

# Mobile music and beyond

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Wireless Evangelist

*Agilvy*



**Music is the world's universal form of communication.**

**It touches every person of every culture on the globe  
to the tune of \$40+ billion annually,**

**10% coming from ringtones...**



**Once you could only get hold of your favourite music  
by listening to the radio or by buying  
a vinyl record, a cassette or a CD.**

**Those days are gone.**



**Because today there's 'digital music'.**

**That is :  
music you can buy electronically  
or listen to electronically  
through a growing choice of channels and devices.**

**It's a revolution that's happening so fast that it's not easy  
to keep pace with all the new options available to you**

**or to spot what your best choices are  
to suit the way you live today**

**or your own tastes in entertainment.**



# Now...



**Think about  
the biggest record shop you've ever visited.**

**Then imagine that shop multiplied thousands of times over.**

**That's what the Internet is in one of its guises  
–the largest music store in the world.**

**This is because the Internet is being used  
by the world's music industry and music retailers  
as a vital new way to get their products to market.**



## **What all this means**

**is that anyone with Internet access now has a huge selection of music available to buy online from hundreds of sites and have delivered straight to their PC or Mac in minutes**

**–either as single tracks or complete albums.**

**It doesn't matter what your taste in music is.**

**You're likely to be able to find a site somewhere on the Web offering exactly what you like best  
–even if your interests are very specialized.**



# What about mobile music ?



# From the operator's perspective



**Vodafone today announced the launch of a catalogue of 500,000 full music tracks on Vodafone live! with 3G.**

**The enhanced service will be rolled out to Vodafone live! with 3G customers in eight countries, beginning in Germany, with Greece, Italy, the Netherlands, Portugal, Spain, Sweden and the UK following in the next few months.**



**Vodafone also announced that,  
since it first launched full track music downloads  
across an extensive range of new 3G handsets in November 2004,  
over one million tracks have been downloaded.**



# From the handset manufacturer's perspective



## **For Nokia, there's Music in the Air.**

**Visual Radio works by allowing broadcasters to create and publish interactive visual content to accompany and complement their existing FM broadcasts.**

**Consumers with a Visual Radio-enabled handset can then listen to their favorite radio station via the FM receiver in the phone, while viewing, reacting and interacting with the visual channel delivered over the GPRS mobile network.**



**Also, the deal last August with Loudeye aims to take on the iPod with easy wireless music downloads to your handset.**

**At the 3GSM earlier this month, Nokia also revealed its plans to add support for Windows Media Audio files, Windows Media DRM 10 and Media Transfer Protocol to their handsets.**



**The announcement from Nokia came just two weeks after Motorola announced a collaboration with online-music leader Apple Computer to bring the popular iTunes service to Motorola phones.**



# What can we do in the meantime ?

**Any GSM can act today  
as a remote control to get and/or buy music**

**sms max to 3009**

**sms u2 to 3545**

**sms fan to 3545**

**sms pure to 3545**



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# MAX

SERGE

PEPPER



## Mon Amour, Mon Caprice - MAX " Danses & Interdits "

French Song / 12 tracks / BDBM Music / Rock Revolution Publishing / BDBM CD20704

**Auteurs:** Sophie Lepoivre, Serge Nsondé, Wilfried Nsondé

**Compositeur:** Serge Nsondé

**Interprètes Principaux:** Pepper (Sophie Lepoivre) et Serge (Serge Nsondé)


**Réalisation :** Christian Lachenal

**Direction Artistique :** Serge Nsondé



◀ retour au menu

[click here](#)



in verbis nisi celeriter. Sed nec Deus ad opem ferendam, non  
tentatum est, quia vix nullum a morte dicitur. Ergo hunc esse ex omnibus articulis,  
si Deus condescendere velit, quia vix illa cessabit oratio. Quamvis ergo, quod de videri  
possit, ut mortuos miraculo excitet. Quamquam autem Prophetas de vltima resurre-  
ctione loquitur, quae superior erit reliquis omnibus miraculis, excusari tamen non potest excet-  
siva Deo tempus praescribet et nostrum non est ferendi auxilij: quia injuriam facimus  
otensam, nisi statuimus tam facile ei esse, reddere vitam mortuis, quam mature  
antevertere. Et certe talis semper fuit Sanctorum constantia, quae



