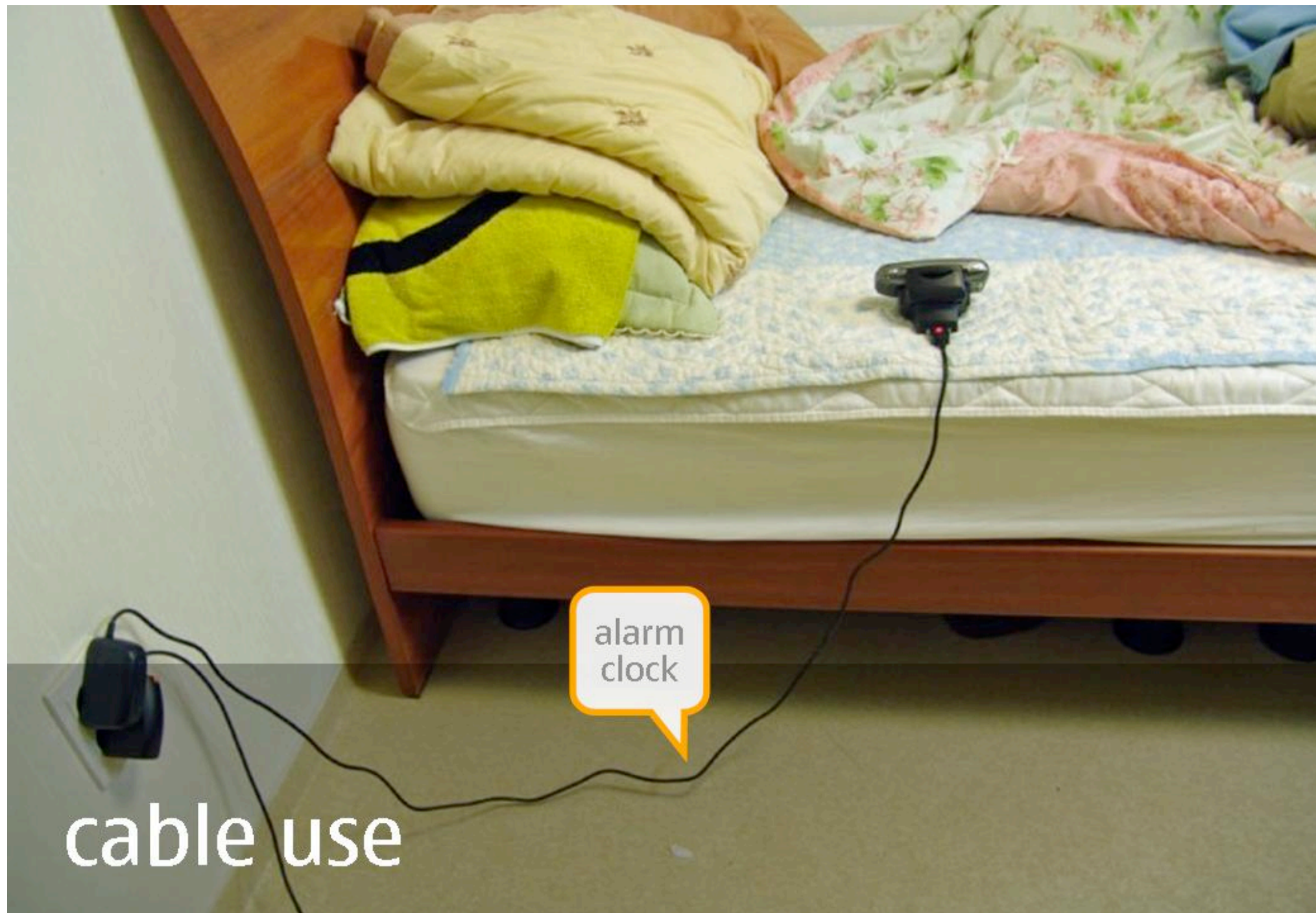
poor battery life





