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Case: Nokia OZO VR Camera Value Network Configurations

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Changes made to Scenario Building

- Ozo Remote: for remotely controlling Ozo when recording video and for preview/viewfinder.
- Ozo Creator: creating the offline VR clips
- Ozo Preview: viewing the VR content
- Ozo Live: for broadcast (real-time stitching)
- Time Frame: 3 years
- Scope: 360 video in relation to existing video applications
- Key trends:
  - Development of VR/AR industry and devices
  - VR industry is working on a set of standards
- Key uncertainties:
  - Does VR/AR become a successful industry?
  - Will 360 videos market be vertical or horizontal? (closed vs. open ecosystem)
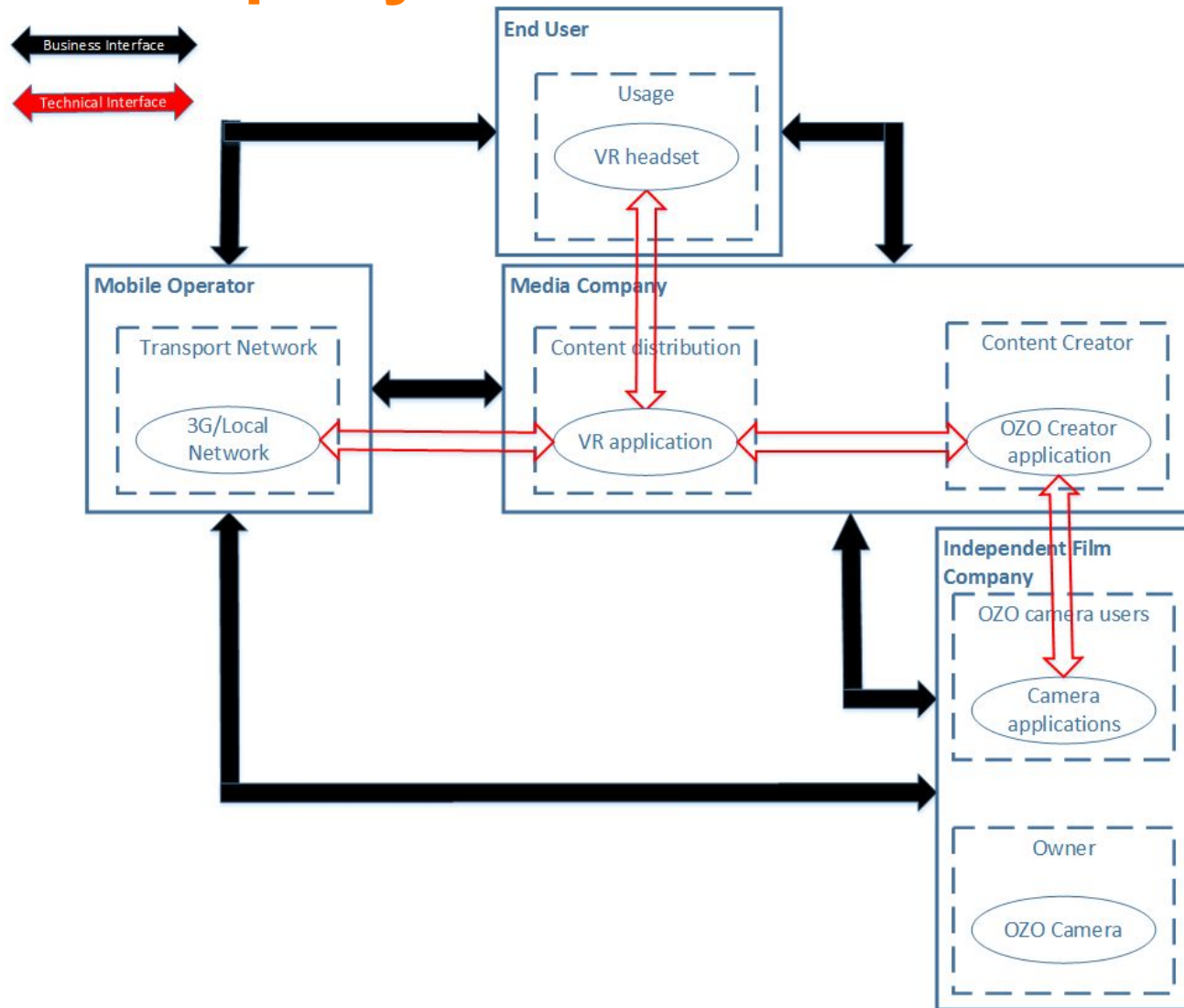
Value Network Configuration

