

FLO TV Connects, Empowers and Entertains At the Speed of Life

Not long ago, delivering content to a mobile phone consisted of sending basic text updates about weather, news, and stock prices. But in this media-driven world, consumers are demanding more – rich, dynamic content with more programs, more choices, and more control. From news to sports, from concerts to movies, consumers crave a high-quality experience and the power to determine not only *what* they watch – but also *where* and *when* they watch it.

That's where the FLO TV™ service comes in. With this award-winning mobile television service, FLO TV Incorporated delivers top shows from some of the most recognized media brands. We're talking full-length Emmy® Award-winning primetime, daytime and late-night shows – not just clips or highlights. And, they're all delivered with exceptional video and audio quality. As a result, subscribers to the **FLO TV** service enjoy live sports, their favorite shows, breaking news, and kids' programming, all on their mobile phone, all available at the touch of a button.

Entertainment in the Palm of Your Hand

To deliver the service, FLO TV aggregates popular, full-length content from some of the world's best-known entertainment brands and distributes it with TV quality to mobile phones via its own dedicated nationwide multicast network. The **FLO TV** service is offered to consumers through partnerships with leading wireless carriers who want to give their customers a true TV experience. Key features of the **FLO TV** service include:

- Clear, crisp picture delivered at TV quality
- Fast switching times between programs gives **FLO TV** users an experience similar to channel surfing at home
- An at-a-glance program guide makes selecting or searching for shows fast and easy
- Designed specifically for mobility, the **FLO TV** service is optimized to preserve battery life so that viewing time is equivalent to talk time

Making Mobile TV a Reality

A wholly owned subsidiary of Qualcomm Incorporated, FLO TV was created with a single mission: to deliver a mobile entertainment experience unlike anything on the market today. To meet this objective, an entirely new content aggregation and distribution system was designed from the ground up. This service incorporates a new wireless technology that multicasts mobile content over a dedicated nationwide network. As a result, FLO TV can deliver the latest TV-quality video and CD-quality audio to potentially millions of devices simultaneously.

But the FLO TV story is about much more than just technology. It's about creating an unmatched entertainment experience. That's why FLO TV has partnered with some of the world's best-known entertainment brands to secure familiar, compelling content. With popular programming that ranges from news to children's shows and primetime dramas to live sports, the **FLO TV** service provides entertainment-on-the-go for the whole family. This includes essential live programming and the best special events and temporary channels such as Victoria's Secret, X Games, Men's College Basketball championship tournament, and FOOD Network.

FLO TV offers content from the following channels on the service:

- CBS College Sports
- CBS Mobile
- CNBC
- CNN (AT&T Mobile TV with FLO only)
- Comedy Central
- ESPN Mobile TV
- ESPN Radio (V CAST Mobile TV only)
- FOX Mobile
- FOX News
- FOX Sports
- MSNBC
- MTV: Music Television
- MTV Tr3s (V Cast Mobile TV only)
- NBC2Go

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- NBC News2Go
 - NBC Sports
 - Nickelodeon
 - Nicktoons
 - PIX, Sony Entertainment Pictures (AT&T Mobile TV only)

Currently, the **FLO TV** service is delivered to consumers in partnership with major wireless carriers. The carriers purchase the service from FLO TV on a wholesale basis and then retail it to their subscribers. By leveraging FLO TV's own dedicated service, wireless carriers can offer this mobile TV experience to their subscribers without burdening their existing networks or impeding their ability to deliver voice and messaging services.

Partnerships

AT&T offers the service as AT&T Mobile TV and Verizon Wireless offers the **FLO TV** service as V CAST Mobile TV. AT&T customers can learn about the **FLO TV** service at www.att.com/mobiletv. Verizon Wireless customers can learn about the **FLO TV** service at www.verizonwireless.com/mobiletv. The **FLO TV** service is currently available through AT&T and Verizon Wireless in more than 68 major metropolitan areas across the United States. After the DTV transition on June 12, 2009, the award-winning **FLO TV** experience will be available to more than 200 million consumers across more than 100 markets. The **FLO TV** service can be viewed on several handsets from LG, Motorola and Samsung. Visit www.att.com/mobiletv or www.verizonwireless.com/mobiletv for details.

In addition to AT&T and Verizon Wireless, the **FLO TV** service will be available from Audiovox. Recently Audiovox announced they selected the award-winning **FLO TV** service for their in-vehicle mobile TV entertainment system. Audiovox will offer the **FLO TV** service in the fourth quarter calendar year of 2009.

The **FLO TV** service is firmly established as the premier mobile entertainment experience available today. In addition to full length broadcast-quality news, entertainment, sports and kids' programming from the industry's best entertainment brands, the **FLO TV** service provides Verizon Wireless subscribers with two special channels: MTV Tr3s and ESPN Radio. Additionally, AT&T offers its customers two additional mobile TV channels through FLO TV: CNN and PIX, a Sony Pictures Entertainment channel.

Mobile TV: The State of the Market

Experts and analysts agree that, by any measure, the mobile TV market is ready to explode.

- A 2009 study by Informa projected that the number of mobile TV users in North America will exceed 116 million by 2013.
- North American revenues from mobile TV services are projected to rise from \$158.9 million in 2008 to more than \$1.4 billion in 2013, according to the same study
- According to a 2008 report by MultiMedia Intelligence, phones with multi-media features will reach a 79 percent penetration rate in two years
- Nielsen's "Three Screen Report" for 4Q08 showed a 9% increase in people watching mobile video for 4Q08 versus the previous Quarter
- ABI's "The Mobile TV Market" report for 1Q09 forecasted that there will be over 530 million mobile TV users in the world by 2013, due in large part to the global transition from analog to digital.

The ability to watch videos on your mobile phone is increasing in popularity, as consumers are becoming more comfortable watching video and TV on a smaller screen. Although the concept of TV on a phone is fairly new to consumers, the idea is already perking people's interest.

According to MRI's Fall 2008 study:

- 12,990,000 adults 18+ in the US have watched either a video or live TV on their cell phone in the past week
- 45,125,000 adults 18+ in the US think of their cellular phone as a source of entertainment
- 37,319,000 adults 18+ in the US are interested in watching live TV on their cell phones, and
- 24,995,000 adults 18+ in the US say that they would be willing to pay a monthly subscription fee to receive live TV on their cell phone

You might think that people interested in live TV on their cell phones would be young, early adopters. Actually, the idea of TV on a cell phone appeals to a wide range of people, both young and old alike. According to the Fall 2008 MRI study, adults interested in watching live TV on their cell phone share the following characteristics:

- The genders are fairly split with 55% of men being interested and 45% of women

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- They range in ages, with the majority falling between 18 and 55 years
 - Parents are just as interested, if not more interested, in watching live TV on their cell phone
 - Household income has little to no effect in determining who would be interested, as people from all socio-economic backgrounds responded favorably to the concept of live TV on their mobile phones

FLO TV: Redefining Mobile Entertainment

Simply put, consumers are ready to embrace a high-quality, compelling mobile TV experience – and that's just what FLO TV is bringing to the market. To learn more about either the **FLO TV** service offering or how FLO TV is revolutionizing the TV experience, please visit www.flotv.com.

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