Search Music Store



Browse



Search Results for: U2

Account: benoit@efactories.net

\$41.18

Song:

Artist:

U2

Album:

Genre:

All Genres

Composer:

Search

Cancel

## Top Albums



## 2005 Grammy Nominees

Various Artists

Genre: Pop

\$12.99 [BUY ALBUM](#)

## The Unforgettable Fire

U2

Genre: Rock

\$9.90 [BUY ALBUM](#)

## Top Songs

With or Without You  
 Stuck in a Moment (Acou...  
 I Still Haven't Found What...  
 Sunday Bloody Sunday  
 All I Want Is You  
 Sweetest Thing (The Singl...  
 One

## Top Artists

U2

Song Name	Time	Artist	Album	Relevance	Price
Vertigo	3:12	U2	2005 Grammy Nominees		
I Will Follow	3:37	U2	Boy		\$0.99
Twilight	4:22	U2	Boy		\$0.99
An Cat Dubh	6:16	U2	Boy		\$0.99
Into the Heart	1:58	U2	Boy		\$0.99
Out of Control	4:14	U2	Boy		\$0.99
Stories for Boys	3:02	U2	Boy		\$0.99
The Ocean	1:35	U2	Boy		\$0.99
A Day Without Me	3:13	U2	Boy		\$0.99
Another Time, Another Place	4:33	U2	Boy		\$0.99
The Electric Co.	4:47	U2	Boy		\$0.99
Shadows and Tall Trees	4:35	U2	Boy		\$0.99
Stuck in a Moment (Acoustic)	3:42	U2	Exclusive		\$0.99
I Will Follow (Live From Boston)	5:33	U2	Exclusive		\$0.99
Beautiful Day (Live From Boston)	4:53	U2	Exclusive		\$0.99
Jesus Christ	3:15	U2	Folkways - A Vision Shared		\$0.99
If God Will Send His Angels (Single)	4:35	U2	If God Will Send His Angel...		\$0.99
Slow Dancing	4:02	U2	If God Will Send His Angel...		\$0.99



J'ai un petit souvenir  
du concert pour toi ...

[clicque ici](#)