Technical Components:

- Ozo camera
- VR application
- VR headset
- VR media transfer network
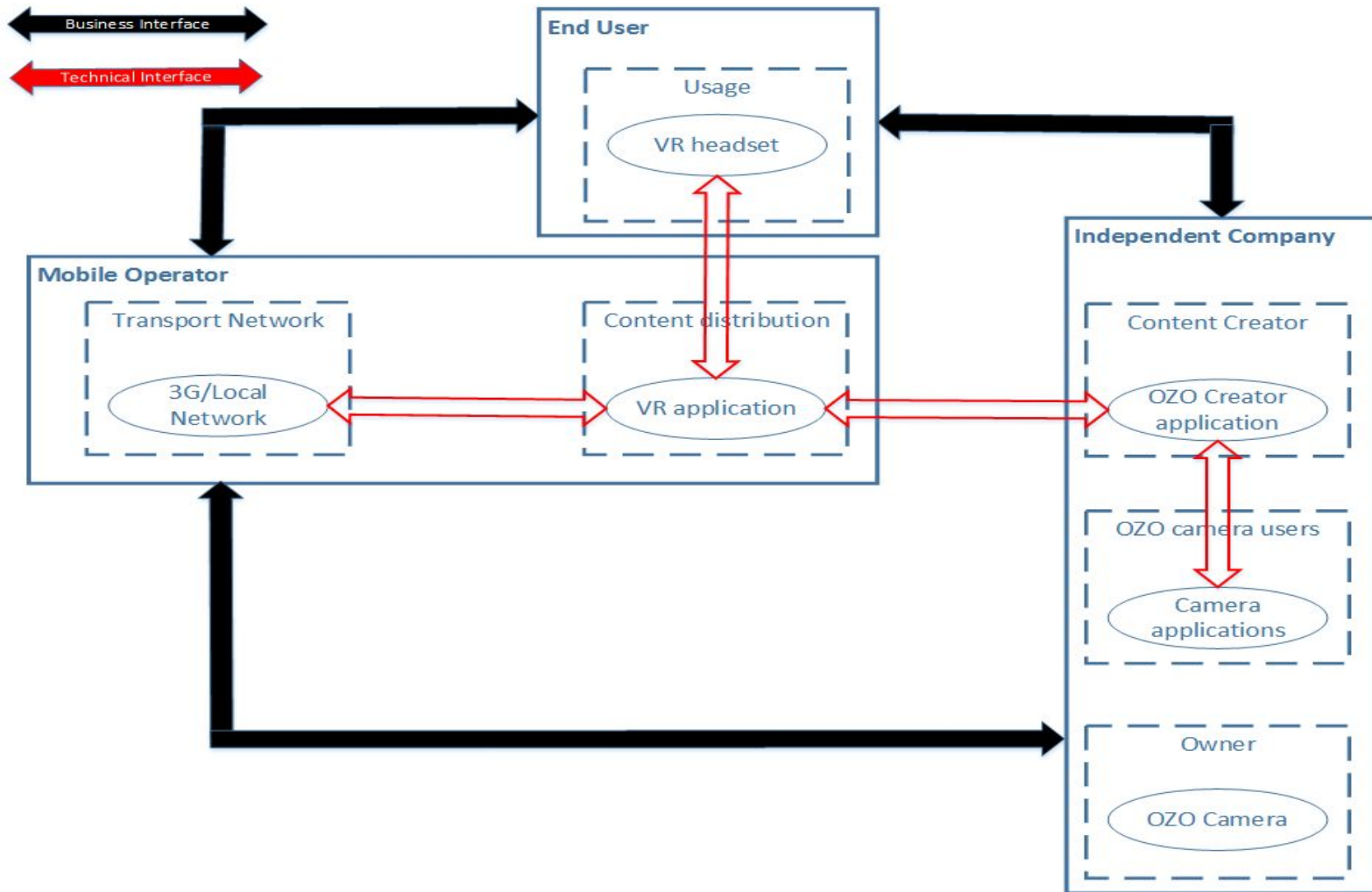- Camera applications
- Ozo creator app

