

NOKIA

# Beyond Connectivity

## Growing ARPU with premium services



Get to Fast Faster 2025

# Innovating beyond connectivity



Subscribers paying for only a broadband connection.

- Flat ARPU
- Limited differentiation



Subscribers paying for a home experience.

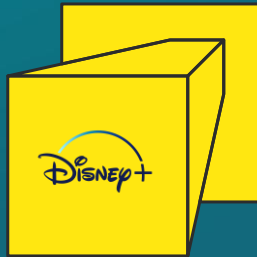
- Significantly higher ARPU
- Many differentiation points

An aerial photograph of a city at sunset, with the sun low on the horizon casting a golden glow over the buildings and water. A large white arrow points from the left side of the image towards the right. The text 'NOKIA' is in the top left, and 'How other industries have expanded' is in the center left. The page number '3' and copyright information are at the bottom left.

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# How other industries have expanded

# Innovating beyond

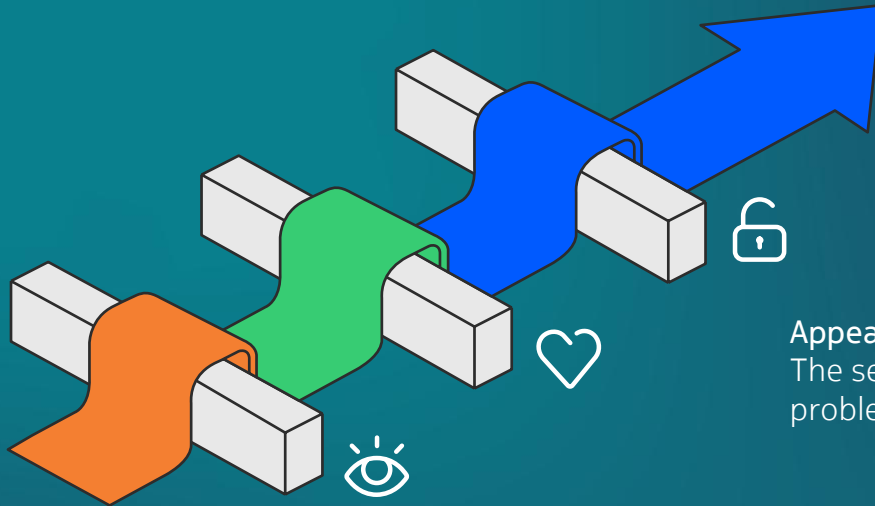


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But it's not  
automatic



# Hurdles to success



**Awareness**  
Customer must know the service offering exists.

**Appeal and value**  
The service must solve a real problem or create a clear benefit.

**Ease of Adoption**  
Must be simple to activate, try, and use.



# What consumers pay for today

# What's popular?

## Cybersecurity

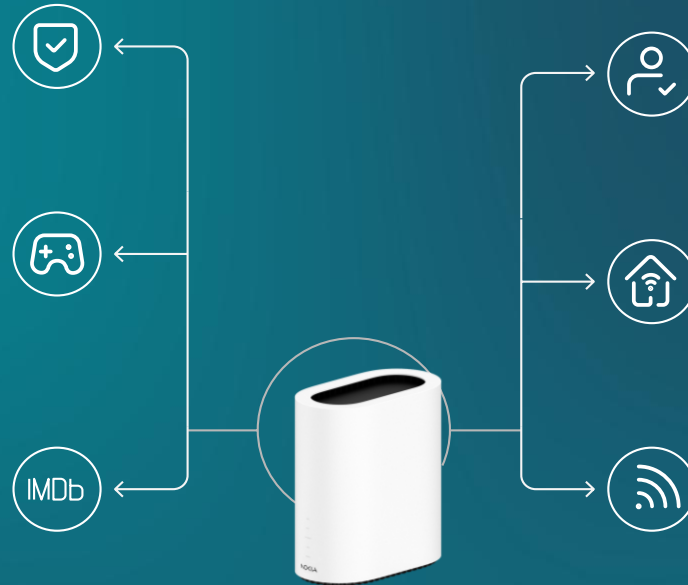
- Protects devices and data from online threats.
- High consumer awareness and willingness to pay.

## Gaming optimization

- Prioritizes traffic and low-latency connectivity for gamers.
- Growing audience differentiates broadband experience.

## Entertainment bundles

- Aggregates popular streaming services or exclusive content.
- Enhances perceived value and reduces churn.