*Pascalobispo*

# fan obispo

pascal

'fan' live en mp3



video



wallpaper



liens utiles

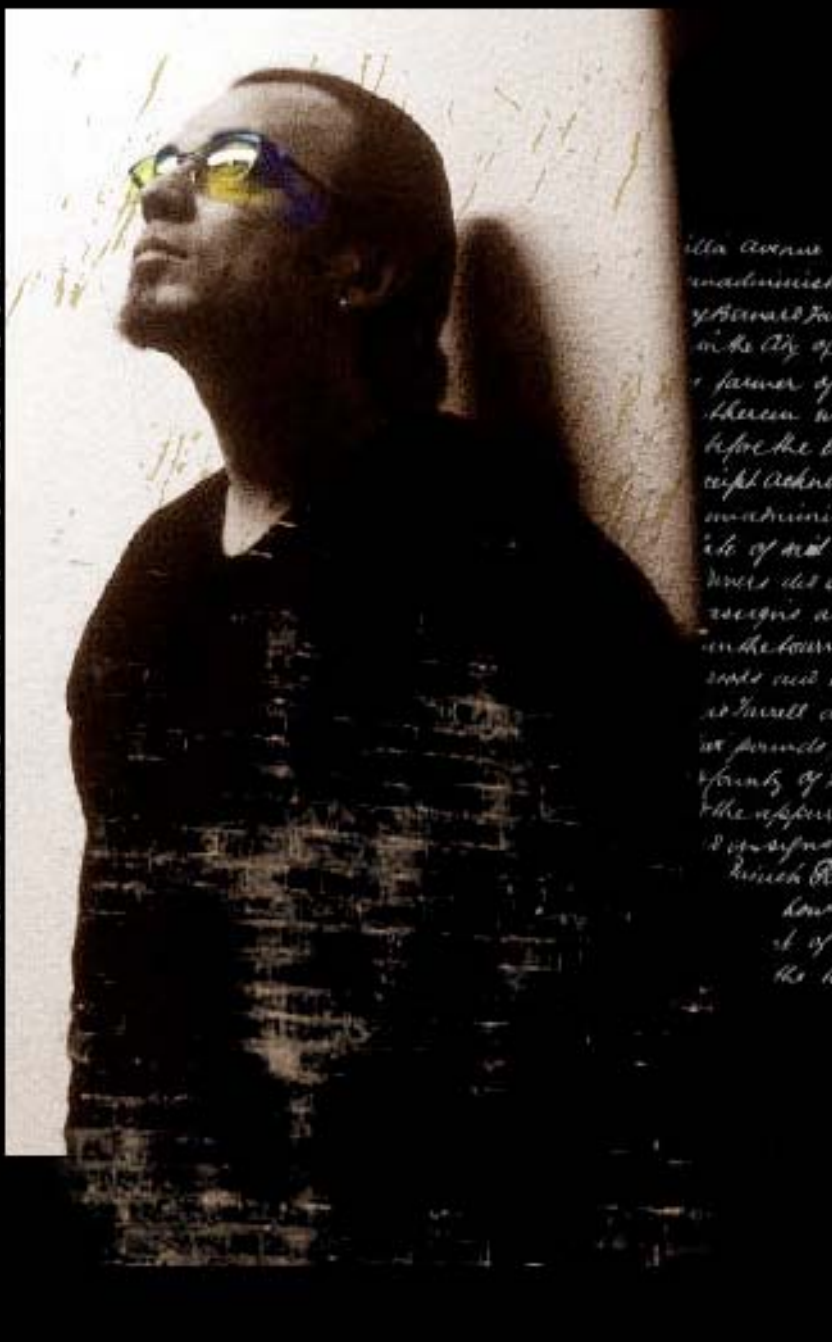


carte  
anniversaire  
personnalisée

Voilà pour toi en exclusivité  
un enregistrement live et la vidéo  
du morceau 'fan'.

A mes meilleurs fans,

one hundred and  
City of New York  
Parish of St. John  
the first part of  
of the second part  
of the church of  
and in considerable  
amount paid by  
William Farrell a  
Farrell died and  
deceased and the  
did hereby assign  
right title and  
together with all  
said measures  
and from year  
about being out  
with the right  
into being  
thereof want  
here to and to  
the payment of  
to be observed



illa Avenue  
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of St. John  
in the City of  
Farmer of  
therein  
hope the  
cept of the  
and parish  
of St. John  
and the  
recognition  
in the town  
and the  
of Farrell  
of the  
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of the

My playlist...

Pure FM vous remercie pour votre demande de playlist

Mercredi 12 janvier 2004 à 14h06

14h07	Soulwax	Any minute now	offert par 
14h10	Lee-Cabrera	Time and time again	offert par 
14h14	Robbie Rivera	Fallin	offert par 
14h18	Soulwax	Please don't be yourself	offert par 
14h25	Hott 22	Time and time again	offert par 

14h33	Soulwax	Dance 2 slow	
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PURE FM



Aujourd'hui, Perrier vous offre  
ce morceau...

**HOTT 22**  
**Time and Time Again**

Pour recevoir votre morceau,  
entrez dans le monde de PERRIER...