Roles:

- Owner
- Content distribution
- Usage
- Transport network
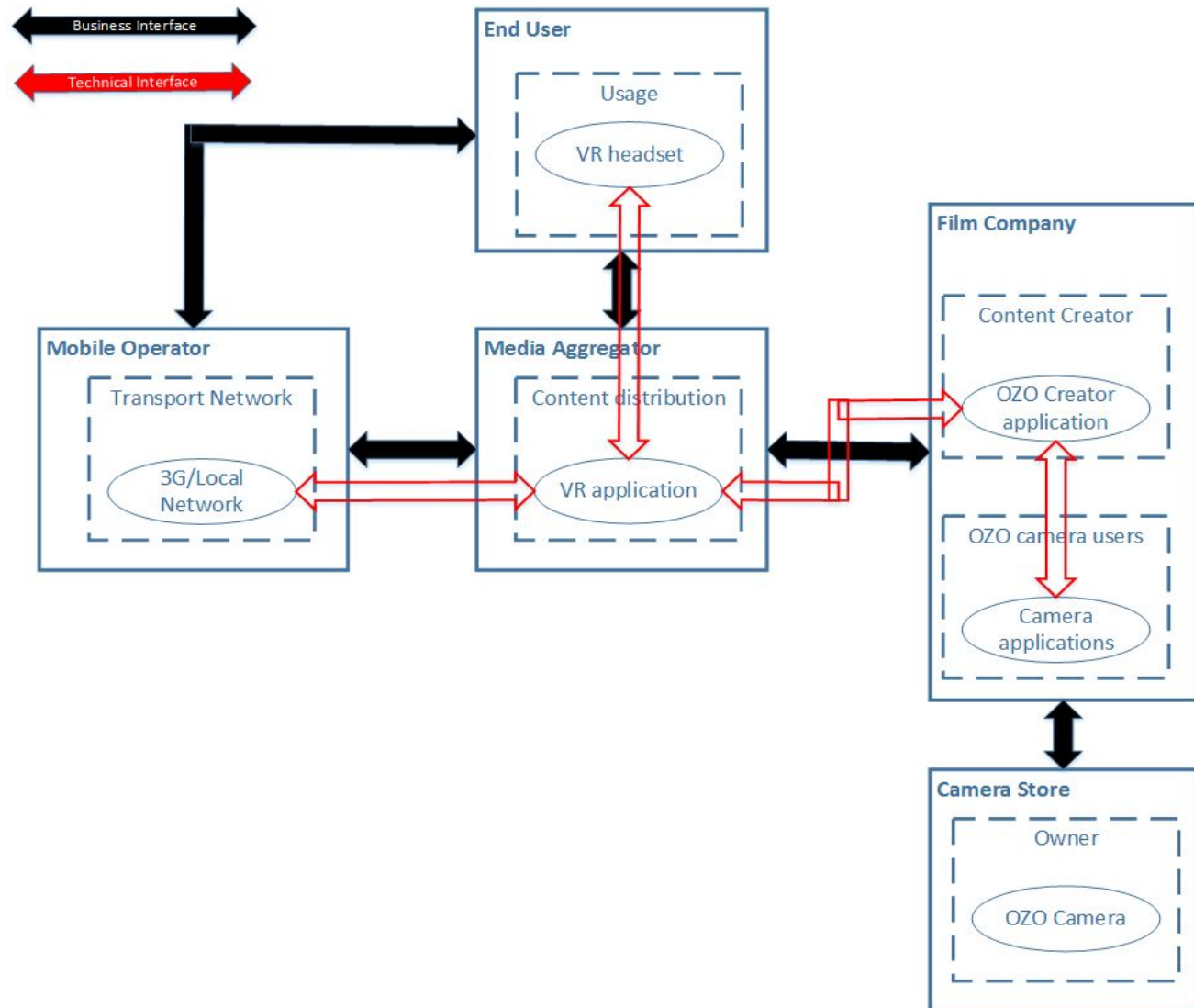- Camera users
- Content creators
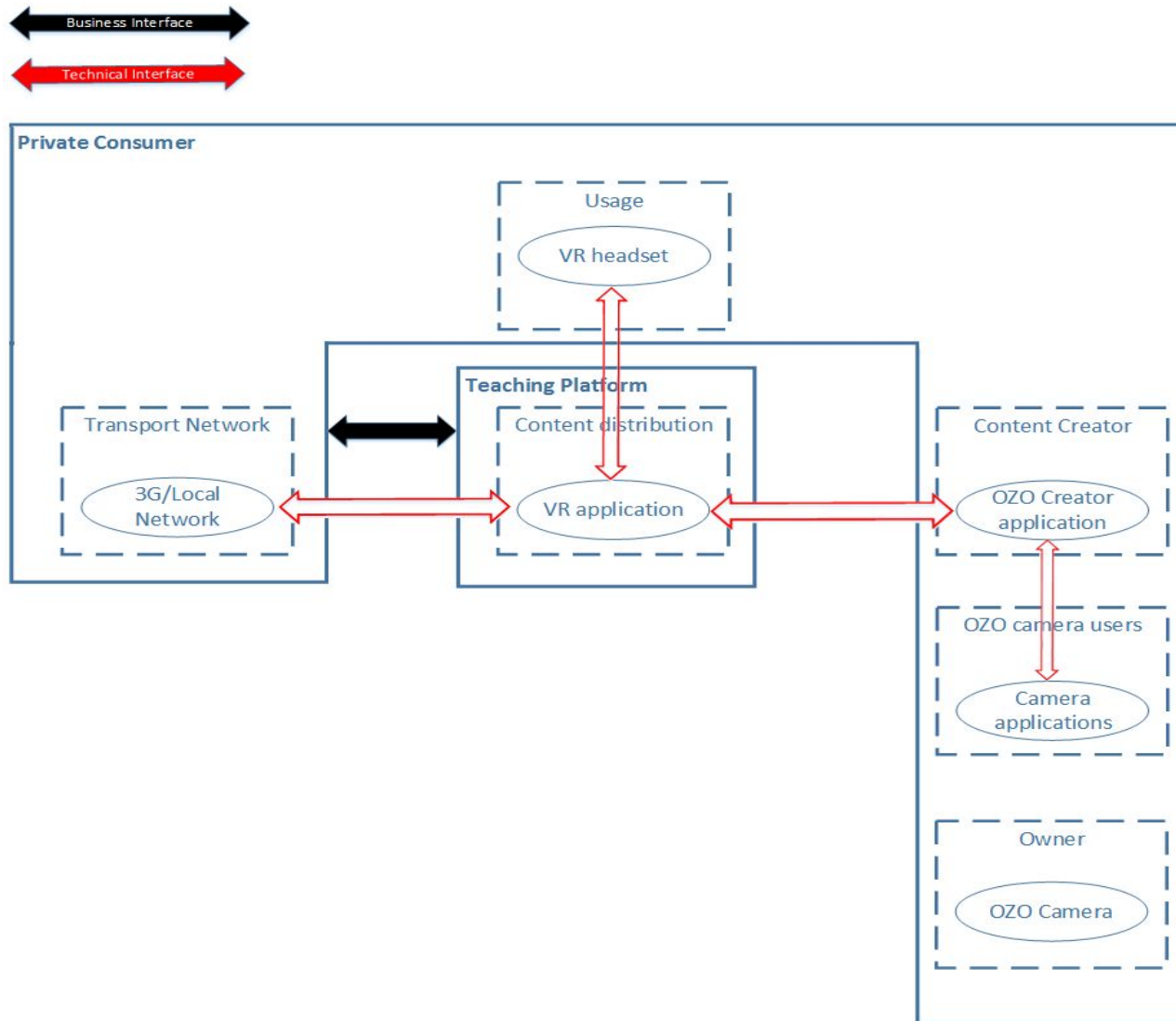
I: Media Company Driven VNC

II:Independent Company Driven VNC

III: Film Company Driven VNC

IV: Private Consumer Driven VNC

Conclusions

- What roles could Nokia take and what would be the best configuration for them?

- Value creation in the value network configurations.

- Linking the trends and uncertainties to the value network configurations.

THANK YOU
Questions?