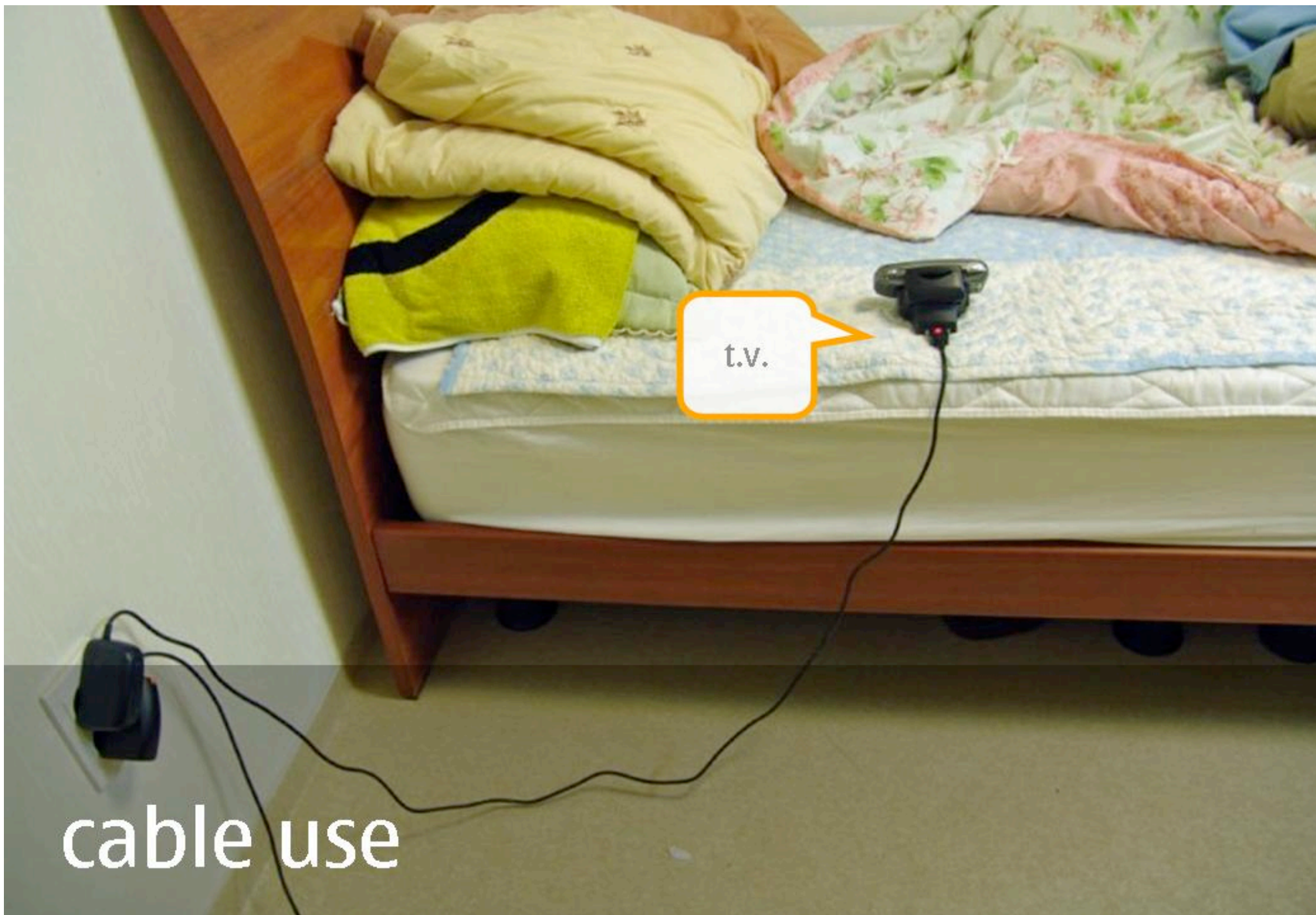
nearest
available
socket