**What is  
your age?**

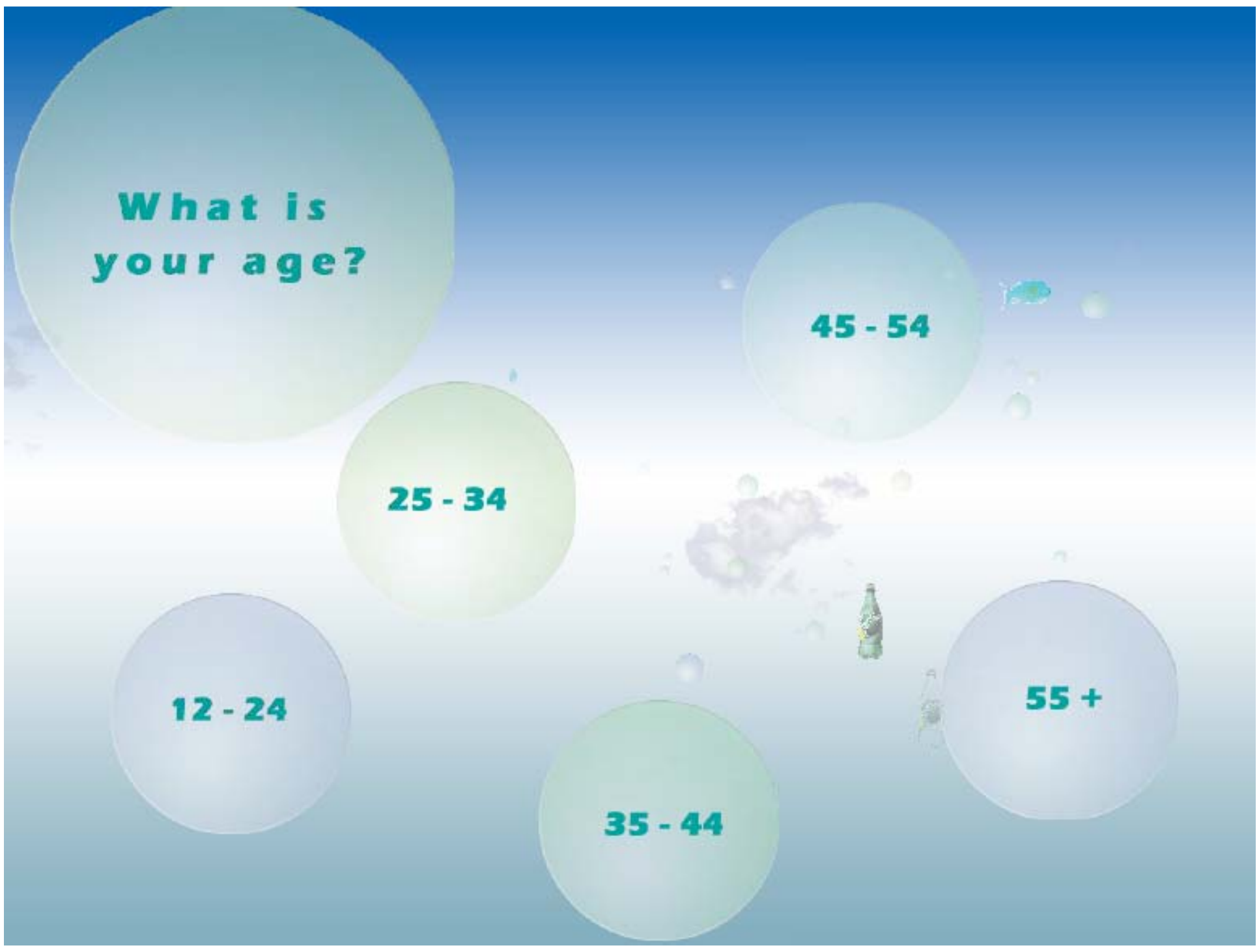
**45 - 54**

**25 - 34**

**12 - 24**

**35 - 44**

**55 +**



# **Thank you.**

**If you wish to get a copy of this presentation,  
please send by sms 'bow benoit'  
to 3699**

