



MOBILE 101

rabbit films



C MORE

BUSINESS
FINLAND

MOBILE 101

DRAMA SERIES | 6 X 50 MINS

Based on true events, this is an astonishing story of close calls and the uncertain first steps of a small Finnish electronics company on becoming a global titan of the mobile phone industry.



A man with a mustache and a woman are sitting at a wooden table in a cafe. The man is wearing a light blue sweater over a yellow shirt and is looking at the woman. The woman has blonde hair in a ponytail and is wearing a dark blue sweater. On the table are two white coffee cups, two small pastries on plates, and a glass ashtray. The background shows a window with a metal railing and a framed picture on the wall.

**WATCH
THE TRAILER
HERE**

PRODUCER'S WORD



” Nokia. In Finland, the word is associated with high-quality rubber boots, its namesake town, and our most famous corporation of all time. Internationally, Nokia is forever associated with mobile phones.

Before the idea for this series was pitched to me, I had wondered more than once why there hadn't been a film or TV show about the amazing story of Nokia. It's both a Finnish national treasure and a global institution. But maybe that was the reason: nobody had yet dared!

Now the time has changed. The glory days of Nokia mobile phones are far behind, and those who worked there are eager to speak. We have studied and listened. And prepared a fictional series based on the true stories of Nokia in the 80s and 90s. The creator Maarit Lalli and her team have written a compelling drama series, where three different storylines – the lawyers, the engineers and the executive management – work both separately and together in telling the incredible story behind one of the most magnificent corporate rises to fame.

The series takes the viewer through the very uncertain first steps of what will later become an incredible global success story. Without Katarina and Aki; the two open-minded and courageous newbie lawyers, Risto; the ingenious engineer and Jorma; the prominent leader, the story of Nokia could have ended before it really began. And today the whole world would look entirely different.

Minna Haapkylä
Producer

Rise and Fall

NOKIA MOBILE PHONES - A BRIEF HISTORY

1865 Nokia is founded as a paper mill. The company later diversifies to paper, rubber boots, car tires, and televisions.

1979 Nokia creates radio telephone company Mobira as a joint venture with Finnish TV maker Salora.

1984 The launch of the Mobira Talkman portable car phone.

1987 Introduction of the Mobira Cityman, the first handheld mobile phone. Soviet leader Mikhail Gorbachev famously calls Moscow from Helsinki.

1991 Finnish prime minister Harri Holkeri makes the world's first GSM call, using Nokia equipment.

1992 Nokia CEO Jorma Ollila decides to focus on mobile phones. The process of selling off Nokia rubber, cable and consumer electronics divisions begins.

1998 Nokia becomes the world leader in the mobile phone market.

2005 Nokia sells its billionth phone – a Nokia 1100.

2010 Competitors' devices, such as the iPhone and Android-based handsets, are posing a serious challenge to Nokia's future.

2013 Microsoft buys Nokia's handset business for €5.44 billion.



SERIES OVERVIEW

MOBILE 101

GENRE : Drama

LENGTH : 6 x 50 min

ORIGINAL TITLE : Made in Finland

BUDGET: 3.75 million Euro

LANGUAGE: Finnish and English

CREATOR & DIRECTOR : Maarit Lalli

PRODUCER : Rabbit Films

(Minna Haapkylä, Tiina Pesonen & Olli Suominen)

CO-PRODUCER : Aurora Studios

(Ari Tolppanen & Petri Kempainen)

MAIN CAST : Satu Tuuli Karhu, Aku Sipola,
Oona Airola, Emil Kihlström, Sampo Sarkola

ORIGINAL RELEASE: April 2022

ORIGINAL BROADCASTER : MTV3 Finland

NORDICS & BALTICS : CMORE (SVOD First Window)

INTERNATIONAL SALES : Rabbit Films



Based on true events, this is an astonishing story of close calls and the uncertain first steps of a small Finnish electronics company on becoming a global titan of the mobile phone industry.

In 1988, the Nokia Corporation is a small, but ambitious Finnish company hoping to conquer the world with their new mobile phone technology. Unfortunately, due to a stream of reckless expansions into home electronics, they are also on the brink of bankruptcy.

Katarina Tammi, an idealistic and ambitious lawyer, finds herself alongside Aki Makkonen, her slightly haphazard friend from university, trying to make sense of patent laws in the newly established Nokia mobile phone department.

Meanwhile, Risto Salminen, a Nokia engineer, who is as enthusiastic as he is autistic, sets out to design a better, smaller, and more efficient mobile phone.

As it becomes clear how impetuous the company's CEO Kari Kairamo's acquisitions in home electronics have been, an opposition forms inside Nokia, and things start boiling up. The company's young CFO Jorma Ollila gets sucked into the power play.



At the same time, the U.S. giant Motorola, displeased at the competition, suddenly sues Nokia for patent infringements. Fresh law graduates Katarina and Aki are given the daunting task of defending the company.

Risto becomes absolutely obsessed with his engineering project, but lacking support from management, decides to take matters into his own hands. He also receives a very interesting job offer to join rival Swedish company Ericsson.

Katarina and Aki travel to the United States to defend Nokia and the future of the company. Their old friendship starts to disintegrate, as Katarina grows tired of Aki's habits of deflecting responsibility. In the end, Katarina and Aki at the last minute save Nokia from destruction. After a gruesome power struggle, Jorma is put in charge of the Nokia Mobile Phones Department. He gets acquainted with the new upcoming GSM-technology and realizes the true potential of wireless communication.

Katarina's and Aki's friendship has all but ended. But as she meets her new boss, Jorma, she decides to give Nokia a second chance and take on a position with more responsibility. Jorma soon finds out about the secret project Risto has been developing. With the codename "101", together they start on the work to bring the dream to fruition of a truly portable mobile phone.

The Nokia 101 is launched, and the company's world success begins.