cable use



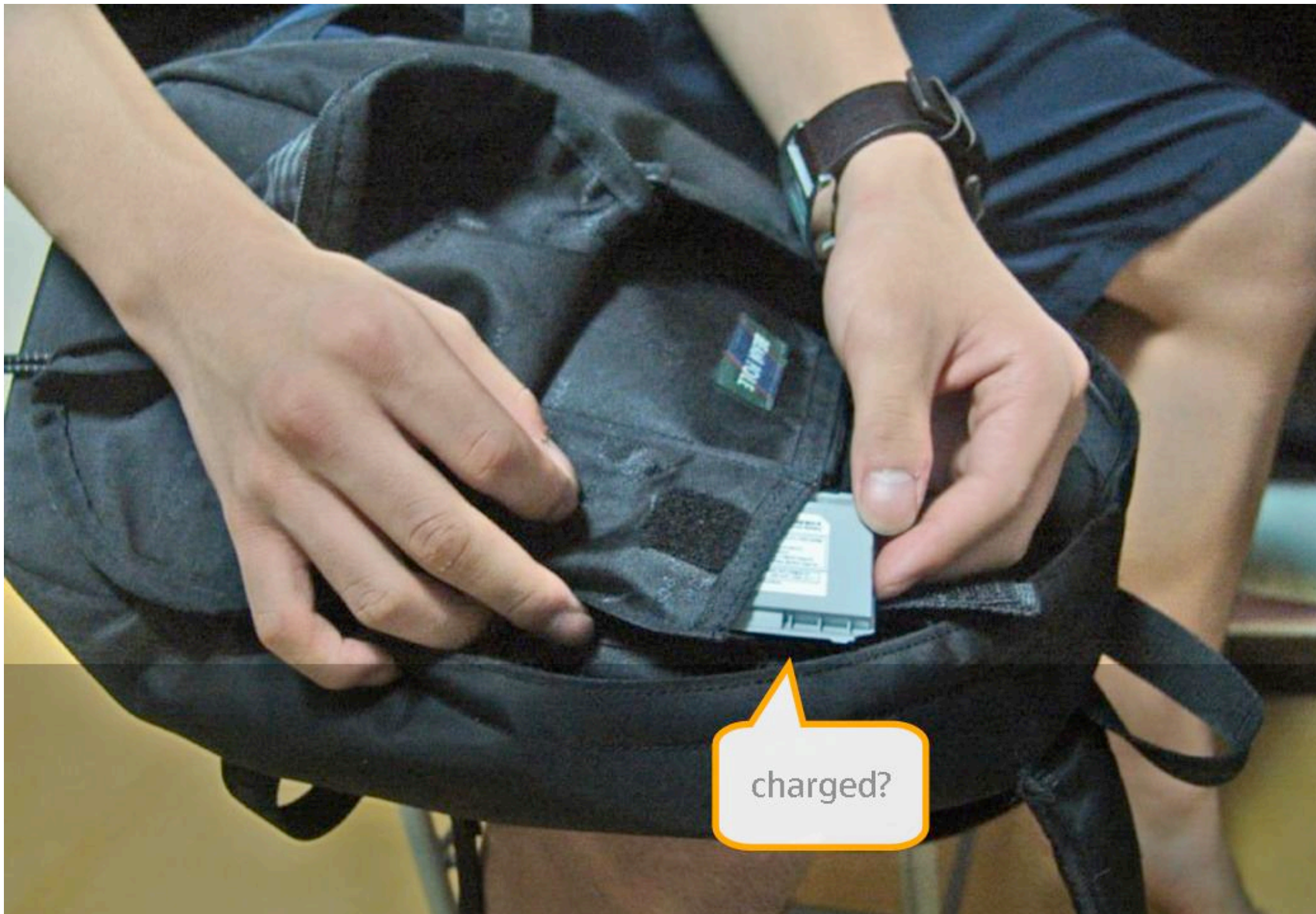
alarm
