

Mobile based
Lifelong Education
for the Millions.....

Nokia Life

Willie Cher

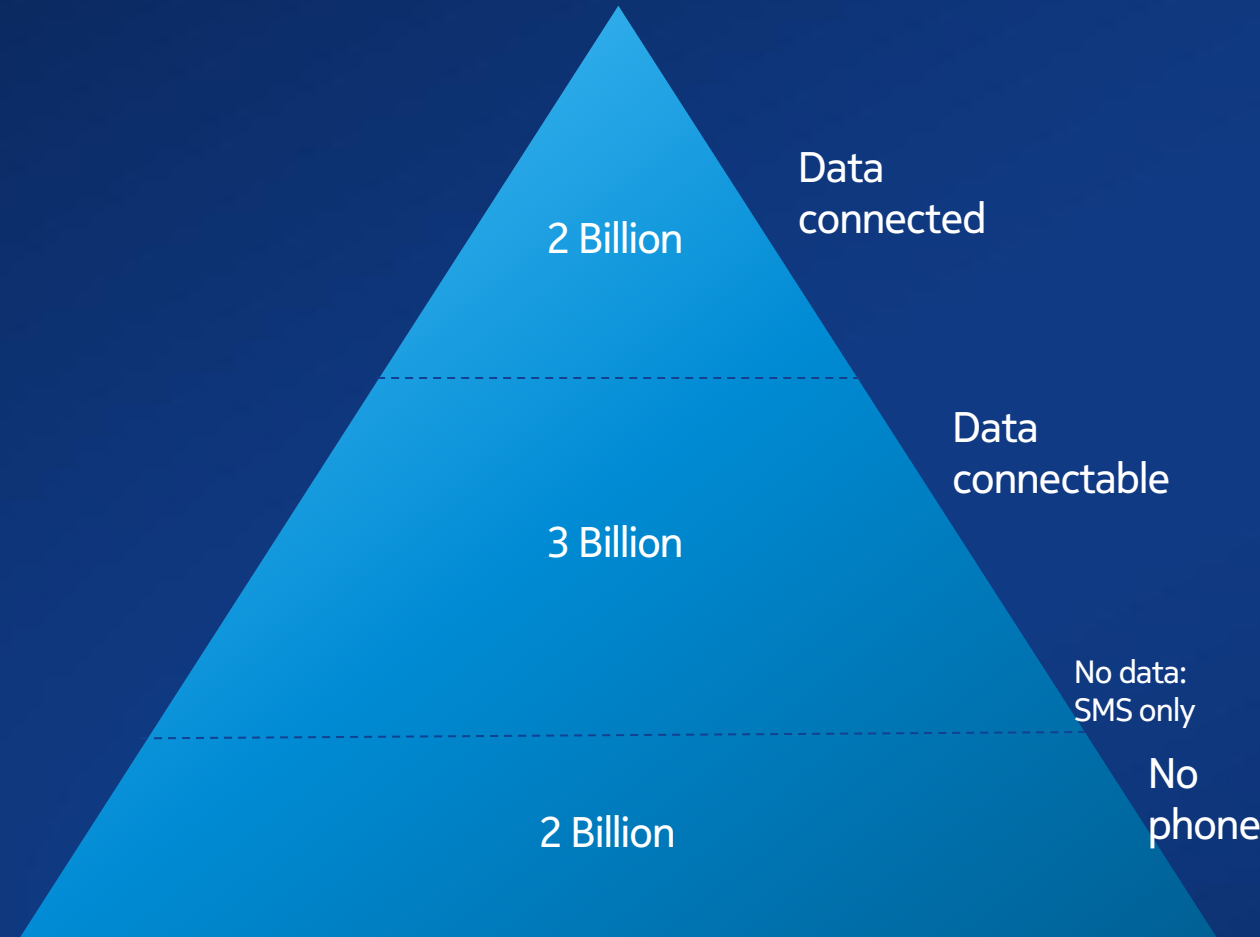
Head of Nokia Life, China

GSMA– Connected Living – 25th June 2013

.....Mobile Internet..... Its **Real & Large**.....