EPISODE SYNOPSIS



Episode 1: Leadership in Crisis

” WHEN IT’S TIME TO FIGHT, THEN WE FIGHT!

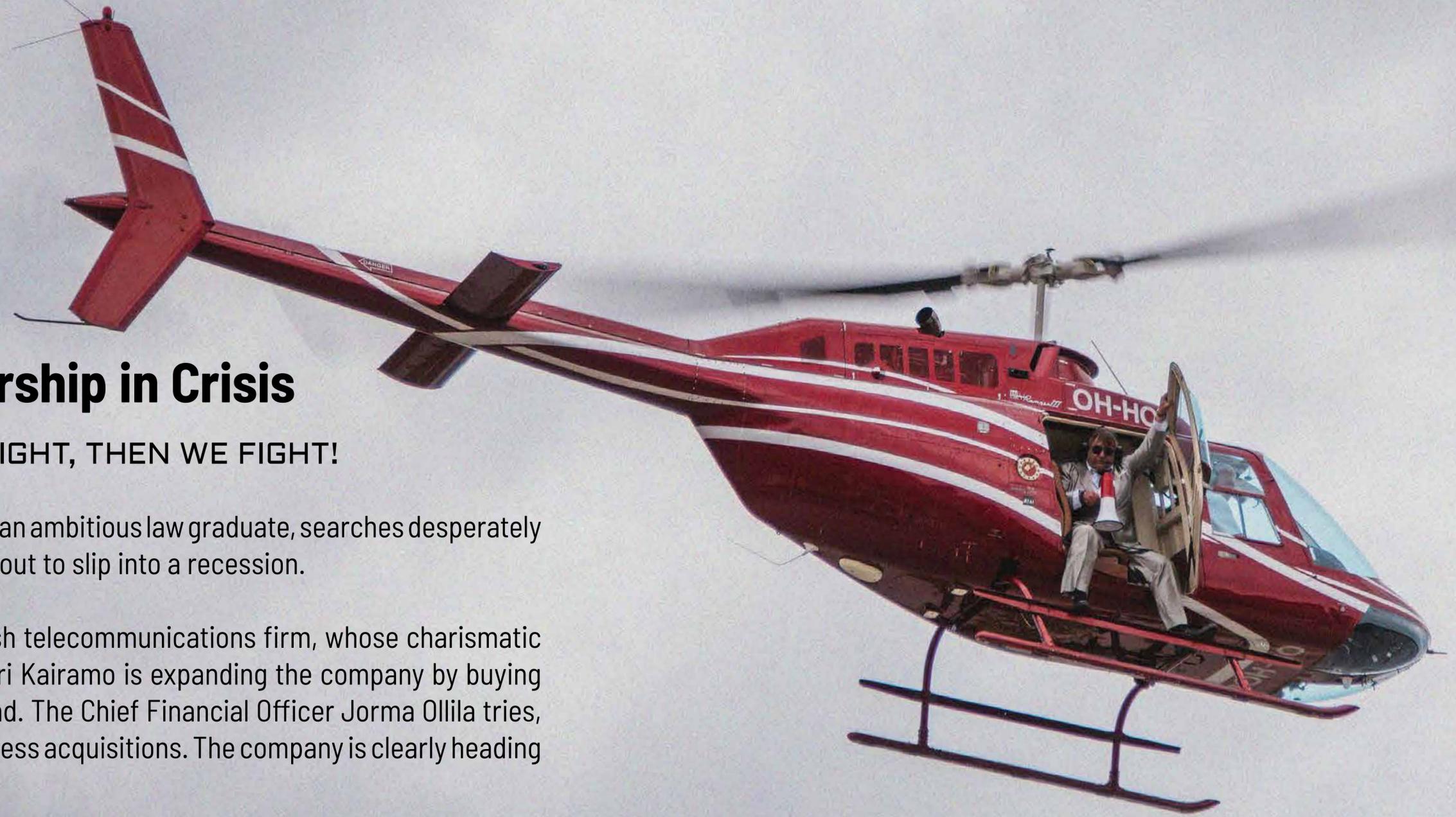
In the late 1980s, Katarina Tammi, an ambitious law graduate, searches desperately for her place in a world that is about to slip into a recession.

She finds a job at Nokia, a Finnish telecommunications firm, whose charismatic - but slightly impulsive - CEO Kari Kairamo is expanding the company by buying new loss-making factories abroad. The Chief Financial Officer Jorma Ollila tries, but fails, to rein in Kairamo’s reckless acquisitions. The company is clearly heading towards financial ruin.

At the same time, Risto Salminen, an enthusiastic Nokia engineer, gets his hands on a brand-new Motorola MicroTAC phone. He decides to embark on the task of making an even smaller, more efficient, and better-selling mobile phone.

As it becomes clear how careless Kairamo’s business transactions have been, an opposition forms inside Nokia. Then unexpectedly, Kairamo commits suicide.

[WATCH EPISODE 1 HERE](#)





