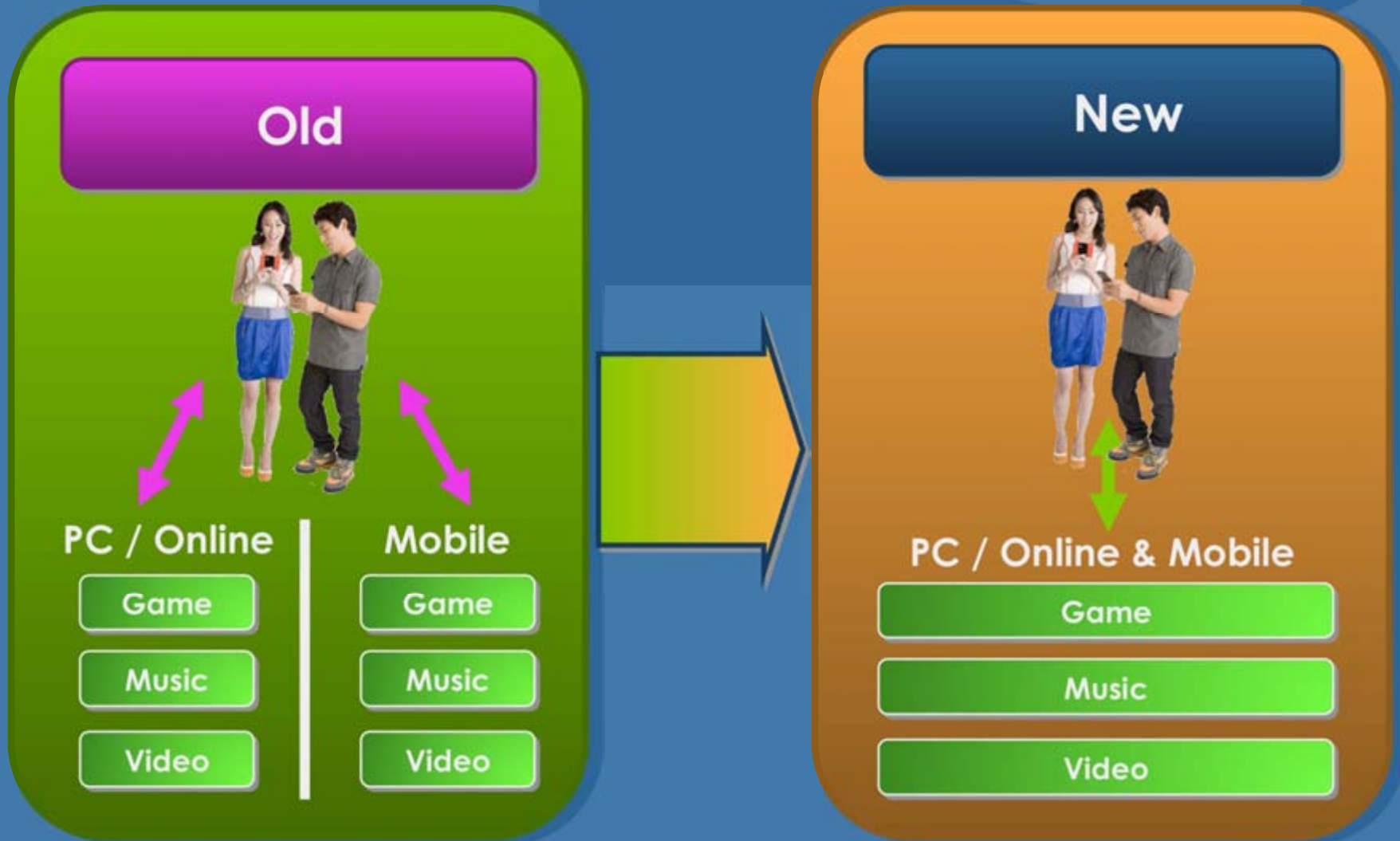


In a 'Converged World' We Trust

Jay Kim
Head of APAC Business
RealNetworks, Inc.