What worked on PC/Laptop Internet wont work on Mobile Internet

2015 Forecast



*Millions at the middle will have their first ever **Internet** experience on Mobile Devices*

*Mobile Internet will be **vastly different** from Internet*

*Mostly **Emerging Markets** will drive the Mobile Internet usage*

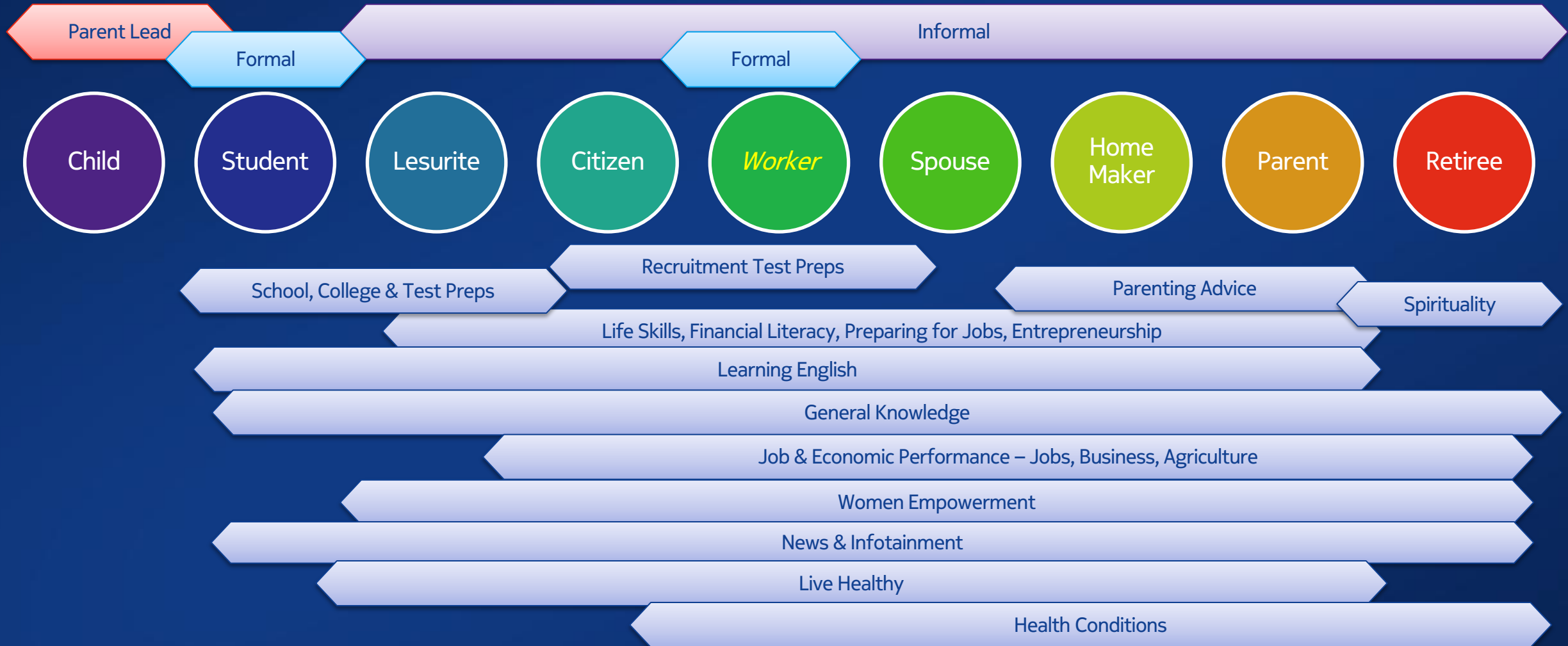
Sources: MobiThinking's Global Mobile statistics 2012; Portio research; General Subscribers (Pyramid + Yankee Group); Data Subscribers (Analysys Mason, Information Centre, CNNIC)