Episode 2: Infringement

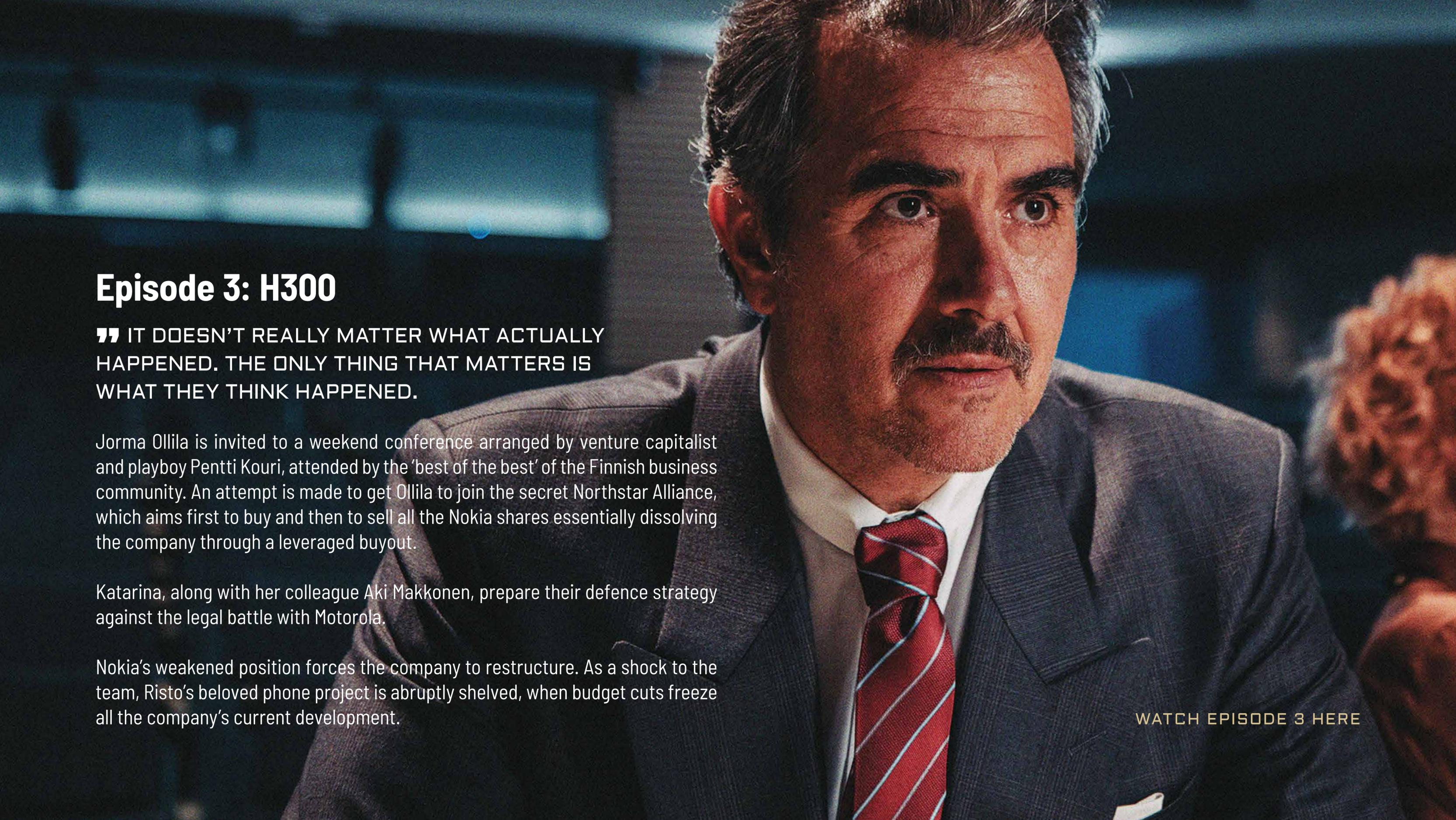
“ IF WE TELL THE TRUTH, THE INVESTORS WILL BE SCARED. BUT IF WE LIE, WE’LL HAVE TO GO TO COURT.

The company’s young CFO Jorma Ollila watches Nokia’s management plunge into a power struggle following CEO Kairamo’s sudden untimely death.

In the company’s difficult situation, Katarina manages to secure a partnership agreement with a Japanese business partner for a new kind of battery technology. But the triumph is short-lived: Motorola sues Nokia for patent infringement.

Risto Salminen and his team start developing the world’s smallest NMT mobile phone, the H300.

[WATCH EPISODE 2 HERE](#)



Episode 3: H300

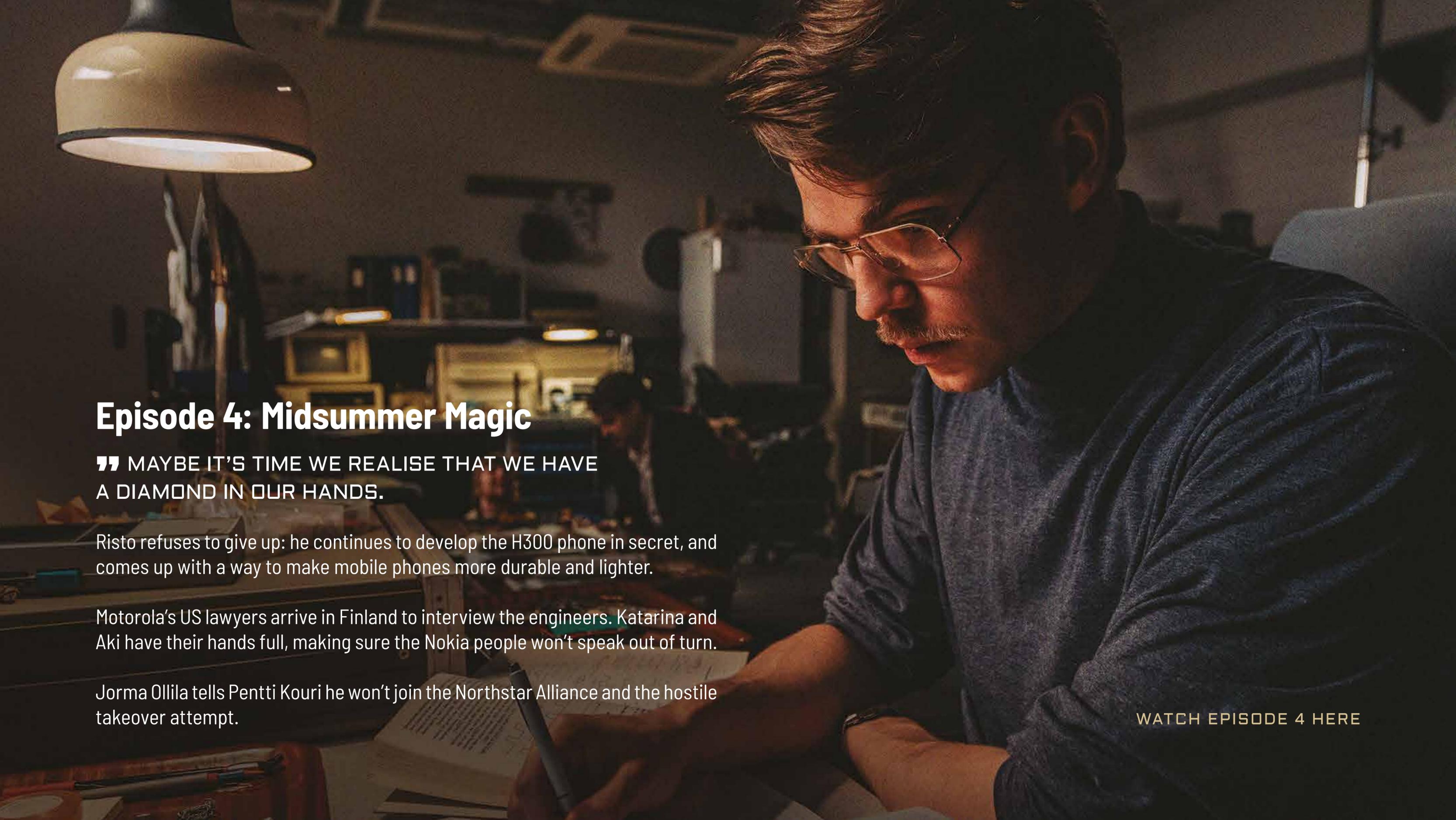
“ IT DOESN'T REALLY MATTER WHAT ACTUALLY HAPPENED. THE ONLY THING THAT MATTERS IS WHAT THEY THINK HAPPENED.