## Parental controls

- Manages screen time, content, and safety for families.
- Strong appeal to households with children.

## Smart home integration

- Connects and manages home IoT devices.
- Builds stickiness as the "home control hub".

## Wi-Fi enhancements

- Premium Wi-Fi hardware, mesh, analytics, and self-healing features.
- Converts connectivity into an experience.

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# Getting it right



# Who is doing it right?



## Cybersecurity

F-Secure

## Entertainment

Spotify

Why it works: They leveraged user data to know where each customer was in their lifecycle, then targeted relevant upgrades rather than just blanket offers.



## Cybersecurity

Various

## Entertainment

Various streaming services

Why it works: Included services that are attractive to their end users and subsidized the services into their base service package.



## Smart Home

IOT hardware

## CyberSecurity

Various

Why it works: Included services that are attractive to their end users and subsidized the services into their base service package.

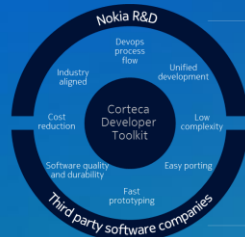
# Driving app ecosystem and adoption

# Growing the ecosystem


## Standards based approach



## Open-Source Developer Toolkit



**Corteca Developer Toolkit** is a modular software package aimed at reducing time to market and costs by facilitating **application development** on Corteca Powered Devices.

Hosted in:  <https://github.com/nokia/corteca-dt>

## App opportunities



20+ additional developer engagements

# Use case focus

1 Usability

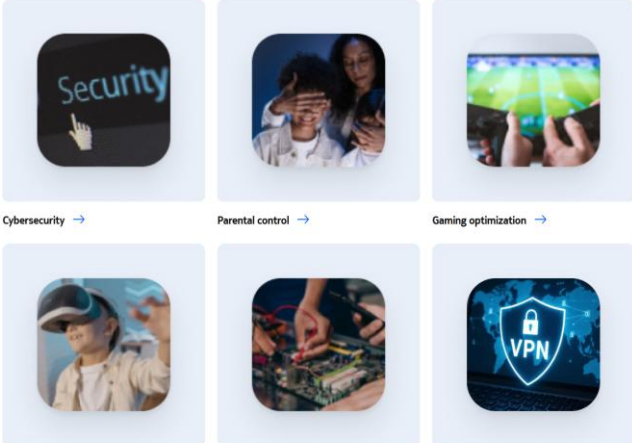
2 Advanced Parental Controls

3 Cybersecurity

4 Gaming/QoE

Monetize the home  
with Corteca Applications

Click on the use case:



Cybersecurity →      Parental control →      Gaming optimization →

Quality of experience →      Diagnostics →      VPN →

# Baselines to launch



## Consumer messaging

Simple intuitive approach focusing on

- **Security** and **Parental Controls**; they feel protected, you build loyalty
- **Gaming/QoE**; Enhance perceived network value and user satisfaction

**App partners** can assist with messaging



## Select a Deployment Model

**Bundled** approach to maximize take rate among subscribers

- Included in a baseline broadband tier or incentive to move to a higher speed tier
- Appropriate messaging still required to showcase the value and drive end user usage

**à la carte** approach as a pure VAS offering



# The Corteca ARPU impact

# Corteca for Revenue

Monetize new service offers



## Stickiness

Bundles with higher speed tiers or sell services a la carte

## Upsell

Promote specific applications based on customer insights

**\$5-\$10**/month

For selected value-added applications

# Closing comments

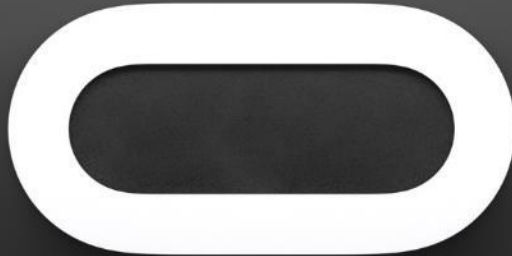
# Nokia Corteca

Building beyond connectivity



## Managed Wi-Fi

- Corteca for a better user experience
- prpl application lifecycle management
- Open and standards based



## Powerful devices

- Wi-Fi 7
- Integrated access: fiber & 5G
- mmWave innovation



## Monetize the home

- Application-enabled devices
- Service differentiation
- Revenue generation

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