clock

cable use



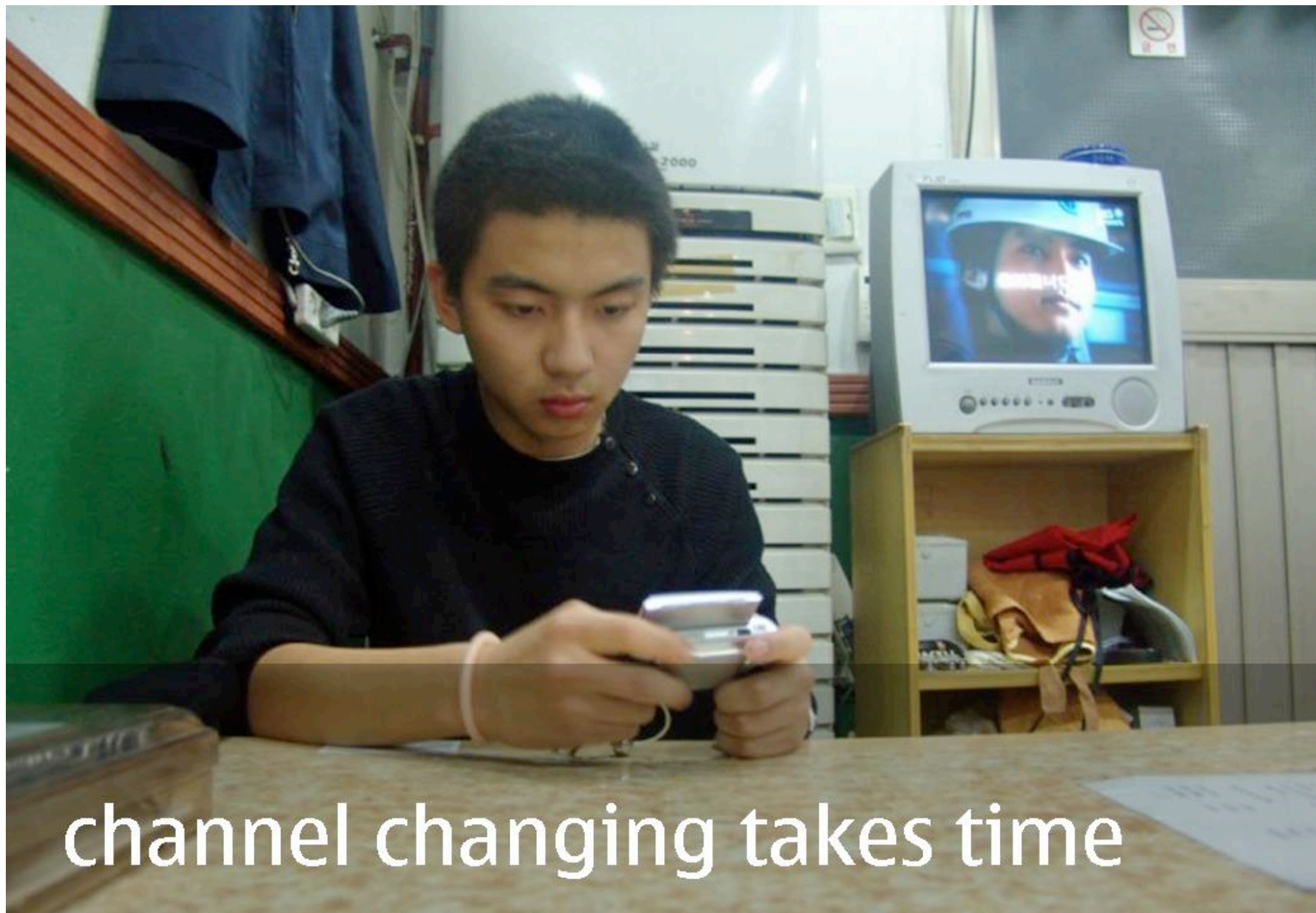
t.v.