Jorma Ollila is invited to a weekend conference arranged by venture capitalist and playboy Pentti Kouri, attended by the 'best of the best' of the Finnish business community. An attempt is made to get Ollila to join the secret Northstar Alliance, which aims first to buy and then to sell all the Nokia shares essentially dissolving the company through a leveraged buyout.

Katarina, along with her colleague Aki Makkonen, prepare their defence strategy against the legal battle with Motorola.

Nokia's weakened position forces the company to restructure. As a shock to the team, Risto's beloved phone project is abruptly shelved, when budget cuts freeze all the company's current development.

[WATCH EPISODE 3 HERE](#)



Episode 4: Midsummer Magic

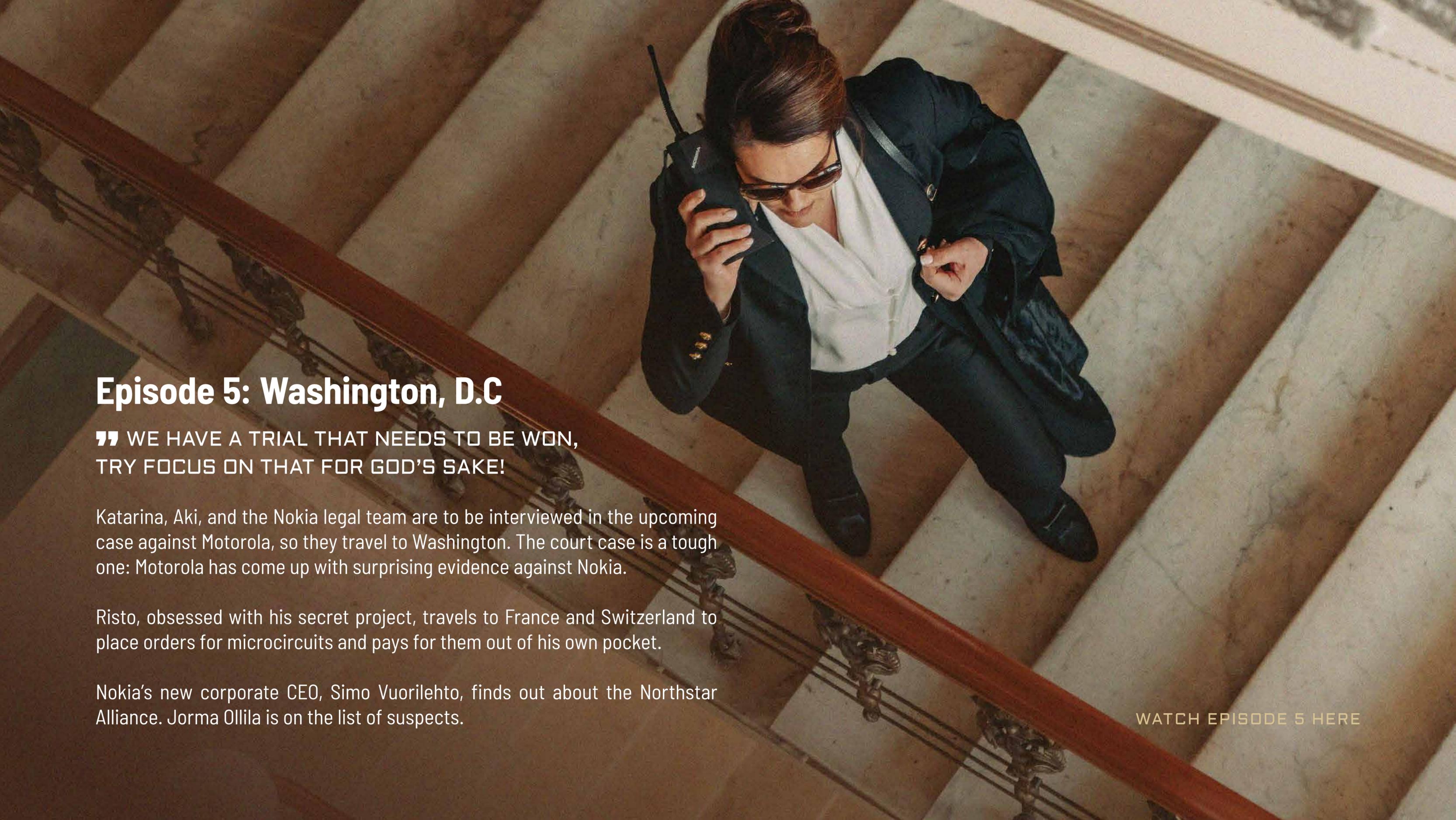
“ MAYBE IT’S TIME WE REALISE THAT WE HAVE A DIAMOND IN OUR HANDS.