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NOKIA

Addressing Lifelong Learning needs is Large Opportunity

Learning as a human endeavor persists irrespective of Socio-Economic situations



Nokia Life in Brief



- World's **FIRST** and largest Livelihood & Life Improvement platform built for emerging markets
- **100+ Million** User base; Service Live in India, China, Indonesia, Nigeria, Kenya
- **Information services** focused on verticals of **Education**, Health, Agriculture, Entertainment, Entrepreneurship and Women
- **Hyper-local and personal** information in 18 languages
- **Pre-embedded** in millions of Nokia devices and Works anywhere with GSM coverage



Content and Knowledge Platform



Education	Health	Agriculture	Entertainment	Entrepreneurship	Women
 Learn English Exam Preparation General Knowledge	 Live Healthy Parenting Advice Pregnancy Advice	 Market Prices Weather News and Advice	 Music News Sports	 Finance & Accounting Communication Networking & Marketing	 Small business Health Life Skills

Personalization | User data and demographics applied to make information personal

Localization | 12 Million + unique messages delivered daily in 18 languages

Content | Relevant, reliable, profound, customized and fresh content information

Knowledge | Pedagogic framework to deliver easy to understand messages

Strong Ecosystem



Knowledge Partners

Information Sources

Accreditors

Accreditors

Developmental Agencies

90+ Knowledge partners, 18 languages

20 Operators across 5 Countries

Education Services Portfolio

Formal and Informal Learning for Life Roles



Academics

Exam Tips

- Modules aligned to prescribed curriculum & text books
- Study tips
- Summary & test
- Examination results delivered straight to your mobile phone

Open University*

- Study tips
- Summary & test
- Examination preparation



Work & Career

Life Skills

- 21st century personal competencies
- Social and interpersonal skills
- Job readiness
- Financial literacy
- Entrepreneurship

Women Empowerment*

- Practical advice on starting & running Micro & Small Business successfully
- Tips for women on health & family

Teacher Training*

- Tips, Best Practices and Ideas for Teachers in Emerging Markets



Lifelong Learning

Learn English

- Practice English daily through various levels of difficulty
- Explanations & pronunciation in local language
- Relevant mix of words & phrases mapped to levels with weekly tests

General Knowledge

- Mix of regional, national and international facts and current affairs

Nokia Life offers a plethora of services touch points...



