

Nokia Gets Biggest Share of Windows Phone War Fund

Written by Marco Attard
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Microsoft has a war fund of over €31 million (£28M) to give out to mobile makers-- and Nokia will get the biggest chunk, according to Mobile Today.



Nokia should receive around €23M (£20M) to promote its first Windows Phone device to the UK market, which should launch later this month.

The fund will go for advertising campaigns promoting the Windows Phone 7.5 (Mango) launch, as well. The Mobile Today source says "Microsoft is funding a massive campaign with Nokia across every single media you can imagine... Microsoft is desperate to kick the hell out of Android. If they can get across how amazing Mango is they could really crack it this time."

Judging by those numbers, if Microsoft wants Nokia to sell 1 million Windows Phone devices, it will shell out €23 per phone.

Samsung will get the rest of the cash (around €8M) in order to push its major Christmas offering, the Omnia W.

The Mango update launched 2 weeks ago, and will be available on a number of new devices launching over the next few weeks.

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