Risto refuses to give up: he continues to develop the H300 phone in secret, and comes up with a way to make mobile phones more durable and lighter.

Motorola’s US lawyers arrive in Finland to interview the engineers. Katarina and Aki have their hands full, making sure the Nokia people won’t speak out of turn.

Jorma Ollila tells Pentti Kouri he won’t join the Northstar Alliance and the hostile takeover attempt.

[WATCH EPISODE 4 HERE](#)



Episode 5: Washington, D.C

“ WE HAVE A TRIAL THAT NEEDS TO BE WON,
TRY FOCUS ON THAT FOR GOD’S SAKE!

Katarina, Aki, and the Nokia legal team are to be interviewed in the upcoming case against Motorola, so they travel to Washington. The court case is a tough one: Motorola has come up with surprising evidence against Nokia.

Risto, obsessed with his secret project, travels to France and Switzerland to place orders for microcircuits and pays for them out of his own pocket.

Nokia’s new corporate CEO, Simo Vuorilehto, finds out about the Northstar Alliance. Jorma Ollila is on the list of suspects.

[WATCH EPISODE 5 HERE](#)



Episode 6: Nokia Mobile Phones

” IS THIS THE PLACE WHERE THE WORLD CONQUEST IS BEING MADE?

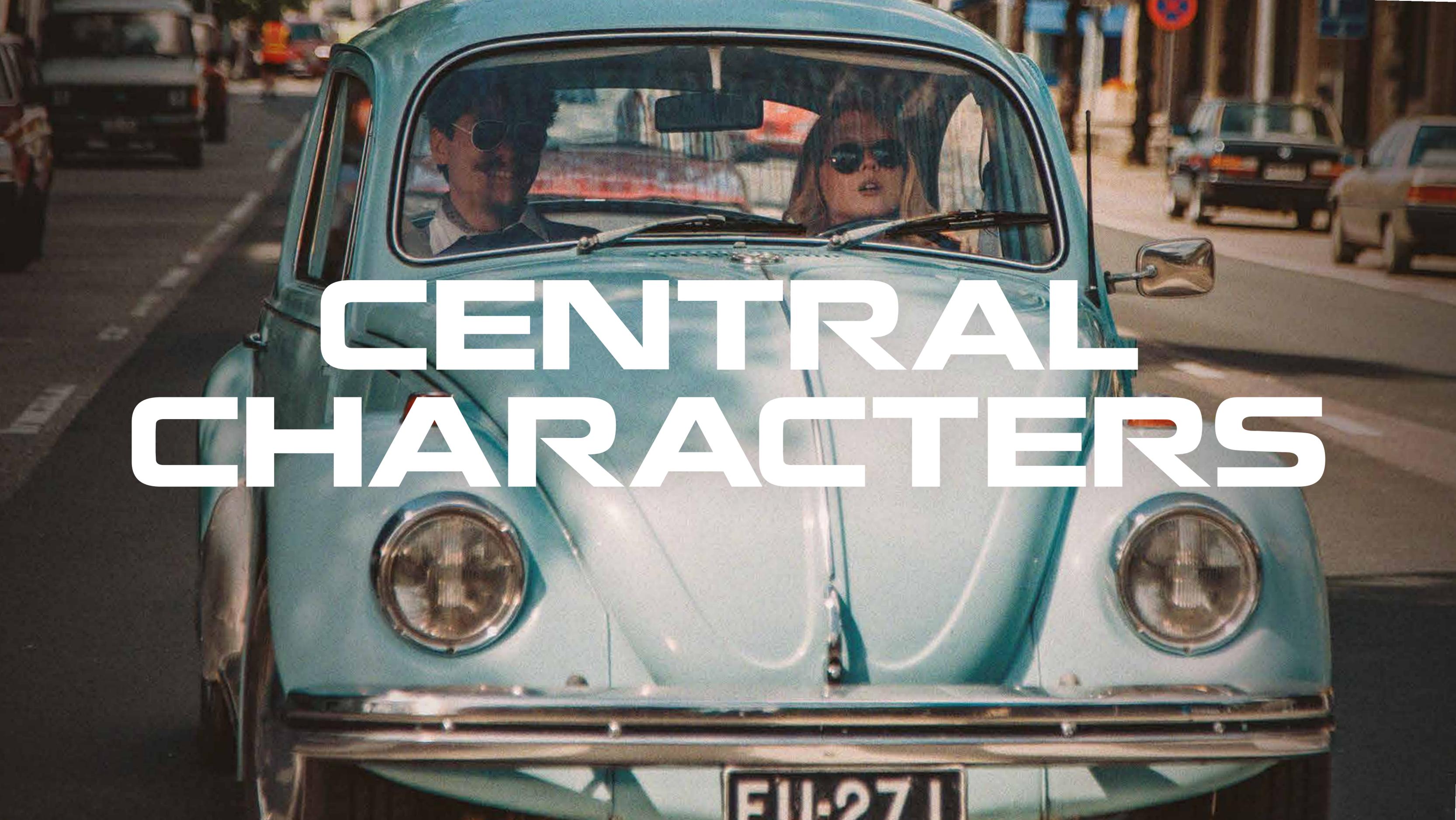
Jorma Ollila proves his loyalty to the new CEO Vuorilehto, who rewards him by offering him the job of the head of the Nokia Mobile Phones Division.

