

M&E Industry in Transition: Mobile Media

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Remember when Mobile Phones were about Communications?

- **Voice**
- **Voicemail**
- **Roaming**
- **Text Messaging**

Mobile Technology Value Matrix

Media Richness

Video

Pictures

Games

3D Images

Music

Voice

2D Images

Text

Numeric



Static

Degree of Interactivity

Live

Mobile Media Devices, with Communications Capabilities

- **PDA**
- **Web Browser**
- **Text Messaging**
- **Audio Recorder**
- **MP3 Music Player**
- **Still Camera**
- **Video Camera**
- **Video Player**
- **Game Platform**
- **News Ticker**
- **GPS Device**
- **... and a Phone;**



Images Courtesy of Apple.
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purposes only.

- **... and... Programmable, so I can change my mind!**

The Consumer is in Control

- Any content source
- When I want it
- Wherever I am
- On any device
- In the language that I want
- On my pricing terms
- ...and the ability to share it with my friends, anywhere in the world.



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Knowledge of the Consumer + Choice by the Consumer

Location Based Services



Image
Courtesy of
Research in
Motion

Targeted Advertising



Logo and
Image
Courtesy of
NBC
Universal

Mobile Payments



<http://www.blazewallet.com/>

Image Courtesy of
Blaze Mobile
Wallet

'My Channel' Intelligent EPG

MY TV RECOMMENDATIONS

The table lists TV recommendations with columns for Date, Rank, Title, and Channel. The table is partially obscured by a redacted area.

SKY's UK recommendation engine
(Launched 10th December 2006)

New Services: Content-Specific Opportunities



Image Courtesy of Apple.

Preference +
Location + Activity

Propensity to Purchase

Integrated
Commerce

Service
Differentiators

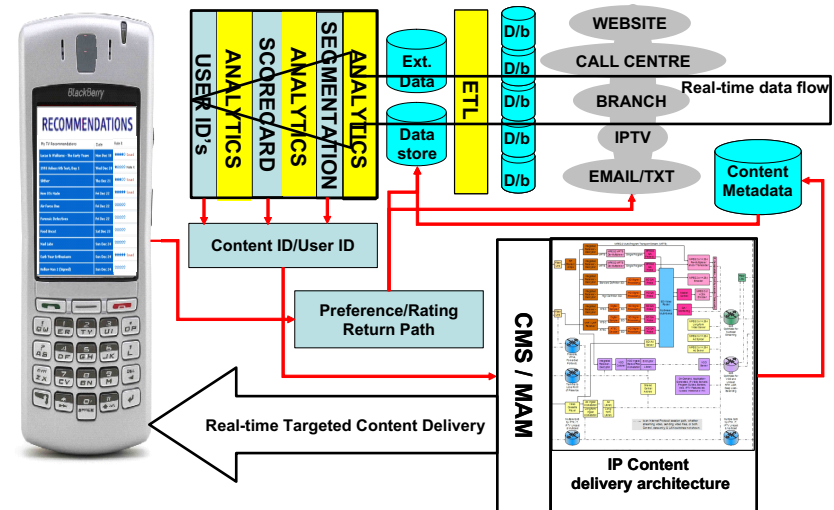
Screen Real Estate

Real-time
Analytics
on Users & Content

The Power of Digital Delivery with a Return Signal Path

Just like the Web's, automated analytical capabilities:

- Learn individual consumer preferences from business interactions and behaviors (with and without volunteered information).
- Discover what content would be relevant and engaging
- Deliver selected advertising and targeted programming direct to the consumer.
- Potentially violate consumer privacy!



Technology = Opportunity; But there are Issues to Consider



- **Complexity of Business Models**
 - **Subscription**
 - **Advertising**
 - **Purchase**
 - **Rental**
 - **Commerce Transactions**
- **Platform Rights Management**
- **Security**
- **Privacy of the Consumer/Viewer/Listener**
- **Personalized Niches or Mass Market?**
- **Value of the Brand**

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