

Business models of MTVNL

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MTVNL: Mobile TV, Radio and Data services

Shareholders:

Founders & Management (73,6%)

Advisory Board

27 informal investors

Advisory Board

Laurens-Jan Brinkhorst

- Former minister of Economic Affairs

Gerrit-Jan Wolfensperger

- Former CEO of "Public Broadcasting Cooperation"

Guy Malibas

- Former CFO debitel France

Founded in 2006

Licence in 2009

Operational The Hague 2010

Management

Ronald Haanstra

- former CEO Wallie, former COO debitel and Yes Telecom

Gert-Jan Raatgever

- 12 years of executive commercial Telco experience

Ron du Croix

- Former CEO debitel Nederland

Frank Kiesewetter

- Former CEO Midray and CEO Effortel Europe and COO MFD

Erik de Zwart

- Media investor, Founder Radio 538

Strategic Partners



MTVNL Services

- **TV services**

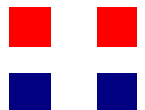
- Content: linear & “snack” TV (specially made for mobile) and premium, free to air and pay TV
- Wholesale to Mobile Network Operators & others
- MTVNL branded product

- **Radio services**

- Mainly linear channels, all free to air
- Renting out network capacity

- **Data services**

- Traffic information (TPEG), EPG, Biffs
- Business to Business data distribution



Receive services on all possible mobile devices

Mobile Phones



Lap-Tops/tablets



In-Car systems



Radio's



MP3 Players



All others ...



MTVNL Business models and revenue streams

- **TV services**

- Free to air & subscription & prepaid & premium
- Advertisements (interstitials & revenue share)
- Sponsoring
- Wholesale

- **Radio services**

- Sublease capacity network and offering network services

- **Data services**

- B2C Traffic: one-off fee or subscription
- B2B fee for data distribution



MTVNL Business models and revenue streams (2)

- **TV services**

- Subscription, prepaid, one-off fee 10% +
- Wholesale services 15%
- Advertisements 15%

- **Radio services**

- Sublease capacity network 15%

- **Data services**

- B2C Traffic with one-off fee/ subscription 10%
- B2B sublease data distribution 35%



MTVNL B2B applications

- **Updating navigation devices:**
 - Map information, POI, software, TPEG
 - Always up to date
 - Much cheaper than GPRS/UMTS/LTE
 - Much more data capacity
- **Busstop displays**
 - Screens for arrival/departure etc information
 - Solar powered (low energy consumption demand)
- **Traffic + Providers**
 - Sublease capacity network and offering network services



MTVNL B2B applications (2)

- **Incident management and emergency services**
 - Backup for emergency communications network
 - Tunnel signaling
 - Emergency vehicle signaling
 - Severe traffic incidents



The European Commission should:

- **Develop an active policy for both broadcasters and telecom**
- **Support Digital Radio via DAB+ for all the EU**
- **Announce the DMB family as an European standard (one of more)**
- **Support European legislation for DAB/DAB+/DMB support in devices**
- **Create a long term spectrum policy**
- **Facilitate European wide services and inter operability**
- **Promote broadcasting as a technology for emergencies**



Europe goes digital

Finally a glance of digital radio and digital mobile TV

Can Europe do better?