cable use

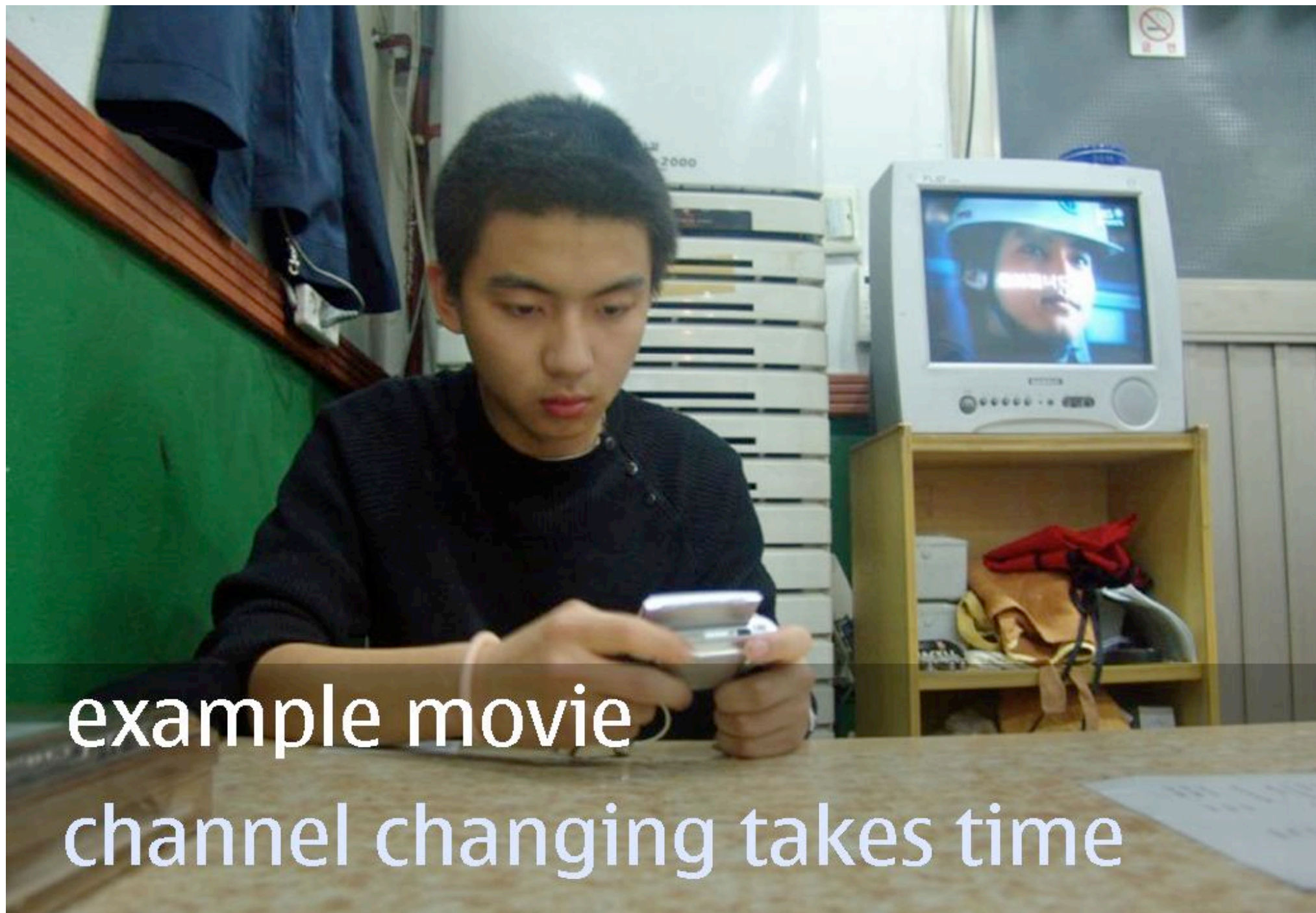




alternatives?