Nokia Life SMS



Nokia Life+ WAP



Nokia Life+ Webapp

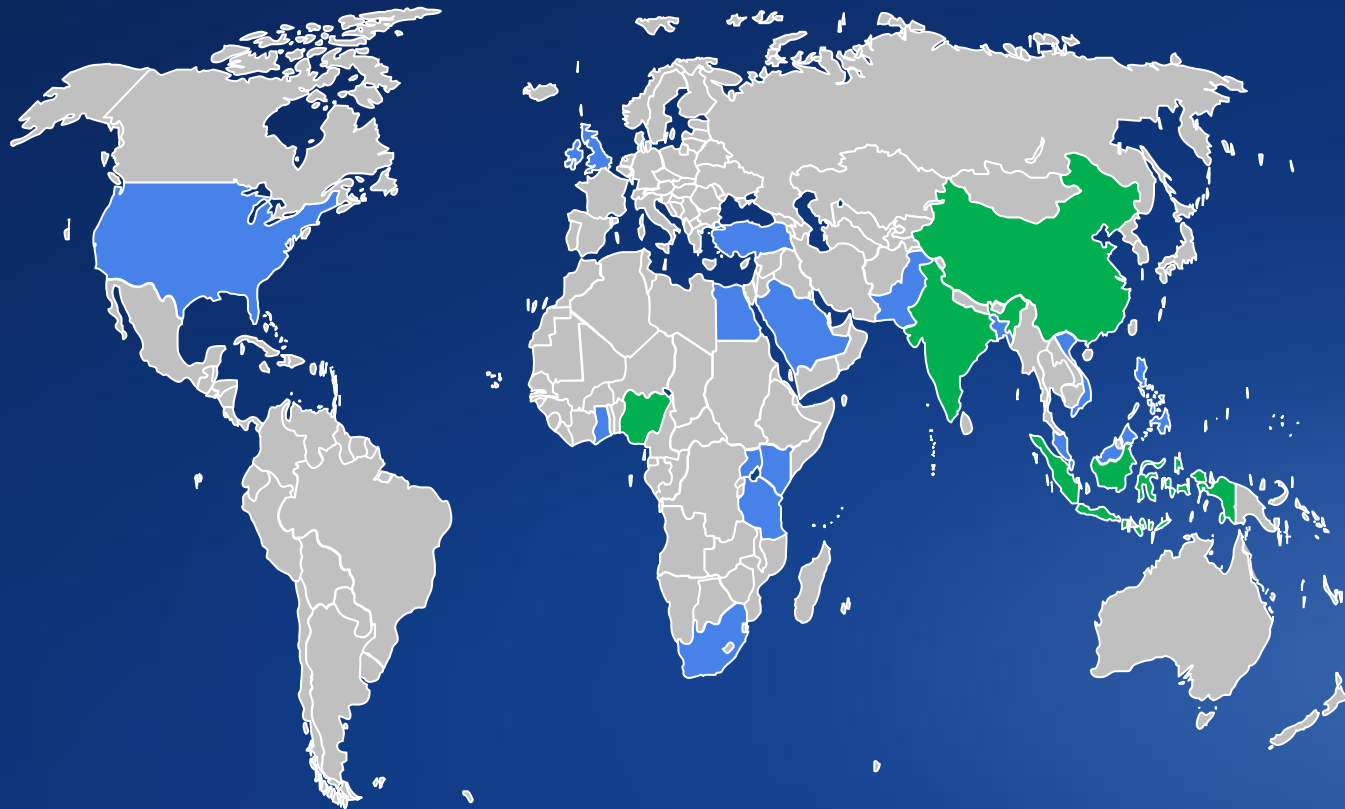


Relevant, life-enhancing information

Delivered via easy to adopt and consume experience

Gets people to richer mobile internet, in data efficient manner

Nokia Life+ driving scale and adoption across 21 countries



21 Countries

90% Data Compression



Nokia Life+

Data as Bearer
India, China, Indonesia
(8 Local Languages)

Nigeria	Singapore
Philippines	Saudi Arabia
Vietnam	Turkey
Bangladesh	US
South Africa	United Kingdom
Malaysia	Ireland
Kenya	Tanzania
Pakistan	Uganda
Egypt	Ghana

(English Only)



Learn English service in China

Empowering youth with Functional English skills



Learn English service in collaboration with the **British Council**
Aimed at providing access to quality English Learning and
empowering youth unlock their potential



User feedback:

- 95% of users preferred content be delivered once-a-day
- 87% of users used content for self learning
- 89% of user read all contents



Campaign held in August 2011

- 2 months campaign attracted over 500k users
 - 80% user activation rate
- High retention of 72% for users for continued for month 1 to month 2

GSMA mWomen and INDOSAT in Indonesia

Fulfilling information gaps for Indonesian Women



Special Nokia Life service - “Info Wanita”(Smart Woman) in collaboration with **GSMA mWomen & INDOSAT**

Aimed at **Women Empowerment** using **Foundation for Social Change’s eLife** asset.

Learning Service for Women

Providing information, best practices & guidance on dealing day to day aspects around self, family, health & business.



Empowering Women
for Social Good



April 2012 to April 2013

INDOSAT support for the whole year

Recognitions and Awards



Global telecom Business Innovation Awards – 2012 & 2013

“Consumer Service Innovation Award” in the “Emerging Markets Service Innovation” category



UNESCO's Policy Guidelines for Mobile Learning & World Economic Forum

Global Agenda Council: “Nokia Life is a successful initiative in large scale adoption of mobile learning by over tens of millions of users”



REVIEWS & MENTIONS: MIT Sloan Review, USAIDS mAgri, Forbes review, Center for Health Market Innovations (CHMI)



ACCREDITATIONS: UNICEF, PLAN and FSC have been involved in content pedagogy and content accreditations



ASSOCIATIONS: UN Women, FSC, UNDP, GSMA mWomen, Cherie Blair Foundation

Part of the change leadership and integral technology partners.

Nokia Life:
Scalable Platform to Reach & Engage the
“Next Billion”