Motorola and Nokia reach an agreement: Nokia will have to pay a fine, but gets to keep its mobile phones on the US market.

[WATCH EPISODE 6 HERE](#)

Katarina and Aki have handled the Motorola threat in an exemplary manner. But only Katarina gets the chance for a promotion, which further strains their friendship.

Risto presents Jorma Ollila with his new type of NMT phone, the now aptly named “101”. Nokia’s world conquest can finally begin...

A light blue Volkswagen Beetle is shown from a front-quarter perspective, driving on a city street. Two people are visible inside the car, both wearing sunglasses. The car has a license plate that reads "EU-271". The background shows a busy urban environment with other vehicles and buildings.

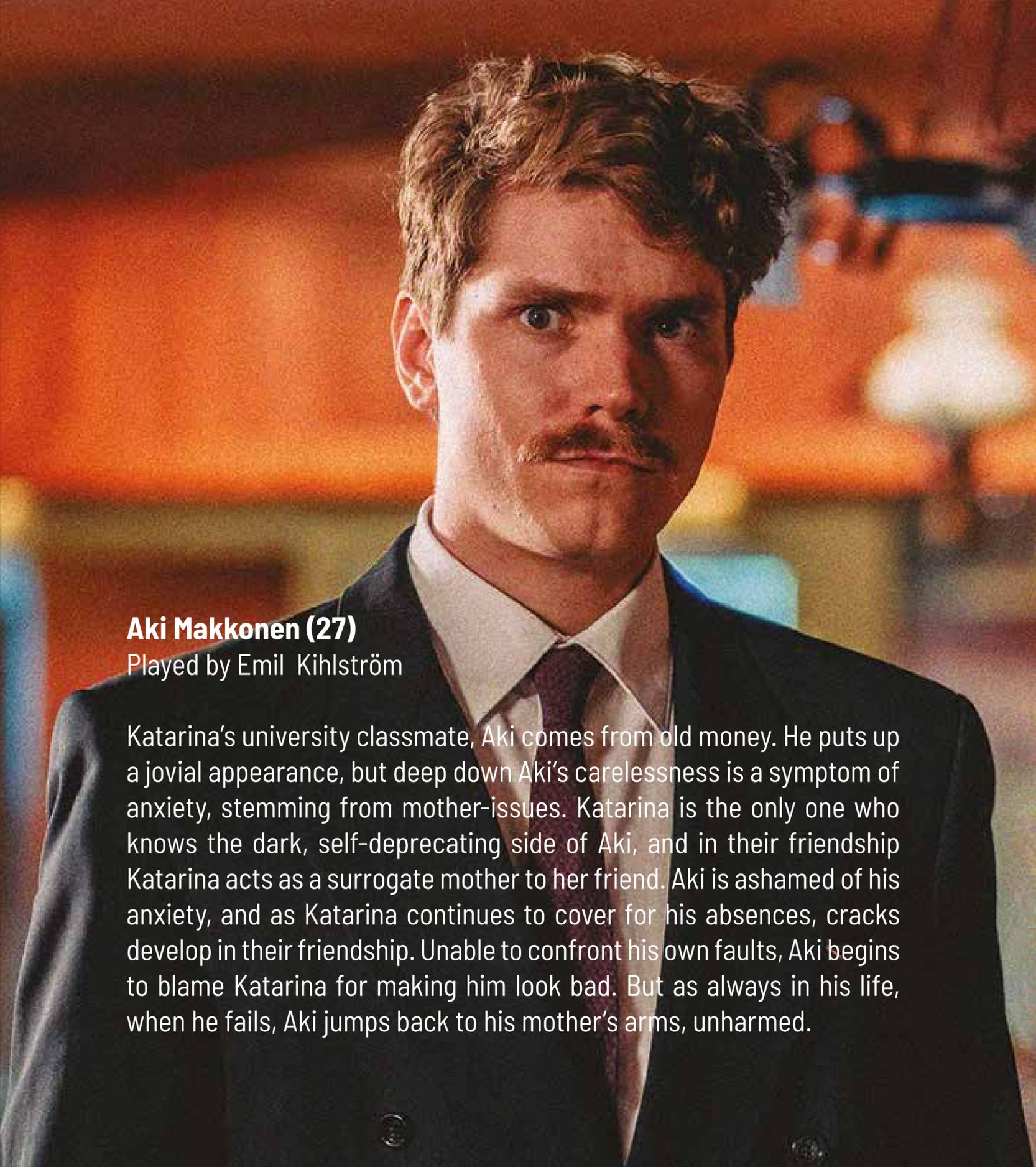
CENTRAL CHARACTERS



Katarina Tammi (29)

