

JUST ONE QUESTION



...to **Karine Dussert Sarthe**, Corporate marketing, Orange.

? **Apple's "App Store" is an online software clearing house where iPhone users can buy and download hundreds of applications made by independent developers.**

This way of encouraging third-party development and distribution has been called a "game changer". Do you agree?

! "Yes I do agree. Apple's App Store can certainly be considered a game changer. Literally hundreds of great applications are already available for our customers through this user-friendly and simple platform. But Apple has to be careful in selecting these applications in terms of customer experience and overall quality. Orange is the exclusive operator for the iPhone in France and has an important role to play in promoting this device. We have already added three applications to the store including the Live radio, which has been a great success."

Indoor positioning

▶ INDOOR positioning could help you find your way around indoors, as well as find things like your seat in a theater or the right shelf in a super market, according to Nokia. Based on wireless networks, the technology still needs a scalable solution. But Nokia has already tested it in more than 40 of its own buildings worldwide and plans to launch a commercial trial in late 2008 at a shopping center in Helsinki. ●

The internet wants more energy – much more

▶ WORLDWIDE power consumption by servers doubled between 2000 and 2005 according to Jonathan Koomey, a staff scientist at Lawrence Berkeley National Laboratory in California. Server electricity use grew at a world average of 17 percent a year.

This means that data

centers and internet-related companies running gigantic server pools are now consuming one percent of all the electricity produced worldwide.

Server electricity use in the Asia/Pacific region grew at a 23 percent per year. At this rate, the absolute electri-

city consumption for servers in this region would more than double between 2005 and 2010, requiring electricity capacity equal to output from two new 1,000 MW power plants. Koomey attributes the increase in power consumption to massive server implementations that coincide

with Asia/Pacific's economic growth.

His study shows that one server out of three runs without producing any information, but there are signs that companies are beginning to take measures to counter unnecessary server investments. ●

» What happens when a music lover can say: "I have all the music made between 1950 and 2010. Do you want a copy?" **Which business models can survive in such an environment?** «

DANIEL JOHANSSON, DIGITAL MUSIC RESEARCHER AT MUSIC LINK IN SWEDEN

Mobile users more loyal

▶ CONSUMERS OF mobile content appear to be more loyal to the sites they visit than subscribers to the same content accessed through the internet. Researchers from the International

University of Japan surveyed PC and mobile phone subscribers in Japan, and tested their loyalty by finding out how much they would be willing to pay when choosing between com-

peting offers. Subscriber loyalty to both free content and subscription-based content was studied, with results clearly showing the power of the mobile platform versus the PC. ●

TOP 5 MUSIC DEALS

Recent deals, by size. Assembled by Moconews.

- 1.** Sony-Sony BMG, USD 1.2 billion, August 2008
- 2.** CBS-Last.fm, USD 280 million, June 2007
- 3.** Bennett Coleman & Co.-Virgin Radio; USD 106 million, June 2008
- 4.** Nokia-Twango; USD 100 million, July 07
- 5.** Nokia-Loudeye; USD 60 Million, August 2006

DO YOU REMEMBER?

1993 saw the introduction of Newton, the iPhone's antecedent and an early line of personal digital assistants from Apple Computer.

ALMOST IPOD TOUCH. Manufactured in Japan by Sharp, Newton featured handwriting recognition software. Its official name was "MessagePad", while "Newton" was Apple's name for the operating system (alluding to Newton's apple), which grew to include the use of the device and its software together.

At its debut, industry critics saw Newton as a new class of machines that would not steal market share from PCs, but rather create a new market. One commented that: "It won't replace cappuccino machines functionally, but it may replace them in the budgets of that segment of the population that likes gadgets and wants to be ahead of the pack."

Newton weighed in at 1.4 lb. (0.64 kg) with alkaline batteries. It accessed the internet through TCP/IP, PPP, SLIP, PAP, and CHAP protocols, and a web browser. It made phone calls with assistance from intelligent auto-dialing and also sported wireless capabilities by connecting to cellular/GSM phones for wireless data and fax communications and with optional PC modem card. ●