channel changing takes time



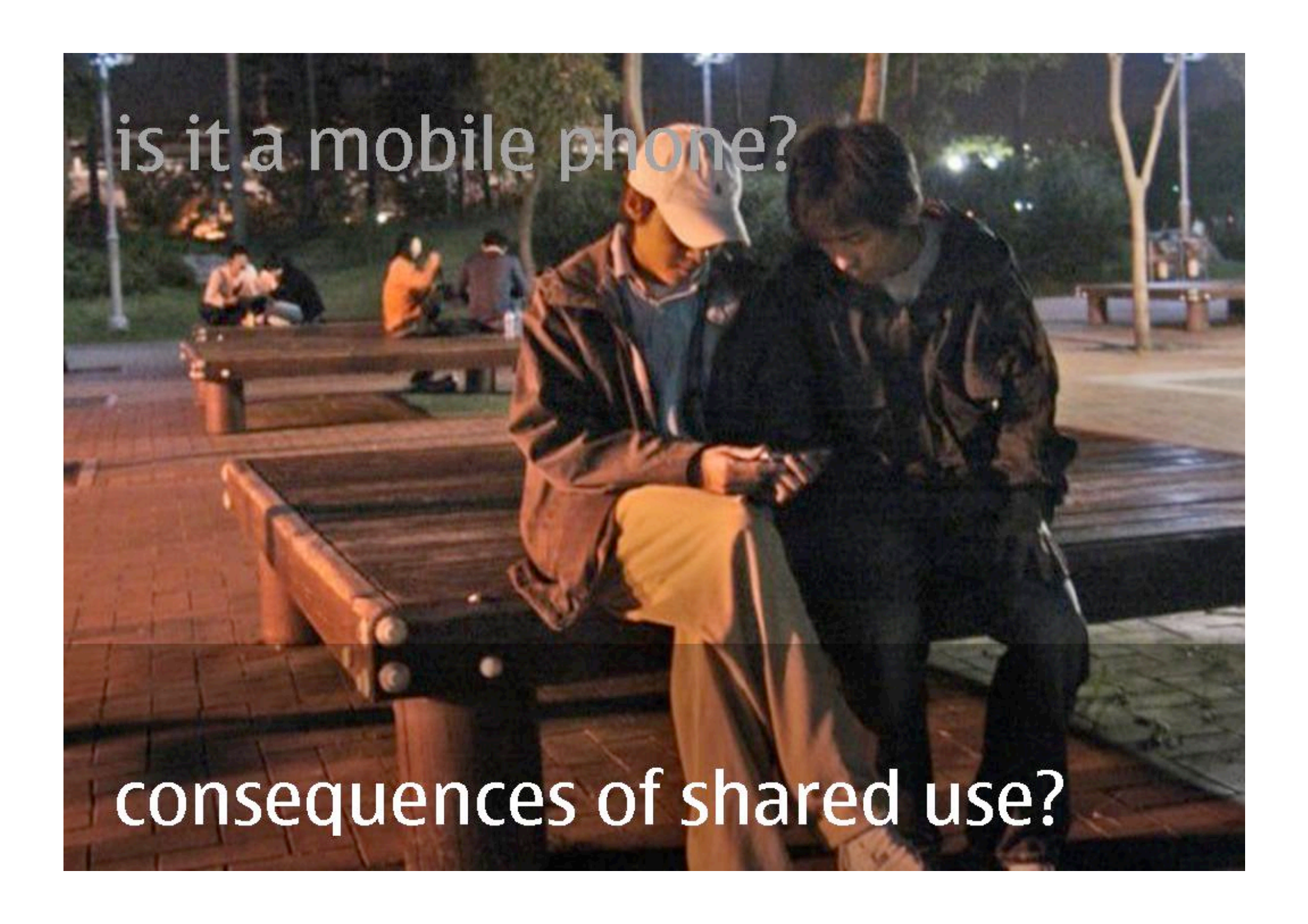
example movie

channel changing takes time

some thoughts



is it a mobile phone?

A photograph of two men sitting on a wooden bench in a park at night. The man on the left is wearing a light-colored baseball cap, a brown jacket, and light-colored pants. The man on the right is wearing a dark jacket and dark pants. They are both looking down at a mobile phone held by the man on the left. In the background, other people are sitting on benches, and there are trees and streetlights. The scene is illuminated by warm, low light, suggesting dusk or night.

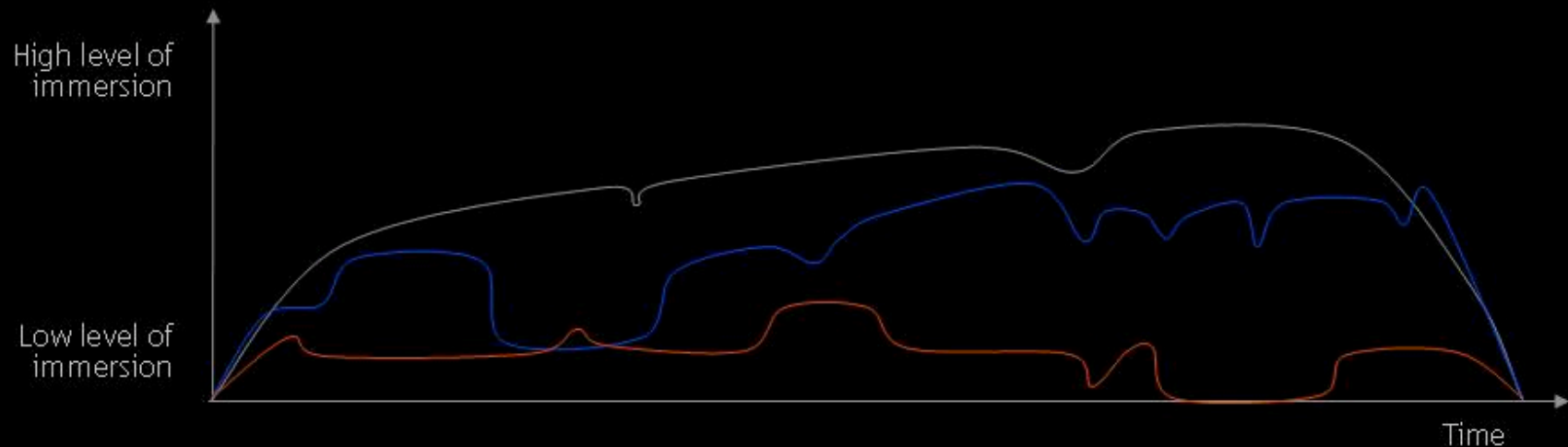
is it a mobile phone?

consequences of shared use?

is it a television?

is it a television?

is it *possible* to have an
immersive viewing experience?