Played by Satu Tuuli Karhu

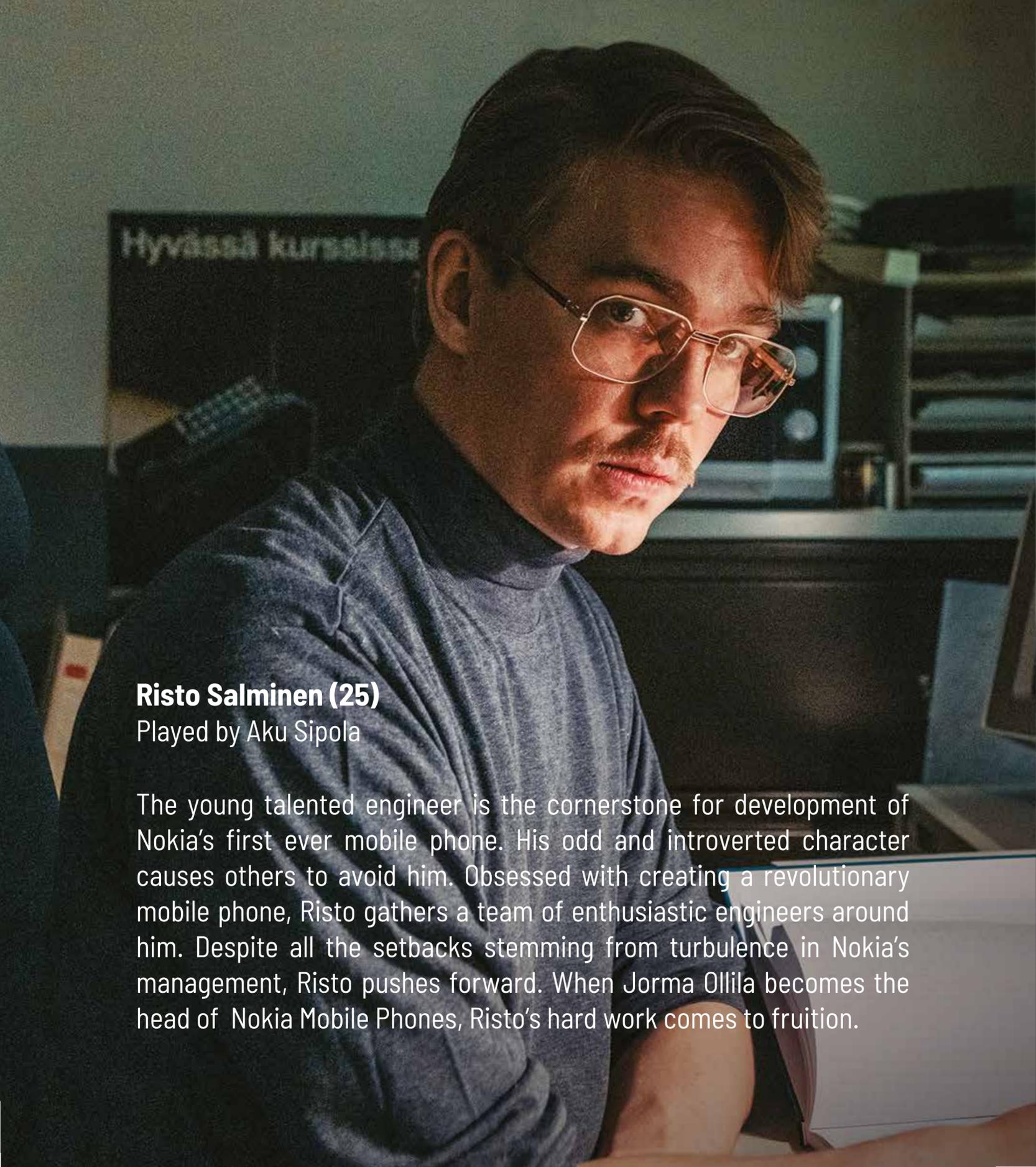
A recent law graduate, Katarina dreams of a career fighting for human rights, but she can't find a job. Her best friend Aki struggles to take his work at Nokia seriously, and Katarina ends up there to help him. At Nokia, Katarina jumps from one victory to another, realizing that the challenges of the job and money it brings form an addictive combination. But the weight of covering for her best friend becomes too much, and Katarina has to make a choice between ambition and loyalty.



Aki Makkonen (27)

Played by Emil Kihlström

Katarina's university classmate, Aki comes from old money. He puts up a jovial appearance, but deep down Aki's carelessness is a symptom of anxiety, stemming from mother-issues. Katarina is the only one who knows the dark, self-deprecating side of Aki, and in their friendship Katarina acts as a surrogate mother to her friend. Aki is ashamed of his anxiety, and as Katarina continues to cover for his absences, cracks develop in their friendship. Unable to confront his own faults, Aki begins to blame Katarina for making him look bad. But as always in his life, when he fails, Aki jumps back to his mother's arms, unharmed.



Risto Salminen (25)

Played by Aku Sipola

The young talented engineer is the cornerstone for development of Nokia's first ever mobile phone. His odd and introverted character causes others to avoid him. Obsessed with creating a revolutionary mobile phone, Risto gathers a team of enthusiastic engineers around him. Despite all the setbacks stemming from turbulence in Nokia's management, Risto pushes forward. When Jorma Ollila becomes the head of Nokia Mobile Phones, Risto's hard work comes to fruition.



Vuokko Salminen (27)

Played by Oona Airola

Risto's wife and also talented engineer for Nokia. She helps Risto to develop his new phone, the Nokia 101.



Jorma Ollila (40)

Played by Sampo Sarkola

In the beginning of the series, Jorma Ollila is the CFO of Nokia; a true numbers man. And the numbers at Nokia are starting to look really bad due to the company's unsuccessful expansion into home electronics. But following Nokia CEO Kari Kairamo's sudden suicide, Ollila is thrust deep into managing internal politics.

He must now choose which side to take...

The later appointment of Ollila as Head of Mobile Phones at Nokia creates opposition at the factories in Salo. He is not trusted by the company staff and his difficult temperament fails to create sympathy. Having developed a visionary sense of purpose, Ollila manages to win over the personnel by devoting himself one hundred per cent to the company. He creates confidence and trust in the community, from those working at the assembly lines up to the top management, uniting everyone in the sense of belonging to a family where each member matters.

BEHIND THE SCENES



DIRECTING & SCREENWRITING



” Behind Nokia’s well-known narrative, there are the untold stories of the people whose passion for their work made immense success possible. But there were also personal losses and moments of despair. Now, 30 years on from the first GSM call, and based on first-hand accounts from those most closely involved in Nokia’s story we can tell the full, dramatic story of the extraordinary events behind its remarkable rise and fall.