Mobile & Online Traditional Services Convergence Is Already Here



Convergence Is Also Happening In New Service Offerings

Social

- Entertainment services tightly connected with social networking

All in One

- One click for all music/entertainment needs
- Provide more convenience while app store offers more choices

Cloud

- Virtual media storage converged with entertainment service



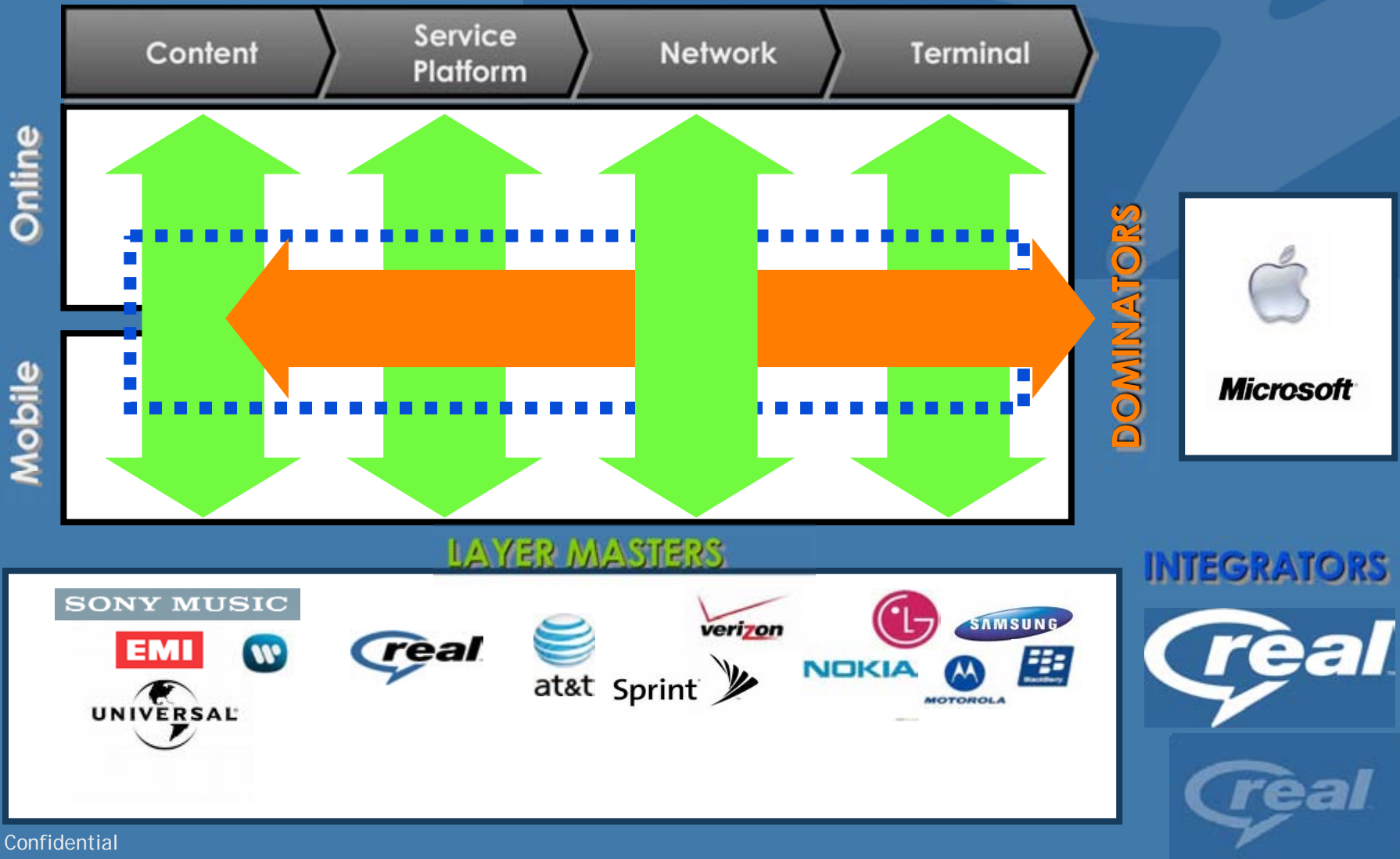
What Is Driving Convergence?



- Smart phones/network-capable devices provide simultaneous access to online & mobile
- More speed and capacity in mobile network enable one source multi-format content
- Industry hard at work creating innovative and convenient digital experiences, thus creating more usage & revenues
- NOW generation demands access to content, Wherever, Whenever & Whatever with

Three Models Competing To Win

Example: US Music Business



Thriving Convergence Example

Rhapsody America

Rhapsody Music: Wherever, Whenever, However--
access to **unlimited** music



Key Takeaways

- Convergence continues to be a compelling influence on mobile entertainment – propelled by market innovators and strong consumer demand
- Multiple business models have emerged
 - Too early to predict winners
 - Two of the models will gain greater share



Thank You



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