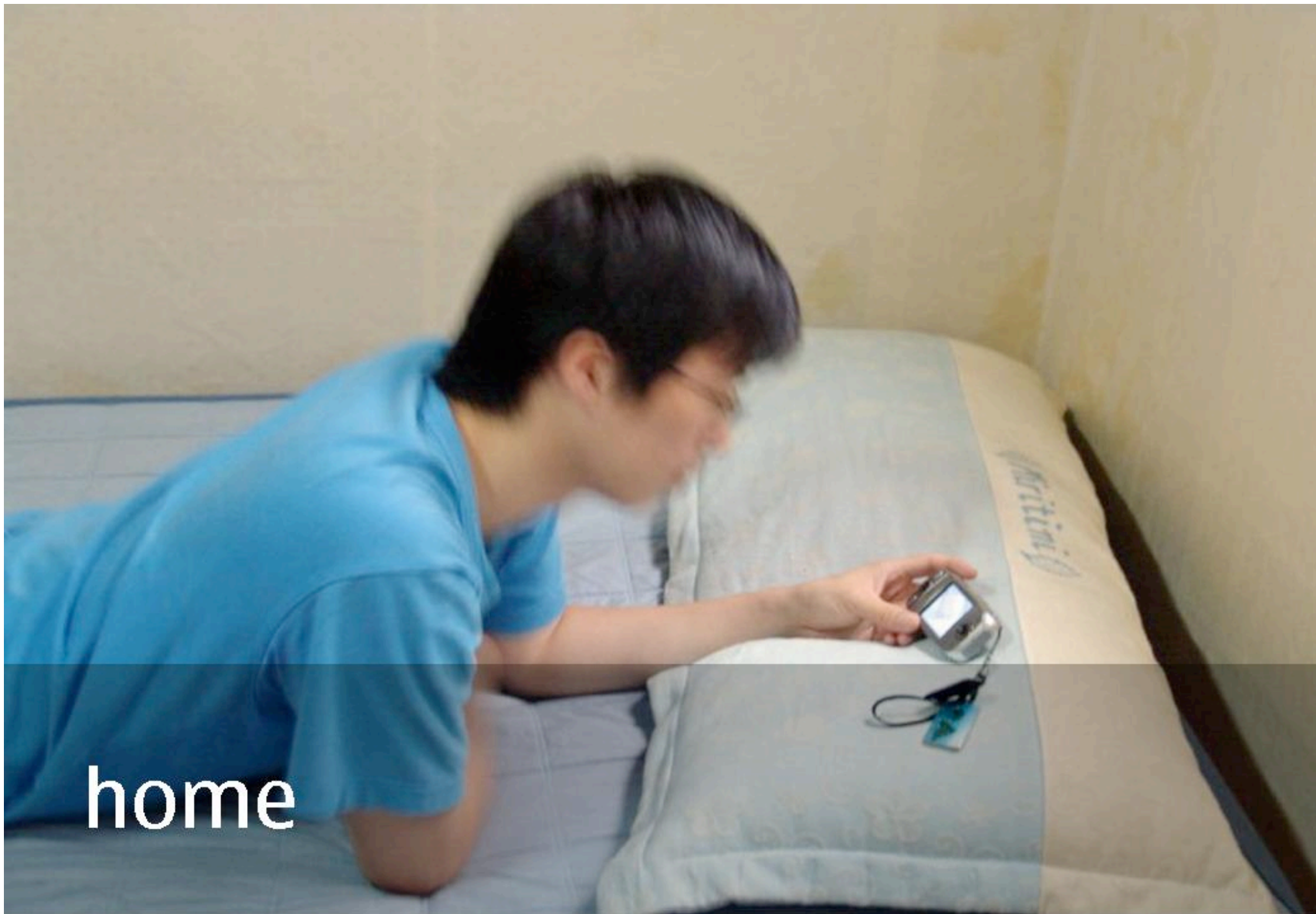


is it a television?

