



**Dear Customer**

Welcome to the fourth issue of 5 to Remember, Ericsson's newsletter for customers worldwide. In this issue we showcase network operators that offer multimedia services, and talk to analysts about multimedia revenues. You will also learn more about Ericsson's new Business Unit Multimedia. The next newsletter will be distributed in late August.

Sincerely,  
Ericsson

1.

## **EXPLORING THE MULTIMEDIA UNIVERSE**

Media and telecoms are joining forces to serve content-hungry consumers, transforming entire industries in the process. Ericsson looks different, too.

✦ [Go where no one has gone before](#)

2.

## **MOBILE TV TAKES OFF**

Television on the small screen seems to have mass-market appeal. Mobile TV is catching the attention of millions of people worldwide – and operators are responding.

✦ [Operators in Belgium and Malaysia talk TV](#)

3.

## **MINERS STRIKE GOLD IN MOBILE ADS**

Data mining is about giving people what they want. In Norway, consumers spent more time watching mobile video because they liked the ads.

✦ [Dig in for new revenue](#)

4.

## **PAVING THE WAY FOR IPTV**

Telecom Italia, an IPTV pioneer, has a recipe for success: industry standards. The operator joined a push to develop global IPTV specifications.

✦ [Learn more about the Open IPTV Forum](#)

5.

## SPECIAL FEATURE: SUNCOM CREATES A VIBE

SunCom wanted to entice 1 million customers with the latest in branded music. Napster Mobile did the trick.

✦ [Read the SunCom Customer Success Story](#)

---

Questions or comments? Express it here.

ERICSSON 5 TO REMEMBER © Copyright 1994-2005 Telefonaktiebolaget LM Ericsson. All rights reserved.

TO UNSUBSCRIBE from this email and further Ericsson mailings in this series [click here](#).