Maarit Lalli

Director and Screenwriter

Maarit’s first feature length film *Almost 18* won the Jussi (Finnish Film Award) for Best Screenplay, Best Film, and Best Director in 2013. At the time, she was the second female ever to win Best Director. Before making *Almost 18*, Maarit has directed several award-winning short films. Maarit has also written episodes for the YLE1 series *Kotikatu* and directed episodes for MTV3’s TV series *Käenpesä* and *Sydänjää*.

Making a series about Nokia has been Maarit’s passion project for a long time. Fascinated by the eventful ‘rags-to-riches-to-rags’ story, she has dedicated the past several years to the project. Maarit has extensively researched the company’s past, and interviewed every single possible person involved in the events, from the janitors to the top executives. Her determination and dedication have been the absolute driving forces behind this project.

PRODUCTION COMPANIES

rabbit films

Rabbit Films is one of Finland's leading independent production companies. It develops original TV formats, and produces Finnish prime-time television entertainment, drama and comedy series, as well as feature films. The programs developed by Rabbit Films have several times been awarded with Golden Venla and Formaatti-Finlandia Awards. Internationally, Rabbit Film's programs have been sold to over 200 territories.



A full service creative powerhouse to partner with for added value through curated development, packaging, financing, production and distribution of commercially and artistically ambitious content in the Nordics and beyond. Aurora Studios is owned by Otava, the leading publishing company in Finland, and the family offices of private equity veterans Ari Lahti and Ari Tolppanen. Aurora Studios also manages the Finnish Impact Film Fund, facilitating investments in quality film and TV content.



CONTACT



Jonathan Tuovinen

Head of International
Europe, MENA and Latin America

jonathan.tuovinen@rabbitfilms.com

Tel: +358 50 465 3323

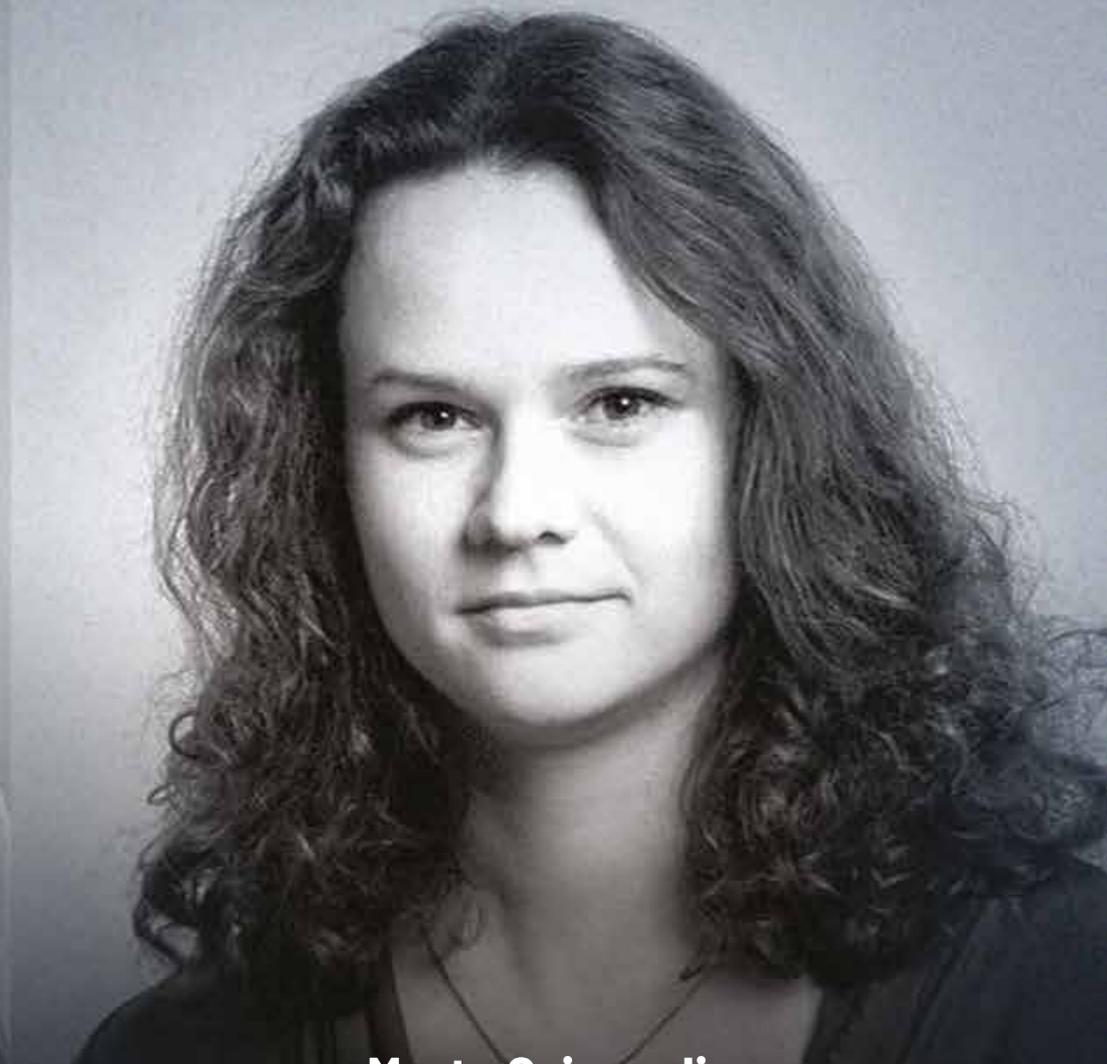


Samantha Ferguson

Senior Sales Manager
English-speaking territories and Asia

samantha.ferguson@rabbitfilms.com

Tel: +44 795 803 389



Marta Csizmadia

International Sales Consultant
CEE, Israel and Africa

marta.csizmadia@rabbitfilms.com

Tel: +44 7545 221453

rabbitformats.com