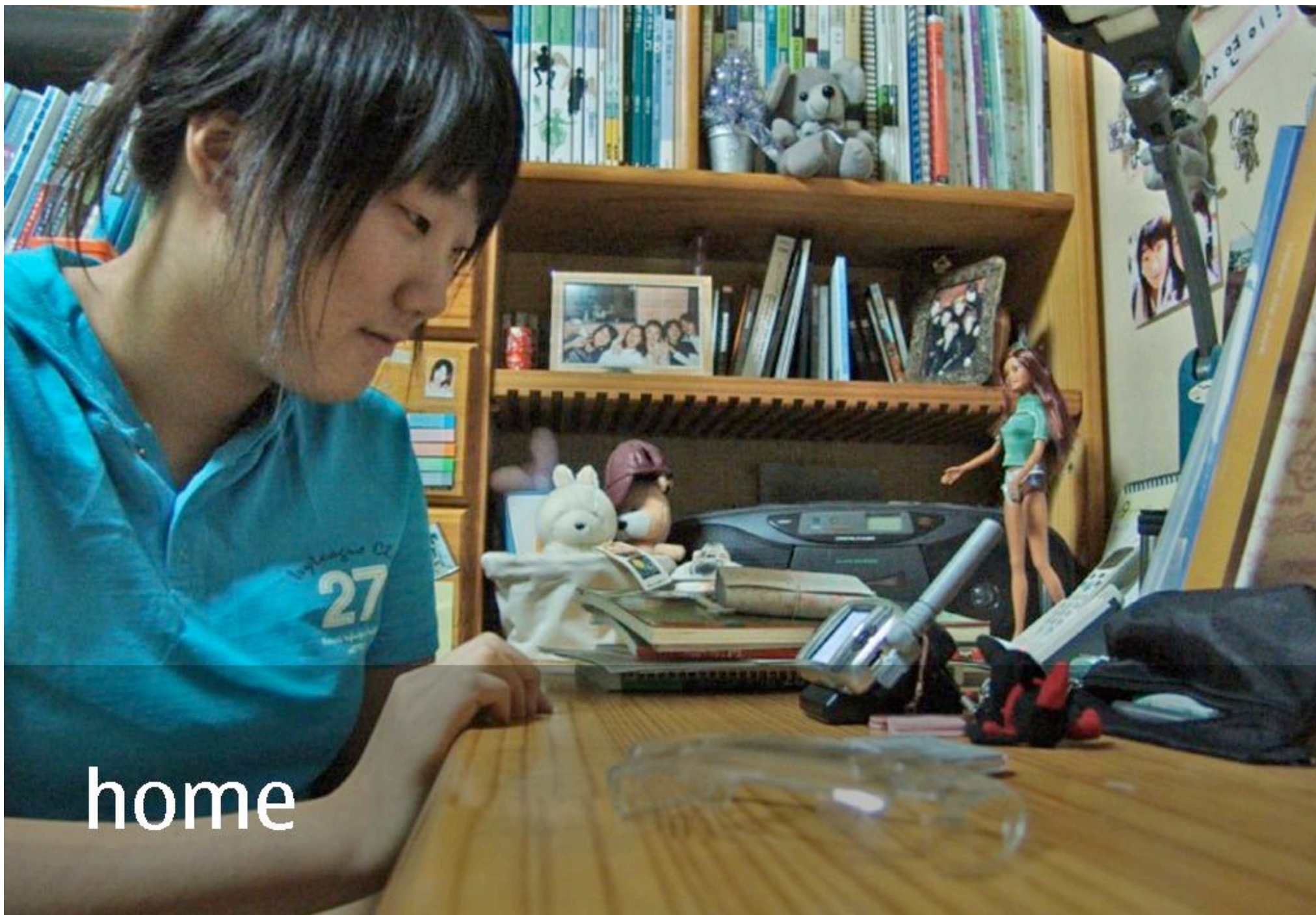
is it *desirable* to have an
immersive viewing experience?



home



home



home



home



challenges of true mobility

Mobile TV

Mobile TV

Personal Experiences

Mobile TV

Personal TV

Personal TV



/end